



Hamburg

ACTIVE CITY

ACTIVE CITY

HAMBURG

The metropolitan strategy based on sport
and exercise



Hamburg

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PREAMBLE – BETTER LIVING IN BIG CITIES

Urbanisation and the influx into cities continues unabated worldwide. This development is primarily a consequence of the attractiveness of the cities themselves. But it is also rooted in the fact that cities continue to be places of free thought and discourse – centres where intellectual spaces are open to develop technical, scientific and societal progress.

People move to cities because they hope to have a good life there. Accordingly, it is those cities that provide the necessary conditions for people to fulfil their dreams of living a good life which are particularly attractive. Those who are looking for a new home town base their decision not only on the job opportunities or housing available, but also on the quality of its support and educational offerings, as well the efficiency of its urban infrastructure. On the other hand, the focus is increasingly on “soft” location factors such as the cultural and sports offerings, the recreational value and the general quality of life.

This also applies to Hamburg. The attractiveness of the city and what it has to offer are decisive factors for the increase in its population. According to a study by the German Economic Institute (IW), Hamburg will continue to experience population growth in the coming years. According to the forecast, Hamburg's population will increase by around 160,000 by 2035 and reach the two million mark.

The growth of cities is both the cause and the result of their success. But it also poses challenges for them: Densification, increasing competition for space, higher demands on the entire urban infrastructure, more traffic and the need for

better transportation. That is why it is important to increase acceptance for growth through smart policies that take the whole city into account. As the city grows, the quality of life in the city must also grow – in the interest of the people living in it.

The question of how we develop as a society is decided to a considerable extent in big cities. Therefore, responsible policy should take into account all factors and forces when it comes to promoting good development. Exercise and sports can contribute to our ability to live well in large cities, but also to live well together.

Sport and exercise strengthen social bonds in a time of increasing social fragmentation. The best thing about sport is that it puts differences into perspective and, in the best case scenario, allows them to be viewed as enriching experiences. In particular, club sports are proving successful in integrating new citizens. It is a driver of inclusion. It is an important factor for maintaining health and mobility, especially in senior citizens – and thus ensures that they can continue to participate in social life at an older age. Sport teaches social skills and how to deal with challenges. It provides an opportunity for constructive discussion in the team and teaches the acceptance of rules.

Besides these individual positive factors, sport is also the source of a positive societal identity: It creates a sense of community, it motivates people to actively stand up for our society and to identify with its values, it is a place of refuge and offers a home.

The goal of comprehensive promotion of sport and physical activity gains additional relevance against the backdrop of an increasingly sedentary working and everyday life. The shift of activities into the digital space (starting with



children and young people), the growing number of persons working from home and the rise in sedentary occupations increase the need for exercise in everyday life and thus the need to promote physical activity.

Among the many benefits that sport offers individuals and society, sport creates central conditions for conflict-free, good living in a community-oriented society.

That is why decision-makers in politics, sport and society have a duty to harness the positive potential and effects of sport to promote harmonious coexistence in big cities without losing the contrasts and contradictions inherent in them.

The Senate has therefore set itself the goal of promoting sport and exercise in a comprehensive, long-term and sustainable manner. To this end, numerous approaches to action have been developed or refined in recent years. In addition to the expansion of the sports infrastructure, this includes sports-oriented urban development, the targeted activation of population groups that are not involved in sports and the promotion of club sports.

The political and societal significance of sport in Hamburg has increased significantly in recent years. The different approaches to action are unified under the "Active City" strategy, which is formulated here for the first time and underpinned with concrete goals. The "Active City" strategy is both the guiding principle for sports development and the sports policy agenda of the Hamburg Senate. It defines the Senate's self-commitment to pursue the described goals in a targeted manner together with its partners in sport. It involves

all authorities and institutions as well as other partners.

Hamburg is a city that loves sports and exercise. Hamburg's population is considered one of the sportiest of all major German cities. The high level of sporting activity, the well-developed sports infrastructure and the great affinity to sport are based on long-term structures and strategies¹.

Back in 2011, the Senate recognised that the further development of sport in terms of quality and quantity, as well as the establishment of sport as a relevant factor in society, would require the cooperation of key societal actors from popular sport, competitive sport, politics, education and business. At the time, the Hamburg Sports Federation (*Hamburger Sportbund*), the Olympic Training Centre Hamburg / Schleswig-Holstein (OSP), the Chamber of Commerce and the competent authority responsible for sport formed the "Future Commission on Sport" (ZKS) and supervised the implementation of the "Hamburg Exercises – Decade Strategy" developed in the same year. Its strategic orientation and the setting of concrete, verifiable objectives formed the "sports policy compass of the city". The "Active City" strategy adopts the essential objectives of the Decade Strategy and develops it into a holistic metropolitan strategy that comprehensively promotes active living and, notably, incorporates sport-related impulses from post-2015 trends.

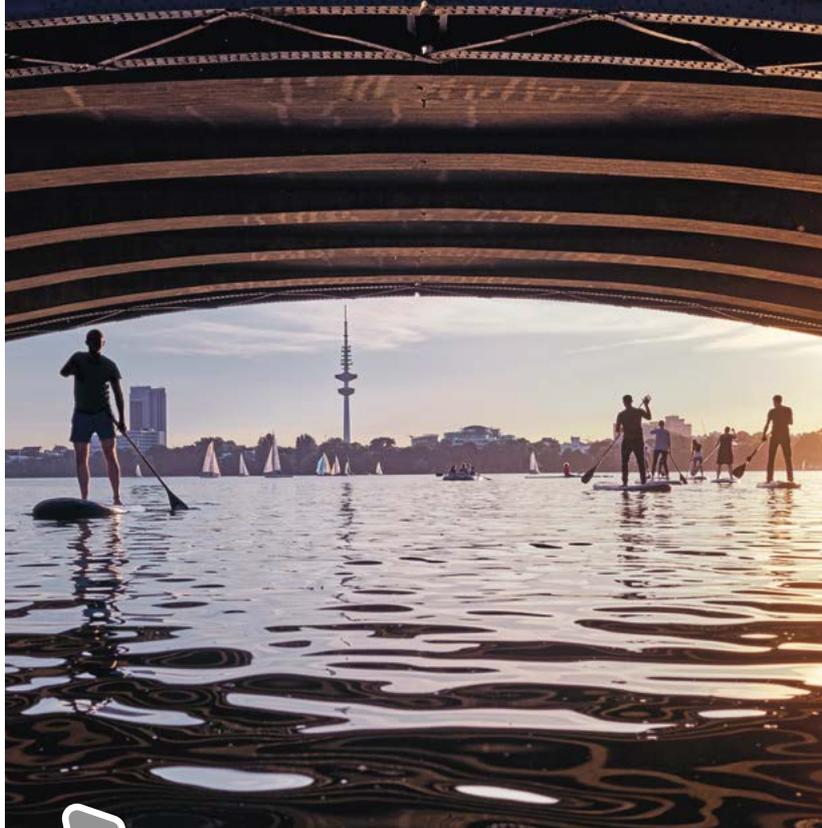
The "Active City" strategy envisions Hamburg as a city where sport and exercise are vital, identity-forming parts of everyday life and the self-image of its citizens. At the same time, it describes the value of sport as a source of stimuli for the further development and consolidation of social

1 Cf. C. Wopp, J. Koch, W. Schmidt, A. Froh, S. Klaus, J. Süßenbach: Grundlagen der Sportentwicklungsplanung in der Freien und Hansestadt Hamburg, Hamburg 2010, p. 16.

cohesion, for example through the willingness to assume social responsibility and to engage in voluntary work. Furthermore, it offers numerous opportunities for personal development and qualification. The “Active City” strategy is linked to Hamburg’s claim of being the most active city in Germany.

Because society and the realities of city life are both constantly changing and evolving, the Active City strategy will be reviewed and updated regularly in the future. In doing so, it is to provide long-term orientation in its essential definitions and goals. The progress towards achieving the goals of the “Active City” strategy will continue to be presented in an annual Hamburg Sport Report.

The “Active City” strategy enhances the profile of the modern, cosmopolitan city with over a million inhabitants, which is active and on the move, and increasingly defines itself through sport – from recreational to popular to elite sport. One of its central objectives is to encourage citizens to lead an active lifestyle – especially those in whose lives sport, exercise and physical activity have so far played only a minor or no role. These people should be given incentives through low-threshold offers to discover the joy and positive effects of sport and exercise for themselves. Following this central, positively motivating approach of the Active City strategy, individual opportunities for sport and physical activity must be available everywhere in the city. In particular, public spaces – streets, parks, green spaces, rivers and lakes – should be more accessible for sporting activities and exercise than in the past, whereby attention should also be paid to balance different interests in terms of use. Whenever urban development processes are initiated, sporting needs, the wishes of physically active people and the prerequisites for an active life must be considered and taken into account at an early stage.



SUP on the Alster

With this in mind, the “Active City Master Plan” developed after the Olympic bid (until November 2015) in 2016, the basic Active City idea subsequently derived from it, and finally the “Active City” strategy. These are far more than just programmes to expand sports infrastructure and promote sport and exercise: They reflect the importance of the city as a whole as well as the holistic understanding of sport and exercise in Hamburg, and illustrate the potential that sport holds for a better quality of life in our city. Since 2016, an increasing number of positive effects attributable to sport have been identified and triggered across all sectors – for example in urban development, school, health and social policy, in transport and mobility policy, in city marketing and in the economy.

The “Active City” strategy also includes an emotional component. For people who have so far perceived sport and exercise passively and only from a distance, individual and directly experienced enthusiasm for sport can be a motivating factor for them to become more physically active than before. Because enthusiasm for sport motivates people to do sport. This is why large, high-profile



sporting events, especially in public spaces, have a considerable impact and a great role in shaping the image of the megacity of Hamburg.

To make this strategy a success, the cooperation of all actors responsible for the development and management of the city is required: Associations and clubs, politics and administration, companies and chambers, health insurance companies, the health industry, science and, of course, citizens. Here, too, the Senate is building on its partnerships with organised sport in particular, which has seen increasing development in recent years. In this respect, the goals formulated in the individual chapters are generally not to be understood exclusively as the tasks of individual actors. Rather, in most cases they will only be achieved if everyone joins forces and works together in partnership.

The successful implementation of the “Active City” strategy will make Hamburg even more liveable. It will increase social cohesion and make living together in the city more attractive. Hamburgers will become more intensively involved in life in the metropolis even beyond sport.

The idea of the Active City goes far beyond the topic of sport and exercise. The *active city* – that is the understanding and goal of the “Active City” strategy – is supported by *active citizens* who take responsibility, get involved and, like John F. Kennedy once did, do not ask themselves what their country can do for them, but ask themselves what they can do for their city, their country and their society.

Editorial comment:

Large, complex topics such as sport, lifestyle, identity, urban development and infrastructure cannot neatly be categorised under individual segments nor assigned to specific relationships. This is because everything is related. Consequently, there are some redundancies in the present “Active City” strategy, which are unavoidable for the reason described above and may be seen as a symbol of the complexity of the strategy on the one hand, but also the interrelatedness of the most diverse aspects of city life on the other.

The figures and data used in the strategy reflect the information available in spring 2022.



1.

**Sports infrastructure –
the backbone of the Active City**

The sports infrastructure in Hamburg forms the foundation of the “Active City” strategy and is geared towards the fundamental goal of taking into account the needs of all sportsmen and sportswomen as comprehensively as possible – regardless of whether they are organised club sports or individual and recreational sports, whether they are popular, school or competitive sports. In this way, it should reflect openness to the individuality of society and take account of the often widely varying interests that arise from this.

The “Active City” strategy is based on a very broad concept of sports infrastructure, as is the concept of sport itself. It no longer includes only the standard sports facilities, but spaces for sport and exercise which vary greatly in terms of quality and design. The sports halls and pitches, swimming pools and ice skating rinks that are indispensable for club sports are supplemented by sports and exercise opportunities in parks and green spaces, schoolyards, lakes, rivers and the entire publicly accessible and publicly usable urban space. Within the framework of the “Active City” strategy, activating urban spaces are to be created and expanded in order to encourage the population to engage in sport and exercise in very different life situations.

A. FURTHER DEVELOPMENT OF THE SPORTS INFRASTRUCTURE

Initial situation

The core elements of Hamburg's sports infrastructure are school, district and club sports facilities as well as special sports facilities (private and public). Schools, clubs, associations, public and private sponsors as well as individual sportsmen

and sportswomen form a heterogeneous user group, some of whom have very different needs and requirements in terms of the amenities and services they require from the infrastructure. Through the Decade Strategy, a comprehensive approach had already been initiated. Through renovation and maintenance measures, modernizations and new construction, much could be accomplished. The Active City Master Plan builds on the ideas and concepts developed as part of the bid for the 2024 Olympic and Paralympic Games and uses them as an impetus for the further development of the city and sport in the city. The diverse projects and recommendations of the master plan will contribute to an active, healthy and socially just city in the long term. A large number of projects have already been realised or are in the process of implementation. The remaining projects are to be implemented by 2024. The city and sports clubs have already significantly expanded the sports infrastructure in the past. In the process, both have made great financial, organisational, and operational efforts to tailor sports halls and facilities to the needs of sports clubs and sportspeople.

Perspective

Sport and exercise need spaces and places where they can trigger positive societal, health and personal developmental effects. The greater the number of people living in the city and who want to actively engage in sport, the greater the need for corresponding sports areas and usage periods.

This is especially true because the sports infrastructure should be close to home – i.e. distributed throughout the city – attractive, easily accessible and generally free or inexpensive to use. Sports facilities for special needs (ice rinks, cycling facilities, halls with special amenities including

sport-specific linings, etc.) must also be available throughout the city.

Physical sports infrastructure remains the cornerstone, backbone and hardware of sports development and the tenet of the “Active City” strategy, which aims to provide more areas and spaces for sports and exercise and to increase their intensity of use. Moreover, digital information and communication are indispensable for achieving these goals. What is needed is a constant, needs-based further development of the sports infrastructure that also takes into account changing demographics, patterns of demand and local characteristics.

At the regional level, concepts are developed on the basis of comprehensive needs analyses in order to reconcile the interests of sport – whether club-based or individual, whether competitive, popular or recreational – with the interests of the city, the district and the neighbourhood. Ultimately, it is this consideration at all levels that constitutes the self-image of a modern, sport-loving, active city and that integrates sport into the necessities of a growing city. A coordinated and comprehensible determination method serves as the basis for conducting social space-oriented needs analyses. The continuous development and review of the methods used to identify needs is both a task and a goal of Active City. This is the only way to achieve the common goal of expanding the sports facilities in line with demand, increasing their intensity of use through high capacity utilisation of the corresponding facilities, and extending the hours of use. To this end, the continued operation of existing sports areas and the development of new ones in the course of urban district development is particularly important. This should also identify and make use of new spaces for sport and exercise, for example in social facilities in the neighbourhoods (day care centres, youth centres, etc.).

The “Sports Infrastructure Analysis for the District of Harburg” is the first current and comprehensive regional sports facility needs assessment, which is intended to serve as a model for further needs assessment processes in the city because it enables the derivation of uniform criteria and procedures for sports facility needs assessment.

Goals

1. Uniform and objectively comprehensible criteria and procedures are to be defined for determining the need for sports facilities. The assessments of social space requirements are carried out according to these specifications and integrated into an overall urban planning measure.
2. The needs for sports facilities are to be determined systematically and regularly. It is to be linked to school site planning and neighbourhood development. The sports facility needs assessment is to be understood as a permanent task.
3. The net sports area (school, district and club sports facilities as well as special sports facilities) is to increase in line with population development. Through the expansion and modernisation of public sports facilities, utilisation times (i.e. hours of use p.a.) will continuously be expanded.
4. Existing sports areas must be preserved and the loss of sports areas is to be prevented. If preservation is not possible in a specific case, relocation or – depending on the sports resources available – full compensation must be provided within the local environment, i.e. within a radius of no more than four kilometres from the sports area in question.



sports facilities

5. Taking sports infrastructure into account in urban planning must be established as a regular task, as collaboration across administrative sectors is required to ensure the necessary amount of space for sports is made available. This is especially true when coordinating both social space and urban planning. Sports needs are to be an integral part of infrastructure planning, especially in the construction and development of residential neighbourhoods. In this respect, the goal of urban planning is a city that promotes physical activity.
6. In order to counter the increasingly tight availability of space, a paradigm shift or creative concepts in the planning of new sports infrastructure will be beneficial. Stacked use, for example, is a way to maximise the use of limited space for sports.
7. The sports infrastructure, its use as well as the management of sports areas must be reorganised according to needs in order to be able to react flexibly to changes. The introduction of a digital system for allocating usage times or the expansion of sports activities to other urban spaces (e.g. public spaces) can make an important contribution

to this. Planned construction measures will combine the current approach to the design, use and operation of established sports facilities for popular and recreational sports with the possibility of opening them up to the needs of the neighbourhood and non-club-based, intergenerational sports.

8. The renovation offensive for the district's sports facilities will be continued.
9. Clubs' own sports facilities will continue to undergo high-quality renovations and modernization.
10. In order to improve the sports infrastructure, the funds used for the expansion, operation and maintenance of public sports facilities will continue to increase in the long term.

B. EXPANSION OF SPORTS INFRASTRUCTURE: STRUCTURES AND STAKEHOLDERS

Initial situation

Hamburg has an extraordinarily high level of expertise in the field of sports facility construction. With central public service providers, the expansion and modernisation of the city's sports infrastructure is continuously being driven forward and several million euros are invested in Hamburg's sports facilities by the city every year. The expansion of the clubs' own sports facilities has also been a focus for years and is supported to a large extent by the provision of public funds. New construction, modernisation and the operation of sports facilities are geared towards the needs of

users and the requirements of sustainability and accessibility.

The seven district authorities, as the responsible bodies for the district's sports infrastructure, plan and control the construction and modernisation of the district's sports facilities. For this purpose, the Department of Sports Facilities Construction (M/BS) of the Hamburg-Mitte district authority serves as a competence centre and central construction service in the area of sports infrastructure. The sports facilities managed by M/BS currently include around 145 district sports facilities (outdoor sports facilities and functional buildings) as well as the Hamburg sports hall, the athletics training hall and the Stellingen ice rink and velodrome. In close coordination with the respective district administration and district politics, M/BS primarily engages in activities as a building owner as well as providing planning and engineering services for new construction projects, but also repair and building maintenance measures in structural engineering as well as gardening and landscaping on public sports fields. In addition, M/BS is the real estate service provider for the administrative assets of the district authorities' sports facilities. This includes the takeover and transfer of land areas for district and club-owned sports facilities (sports framework agreements).

One focus of the activities of the Department of Sports Facilities Construction in recent years has been the conversion of numerous large playing fields from cinder to synthetic turf. The change of surface, which is usually associated with a renewal of the floodlighting systems, reliably offers sports users improved playability, especially in bad weather conditions, thus higher utilisation possibilities and ultimately a significant increase in attractiveness.

These and all other new construction and renovation projects are decided by the "Advisory Board

for Sports Facilities Construction", in which members of the district assemblies, organised sports and the sports administration are represented. An important basis for the decisions of this advisory board are the building condition reports that have been regularly compiled and published by M/BS since 2013, which provide an up-to-date and differentiated overview of the structural condition of all district sports facilities, outdoor sports facilities and functional buildings for sport.

The school sports infrastructure, on the other hand, is the responsibility of SBH Schulbau Hamburg (SBH), a state enterprise under the umbrella of the Finance Authority of the Free and Hanseatic City of Hamburg, in cooperation with GMH Gebäudemanagement Hamburg GmbH (GMH), a municipal company. Sondervermögen Schulbau (*Special Fund for School Construction*) is the school developer and operates as the owner. Some of the vocational schools are run by HEOS Berufsschulen Hamburg GmbH (HEOS) as part of a public-private partnership. SBH/GMH and HEOS thus take care of the new construction, renovation, maintenance and management of the approximately 600 school sports halls as well as various school sports fields, thus upholding one of the most important pillars of organised club sports in Hamburg. The sports clubs use the school sports infrastructure (school sports halls and outdoor facilities) as well as the district sports infrastructure free of charge.

In recent years, a comprehensive construction and renovation programme for sports halls has been realised by the school developers. As a result, 80 new sports hall fields were created and over 90 renovated from 2016 to 2021.

In the area of school sports infrastructure, reliable communication structures for the involvement of organised sports and their needs in the develop-

ment of sports facilities were created with the “User Advisory Board for School Sports Facilities”, and for the entire sports infrastructure with the “Sports Infrastructure Working Group”. These committees, as well as the “Guidelines for Construction Planning, Amenities and Use of Sports Halls for School and Club Sports – Systematic Identification of Needs” agreed upon by the participants, ensure that club sports utilisation and development go hand in hand with school infrastructure planning.

At a total of 26 locations operated by Bäderland Hamburg GmbH (BLH), Hamburg residents have the opportunity to engage in physical activity in the water. With around 70,000 lane hours per year provided by these pools, a significant part of the swimming time is covered by clubs and associations. In addition, a number of club pools and teaching pools are also made available.

The good public provision of needs-based sports infrastructure is also complemented by club sports centres and club-owned sports facilities for individual sports such as tennis, hockey, sailing, rowing and many more. For the renovation, expansion, maintenance and operation of these sports facilities, the clubs use tried and tested structures and continue to invest heavily in their infrastructure with funds from membership fees, special levies and public subsidies.

Perspective

In order to maintain and further develop the sports infrastructure in the Active City in a needs-based and sustainable manner, professional and efficient structures are required for the planning, realisation, maintenance and operation of sports facilities. Furthermore, it will also be necessary to have functioning mechanisms for cooperation, the

involvement of all relevant actors and a reliable partnership with organised sport.

With regard to the renovation and modernisation of district sports facilities, the Department of Sports Facilities Construction will continue its successful work. By including these sports facilities in the City of Hamburg's maintenance management, their upkeep can be financially secured and their high-intensity operation can be guaranteed in the long term.

In the period from 2022 to 2027, SBH and GMH plan to build more than 90 new sports halls in the city. Bäderland will continue to pursue the modernisation and expansion of the pools in order to be able to meet the increasing demand for water areas.

As a new municipal service provider, the new GMH Sport division will take over the realisation of individual larger construction projects and the operation of sports infrastructure in the future, particularly in the area of competitive sports, namely in cases where no efficient structures for construction, renovation and management are currently available – unlike in the case of the district's outdoor sports facilities with the Department of Sports Facilities Construction, the club-owned facilities and the school sports facilities – or where a bundling of a wide range of diverse interests and responsibilities appears expedient.

Goals

11. The modernisation offensive for municipal sports infrastructure, both for district sports facilities and school sports halls, will continue.
12. New construction and refurbishment measures are geared towards user interests, the

principles of sustainability, accessibility, energy and cost efficiency, and a consideration of the needs of the respective social space. At the same time, innovative and exemplary approaches in sports facility construction are to be considered. The exchange and active participation of organised sport as the main user of sports infrastructure in the respective planning processes will be further intensified.

13. The securing and provision of areas for club-owned sports facilities through sports framework agreements is being continuously pursued.
14. GMH Sport will be responsible for implementing specific sports infrastructure projects, expanding the sports infrastructure and making it available to sports in a professional, user-friendly operating model. The tenant-landlord model is to be used in order to be able to ensure comprehensive management of the maintenance of this sports infrastructure in the long term.
15. Swimming facilities will be improved and expanded with water areas that can be used all year round.
16. Public sports infrastructure is to be included in the maintenance management for Hamburg's infrastructure. In the management of sports properties, life cycle approaches are developed – as far as reasonable – according to the tenant-landlord model.

C. DIGITALISATION OF SPORTS INFRASTRUCTURE

Initial situation

For an easy-to-understand overview of existing sports facilities, the city has developed the Active City Map. A completely digital inventory, that can therefore constantly be updated, consisting of existing sports facilities as well as corresponding club sports offerings. It maps the sports infrastructure available to Hamburg residents. A sports facility-specific link between the map and the existing occupancy plan was programmed in order to provide users with additional information about the specific utilisation status and capacity utilisation of the municipal sports facility.

The Active City Map offers organised sport, administration and politics considerable advantages in terms of modern and use-oriented planning of sports offerings and infrastructure, and is thus an important basis for the processes of determining sports facility requirements. The digital Hamburg Sports Map is also an important element in the "Active City" strategy because it makes it easier for citizens to access sports by making it easier to find sports facilities and corresponding offerings close to their homes.

For school sports infrastructure, initial approaches for digitalised support for the management and administration of sports facilities were tested by the school developers. This includes, for example, modern locking systems (locking via app), an online portal for damage reports and sensor systems to measure the intensity of use.

Perspective

In order to make the range of sports infrastructure and sports offerings in Hamburg visible in the interest of users, and for sports infrastructure planning that is oriented towards user interests, detailed, qualified and reliable data on all sports infrastructure in Hamburg must be made available online. This refers, among other things, to the location, year of construction, condition and amenities at the respective facilities.

In addition, the data on Hamburg's sports infrastructure depicted in the Active City Map has also been incorporated into the City of Hamburg's digital planning tool "Urban Infrastructure Cockpit" (CoSI), which is currently under development. This planning tool, initiated through the project "Urban Living Borough Initiative (QuL)", serves to create a user-friendly, technical aid for integrated district and social space planning in the districts in the future. The incorporation of additional data regarding amenities and the usability of the sports infrastructure, combined with the analysis possibilities afforded by CoSI, can serve as an important basis for future sports facility needs planning in Hamburg.

Digitalisation will also support the providers of sports infrastructure with user administration and the management of sports facilities, thus making them more effective.

tual framework of the "Urban Living Borough Initiative" (QuL) and the "Urban Infrastructure Cockpit" (CoSI).

18. The digitally surveyed and mapped sports facilities are then supplemented with complete and up-to-date information on other locations for sport and exercise that have not always been defined as such.
19. For the existing standard sports facilities, the existing information is expanded to include amenities, special features, and accessibility.
20. Usage is facilitated by providing information appropriate for the target group.
21. The digital sports infrastructure data and the Active City Map will be aligned with the project "Digital Sports Facility Atlas Germany" (DSD) initiated by the Federal Institute for Sport Science (BISp).
22. The implementation of digital infrastructure technologies will be advanced in the course of future construction and modernisation measures at the sports facilities.
23. A digital occupancy management system geared towards users will be introduced.

Goals

17. The Active City Map is to be expanded in cooperation with organised sports, district authorities and school developers in particular to become a central information platform and digital planning tool for Hamburg's sports infrastructure developed within the contex-



2.

**Exercise and activity in public spaces –
bringing sport to the people**

A. SPORTS AND EXERCISE IN PUBLIC SPACES

Initial situation

Hamburgers are increasingly using the city's attractive public spaces for sport and exercise as well. Attractive physical activity offerings on green and open spaces provide low-threshold incentives to integrate sport into one's everyday life. They also increase the visibility of sport and exercise in the cityscape.

A nationally recognised example of the creation of such sports and exercise opportunities in a green space is the Wilhelmsburg Inseelpark. The focus here is on leisure and health-oriented physical activity programmes.

The exercise islands and outdoor fitness equipment that have been created in many places in the city are also important contributions to the ongoing addition of sports infrastructure. In many places, new active zones are being added that are also suitable for modern formats of club sports offerings.

Perspective

In Hamburg, efforts to create highly specific places for sport and exercise in public parks and green spaces continue to grow. By consciously planning active zones that combine areas, facilities and equipment for sport, play and exercise, the activity needs of one target group can be satisfied without simultaneously coming into conflict with the rest and recreation needs of another. Covered outdoor sports areas at suitable locations enable outdoor sports activities to take place regardless of the weather, and thus more intensively.

In order to meet the growing demand for sport and exercise opportunities in public spaces, such spaces and spaces that can optionally be used for sport must be designed to be attractive and with usage in mind. This leads to an increase in sporting activity, an upgrading of the respective districts, and an increase in the quality of life there. In this way, "*lost places*" which previously offered little recreational value can be reclaimed for use by the public. The demand for attractive sports and exercise facilities in the immediate vicinity of one's own home will continue to grow due to increasing digitalisation and the rise in the proportion of people working from home.

Sports-oriented urban development that promotes physical activity means consistently taking into account the requirements of sports and physical activity offerings when planning and designing new parks, green spaces and open spaces, but also designing traffic routes in such a way that they invite people to walk or cycle. In addition to the recreational character of these facilities, incentivising them for physical activity is equally important.

Goals

24. The path taken in recent years to expand sports and exercise opportunities in public spaces outside of conventional sports facilities is to be pursued in an economically, ecologically and socially sustainable manner. Active zones with a variety of amenities for different forms of exercise and target groups are to be created in all districts of Hamburg – if they do not already exist. In this context, new trends in sports should also be taken up and innovative approaches to the design of public space should be considered. Increasingly, covered outdoor sports areas are being

built in the area of emerging active zones, which make sport and exercise possible at any time of day and regardless of weather conditions.

25. A comprehensive inventory and evaluation of existing physical activity offerings in public spaces will be compiled. In the course of this, deeper insights into their use are also expected to be gained.
26. All plans for the designing of green and open spaces take into account the topics of sport, fitness and exercise. As an integrated planning approach, it should be examined in each individual case to what extent sport and exercise elements can complement the shaping or character of public spaces.
27. In order to integrate exercise into everyday life in a low-threshold way, paths are designed in such a way that the incentive to walk and cycle is increased.
28. In addition to established opportunities for participating in sports (e.g. basketball hoops, table tennis tables, skate parks or soccer and handball goals), new active zones should also be provided in the city that include trend sports (e.g. parkour, climbing / bouldering or pump tracks).
29. The area of public space that can be used for sport, fitness and physical activity is to be continuously increased. Every year, at least one new active zone is created in public space, where guided training is also offered – ideally by sports clubs. Public spaces that can be used for sport and exercise should support the central goal of the “Active City” strategy to motivate people to join a sports club.



Hamburg Exercise islands

30. Newly created physical activity offerings should also be tailored to the needs of special target groups – e.g. older people or people with disabilities.

B. PARKSPORT – THE HAMBURG SUCCESS MODEL

Initial situation

ParkSport opens up low-threshold access to sports and exercise in public spaces. The guided offerings enable people from the most diverse groups in society to experience sport – possibly for the first time. ParkSport opens up perspectives for an active lifestyle and can be an impetus for membership in a sports club.



ParkSport

Perspective

ParkSportInsel e. V. in the Wilhelmsburger Inselpark is an important and reliable ParkSport partner in Hamburg. The club, which has been in existence since 2016, is committed to designing recreational sports and health-promoting offerings in parks and public spaces, as well as integrative and inclusive sports offerings that enable social participation for all. It also plans and implements measures that appeal to all age groups, as well as events that promote encounters, integration and cultural diversity.

However, the commitment of ParkSportInsel e. V. goes far beyond the mere provision of opportunities for exercise. The low-threshold and free exercise programmes in Hamburg parks, including the possibility of borrowing play and sports equipment, are available from May to the end of September and are led by ParkSport guides, who are trained by the club. By involving the youth and young people from the respective neighbourhoods in cooperation with local schools,

it is often possible to motivate young people to take on a meaningful role in the transition between school and work, thus making them ambassadors for physical activity and mediators between cultures.

ParkSport uses the respective parks in their current condition. No exclusive, cordoned-off areas are used for this, but instead existing green spaces. The offerings are accessible to interested park visitors at any time and free of charge. The place, time and framework of the offerings are always coordinated with the management of the public space in the districts and are adapted to the respective local conditions. Another characteristic is the networking and cooperation with local sports clubs and local neighbourhood institutions.

The result is a healthy and lively place to live in and for the neighbourhood. This is a sensible addition to the offerings of the local sports clubs, which is not to be seen as competing with the offerings of the clubs, but with its dialogue and networking character, takes on a mediating role with the ultimate goal of promoting physical activity.

In this way, ParkSport ensures a reliable, continuous range of offerings for physical activity and contributes to promoting the health of the city's population. Finally, ParkSportInsel e. V., as the provider of ParkSport, can coordinate and communicate the usage of facilities in dialogue with the respective district authorities and stakeholders.

Starting in the Wilhelmsburger Inselpark, the ParkSport offerings have continuously grown and established themselves in other parks; to date, the area of operations extends to the districts of Hamburg-Mitte, Wandsbek and Bergedorf. There is consensus that this successful model should be expanded throughout Hamburg. This goal is

being pursued as part of the “Active City” strategy together with ParkSportInsel e. V..

With the creation of active zones, which enable a diverse range of sport and exercise activities, interesting new possibilities could also arise for ParkSport.

Goals

31. The free sports offerings in public spaces are to be expanded and a Hamburg-wide ParkSport catalogue of offerings is being developed in individual steps under the auspices of an efficient organisation for all citizens.
32. For the implementation of guided ParkSport offerings, material storage facilities are to be set up in numerous parks and green spaces, which will enable the respective providers, for example clubs, to provide their offerings on site even without nearby buildings. These inconspicuous material storage facilities (e.g. in containers) open up a wide range of possibilities for physical activity due to their low requirements in terms of location and position (compared to exercise equipment), without permanently interfering with the appearance of the green space.
33. The clubs are given the opportunity to expand their range of sports through ParkSport offerings and at the same time build a bridge to a club membership for the sports participants.

C. STAYING ACTIVE ON ATTRACTIVE PATHS THROUGH THE CITY

Initial situation

In addition to club sports, individual sports and exercise on foot, inline skates, bicycles or on the water are important components of the physical activities Hamburg residents engage in. By promoting cycling and walking, opportunities are created for people of all ages and physical conditions to integrate sport and exercise into their everyday journeys in a low-threshold fashion. A correspondingly well-developed infrastructure of public paths is essential for reinforcing this trend and increasing the attractiveness and quality of life of our city. Attractive routes for jogging, cycling, paddling or walking are triggers for exercise.

Hamburg has a wide range of running routes, especially through its parks, green corridors and along lakes and rivers, which are used by both individual athletes and sports clubs. Nevertheless, there are only a limited number of official running routes with the indication of route length or with lighting. These routes, for example along the Außenalster or the Wilhelmsburg Loop, see intensive use until late in the evening and at night.

Exercise on foot – walking, hiking or getting from A to B in everyday life – is also physical activity. In addition to the well-known and popular walking trails such as the circular path around the Außenalster or along the Elbe, there are numerous walking and hiking trails that can be surprising and challenging even for long-time Hamburg residents. Some of the seven district offices have defined special and varied routes that take into account a wide range of needs,



Runner

including intergenerational needs, while also taking into account accessibility and connections to public transport or other leisure activities and sights. In addition, there is suitable map data, for example on the Altona Exercise Routes (*Altonaer Bewegungsrouten*) or the 2nd Green Ring (*2. Grünen Ring*).

The same applies to footpaths and cycle paths: A well-developed infrastructure motivates people to use it and gives them the chance to have positive experiences not only with sport and physical activity, but also with alternatives to driving a car or public transport. In particular, active mobility on foot or by bicycle on everyday journeys to work, school, shopping or errands is an opportunity to integrate the recommended amount of daily exercise into one's life almost incidentally.

Perspective

The attractiveness and intensity of use of further running routes are increased by amenities oriented towards sporting activities, such as route lighting.

The attractiveness of cycling as a means of transport will continue to increase. The consistent expansion of the cycling network will help to reinforce this trend. Hamburg has developed a city-wide concept that is being implemented step by step. At its core is the approximately 280-kilometre-long cycle route network. Twelve routes running in a star shape from Rathausmarkt to the outer districts connect Hamburg's city centre with the most important centres of the districts. Two ring connections link up the residential areas of the inner and outer city districts.

Almost all people in the big city are also pedestrians. They, too, need attractive paths that enable them to get to their destination safely. The same principle applies to them as to cyclists: Good and attractive infrastructure motivates people to engage in physical activity.

Goals

34. User-oriented running amenities is to be part of the relevant infrastructure planning in all districts.



cyclist

35. The 14 cycle routes should be as safe and comfortable to use as possible in all weather conditions and at all times of the day and year.
36. Cycling is promoted through the expansion of the route network and, where possible, structurally separate cycle lanes as part of the urban mobility concept.
37. The construction and renovation volume for cycle paths will gradually be increased to between 60 and 80 kilometres. In the medium term, the construction volume is to reach 100 kilometres per year.
38. Greater use of the numerous walking and hiking trails is to be achieved through improved signposting of the trails, suitable (digital) maps and motivational public relations work.
39. The needs of pedestrians are to receive increasing focus within the framework of urban transport and infrastructure policy.
40. The development of additional routes for paddlers and rowers will expand the range of

offerings and reduce crowding on the water surfaces of the Alster and its tributaries.

D. URBAN DEVELOPMENT THROUGH SPORTS

Initial situation

As a city changes, develops and grows, so do the demands placed on the availability of sport and exercise offerings and on the sport-related infrastructure. A high quality of life can only be achieved where the needs of sport are taken into account as an important aspect of urban planning in all planning processes from the very beginning.

In future, the quality and success of urban development will also be measured by how an individual's active lifestyle is promoted and the potential of sport as an integrator, opportunity for encounters and community facilitator is harnessed for the further development of social infrastructure.



Main idea Grasbrook development

The significance of sports in urban development processes has grown noticeably in recent years. The importance of sport and physical activity offerings as a measure of the attractiveness and quality of life of neighbourhoods is generally recognised by those involved in planning and helps to ensure that the needs of sport are taken into account despite competition for space and economic requirements. Particularly in the case of larger urban development projects, it has recently been possible to involve sports stakeholders at an early stage and to successfully incorporate their needs.

In the funding areas of the Framework Programme for Integrated Urban District Development (RISE), the aim is also to provide access to sports infrastructure in line with needs and thus create attractive meeting places in the neighbourhoods. To this end, investments are being made in the adaptation and expansion of the existing infrastructure.

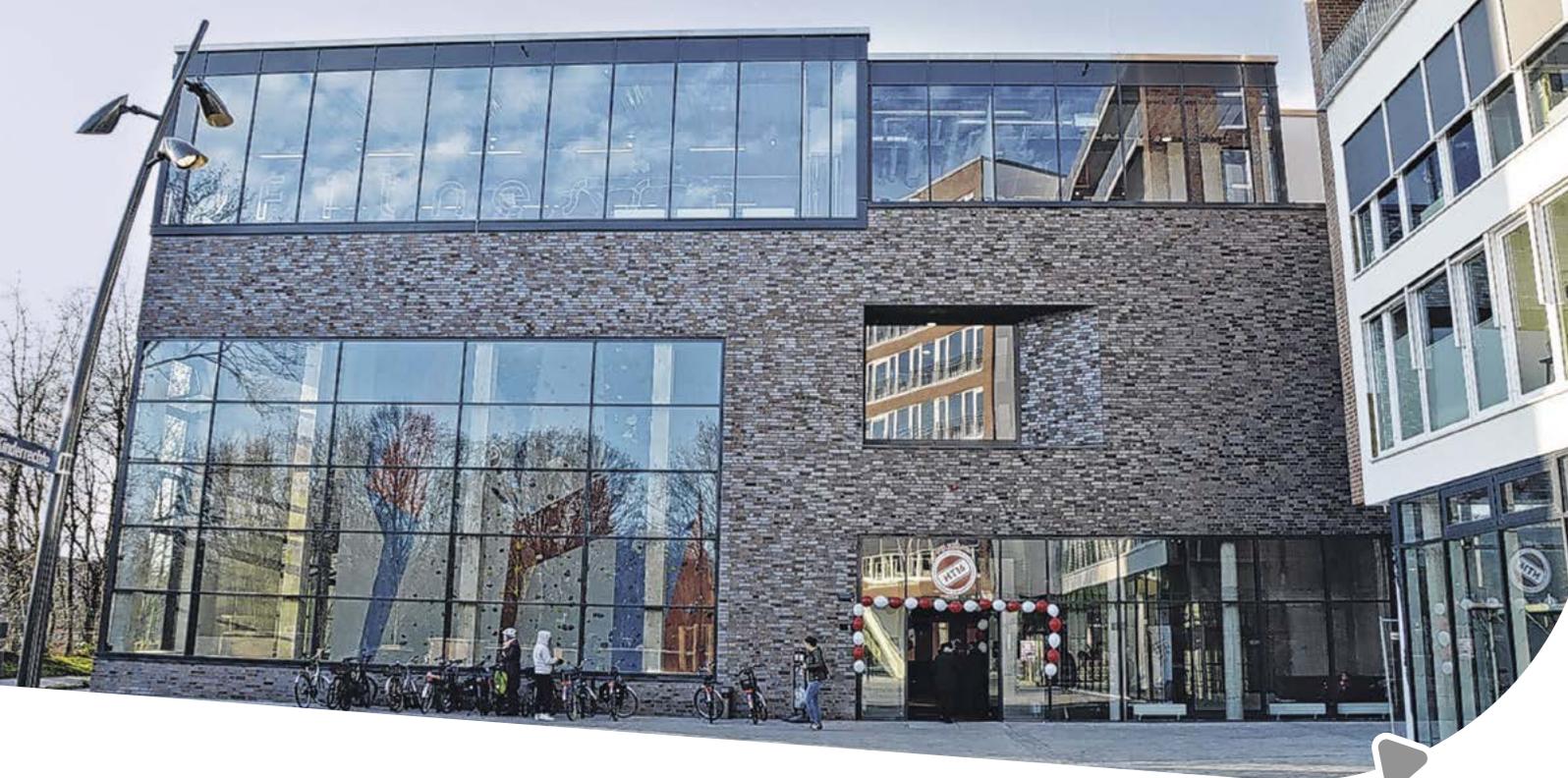
Perspective

Currently Hamburg's most ambitious planned area, Oberbillwerder, is being developed as an "Active

City" district. Here, spacious sports facilities are combined with neighbourhood and open space planning that promotes physical activity.

In addition to the realisation of public and club sports facilities, the activating design of green spaces and pathways is playing an increasingly important role in district development. Additional instruments such as the institutional participation of sport in planning procedures and in the User Advisory Board for School Sports Facilities or the establishment of professional municipal sponsors for the realisation and operation of sports infrastructure ensure a high level of participation and implementation quality on the part of sport.

But not everywhere is a forward-looking sports facility needs assessment already a standard basis for the further development of the sports infrastructure. The potential of club sports centres as places for encounters and a feeling of community in neighbourhoods, and of public space for the establishment of active zones and offerings should therefore be harnessed to a greater extent.



HT16 Sportscentre

Goals

41. The “active city”, which is characterised by sport and promotes physical activity, is to become the leitmotif of Hamburg’s urban development, which will make the best possible use of urban space for sport and strive to expand the range of physical activity options to meet demand.
42. The systematic assessment of needs – locally and across the city – will become standard and serve as the basis for urban planning decisions as well as for long-term, planned sports infrastructure development. The planning of public as well as club and school sports facilities is considered in context and optimally coordinated.
43. The regular participation of organised sport in the planning processes and needs assessments relevant to it is anchored in the relevant procedures in a binding manner.
44. The possibilities of exercise-oriented urban development are to be comprehensively tested in the Active City model district of

Oberbillwerder and the transferability of the individual elements to other neighbourhoods examined.

45. Within the framework of concept tendering procedures (including building communities), the aim will be to create low-threshold and affordable offerings for communal spaces that can be used by sports clubs for neighbourhood activities.

E. DISTRICT AND SOCIAL SPACE DEVELOPMENT – THE SPORTS CLUB AS A CENTRE OF COMMUNITY LIFE IN THE NEIGHBOURHOOD

Initial situation

The structure of sports clubs in Hamburg is characterised above all by the wide range of different clubs and by multi-disciplinary clubs with a particular neighbourhood focus. Sports, and sports clubs in particular, contribute to the identity of

the neighbourhood beyond the sporting activities themselves. Efficient volunteer structures are supported by full-time staff. In club-owned sports facilities, there are attractive sports offerings for highly diverse target groups in the neighbourhood. In recent years, the sports policy decisions of the Senate, City Parliament and district assemblies have supported a large number of sports club projects that have further strengthened their stabilising, formative and identity-creating role in the neighbourhoods.

Larger club projects in particular are now pursuing approaches that go beyond sport and encompass society as a whole, through which the clubs can become drivers of neighbourhood development and centres in the city districts. Beyond sports activities alone, sports clubs have increasingly developed into an important anchor for social cohesion in the city districts as providers of services such as day care for children, independent child and youth work or all-day care for schoolchildren, as well as through catering services, community rooms, leisure activities and as cooperation partners of various social space actors, and are also perceived as such. The sports clubs thus become identity-forming centres of the district, especially if they decide to open up to non-members and give them incentives to spend time in their environment.

Perspective

In particular, the social space-oriented clubs with a wide range of offerings see themselves as providers of sport-based, but not solely sport-related, work for the common good. The expansion of this social commitment and the assumption of additional functions will continue to be promoted and the role of the clubs in society strengthened. They increasingly and significantly contribute to

people's identification with their neighbourhood and to community-oriented neighbourhood development, are central meeting places and mediators of social concerns in the neighbourhoods. Their importance for modern urban and district development constitutes considerable added value and is to be continuously developed.

Goals

46. Support will be provided to sports clubs to integrate additional offerings and functions to help them become community hubs in the district. The more attractive the offers are for non-members as well, the more successful this will be.
47. The professionalisation and further development of the sports clubs (including smaller district clubs) to enable them to become initiators and shapers of social coexistence is to continue.
48. The sports clubs must be able to participate in the continued development of the social infrastructure in the neighbourhood.



3.

Sports for all



Hockey Bundesliga Women

The core idea of the Active City philosophy is to reach as many people as possible by offering something for everyone. Sports and exercise offerings should be attractive, low-threshold, and accessible to all Hamburg residents. It must be easy and fun to make sport an everyday part of one's life. As part of an inclusive strategy, the Active City should enable everyone to lead an active life, regardless of age, gender, individual impairment, origin or social background. This requires a broad and diverse range of physical activities for all, which also includes and specifically addresses population groups that are not involved in sports.

The goal is for Hamburg to become the most active city in Germany. For this purpose, key figures are identified that enable comparability with other German cities.

A. CLUB SPORTS – THE HEART OF THE ACTIVE CITY

Initial situation

The more than 780 sports clubs in Hamburg with their approximately 500,000 memberships are the central pillar of organised sport and guarantor of the enormously broad and diverse range of sports on offer in the city. Thousands of volunteers, sports instructors and trainers fill the Active City idea with life every day.

As social institutions, sports clubs are, among many other things, also places of social cohesion in the modern city. Their central role for social stability as well as their function and contributions to social interaction are indispensable. The "Active City" strategy aims to strengthen sports clubs and support them in fulfilling their described tasks. Because there is nowhere better for sport to provide its individual and social benefits than in a club.



Canoe polo

Perspective

Especially in times of digitalisation, places of physical togetherness, face-to-face meetings, and regular get-togethers are more important than ever. This is another reason why increasing the number of club memberships is a central goal of the “Active City” strategy. A prerequisite for this is constant and predictable institutional sports funding; the most important instrument here is the sports funding contract, which has provided organised sports with a financial basis and planning security for years. The funds made available by the contract can be used to reliably plan the basic aspects of organised sport, such as the full-time and voluntary structures in clubs and associations, the financing of games and competitions, as well as recreational, popular and competitive sport for a wide range of target groups. In addition, within the framework of the contract, concrete goals for the further development of organised sport in Hamburg are jointly determined and laid down by all contracting partners.

Furthermore, organised sport, sport policy-makers and sport administrations are in close and constant communication regarding current developments and problematic issues. This straightforward dialogue is appreciated and helps sport to achieve its full potential.

In the further development of the local sports infrastructure and in the formulation of user interests in existing and future sports facilities, the clubs, together with the Hamburg Sports Federation, are the first point of contact.

Measures taken by the city to promote sport and physical activity should ideally always lead to membership in a club or motivate people to join a club, and ideally also to become involved in its activities. The Senate actively supports the clubs with recruiting members, for example, through appropriate campaigns.

More than seven per cent of volunteers in Hamburg² are involved in sport. Without voluntary work, sports activities in the clubs would not be

² Free and Hanseatic City of Hamburg, Office for Labour, Social Affairs, Family and Integration (ed.): Engagementstrategie 2020 [Engagement strategy 2020], p. 4, Hamburg 2014, <https://www.hamburg.de/contentblob/4343832/1adc3585389344a87b9e7c6af4f5b888/data/engagementstrategie-2020.pdf>, retrieved on 16/06/2022

possible. However, the recruitment of volunteers also poses increasing challenges for the clubs. Joint strategies must therefore be developed to increase the attractiveness of volunteering and to promote voluntary engagement.

Goals

49. The number of members in the clubs is to increase annually in line with the population, plus two per cent.
50. In order to create the conditions for membership growth, the Senate, together with organised sport, is further developing the sports infrastructure in line with demand and making the corresponding funds available through the sports funding contract. It supports the clubs in recruiting volunteer sports instructors and trainers.
51. A special focus will be on attracting and retaining children and young people for club sport. In future, they should account for at least 30 per cent of all club memberships.
52. The increase in membership numbers and the recruitment of other groups in society to join sports make it necessary to expand and adapt the offerings to changed needs. Sufficient space and personnel are to be provided for this purpose. This can be achieved with the established instruments of sports promotion and the understanding of intensive cooperation between the sports administration, sports policy-makers and the stakeholders of organised sports.
53. Clubs are to be given more opportunities to use existing spaces in schools, day care centres, youth centres, neighbourhood centres and community centres that are suitable for sports and exercise activities during periods when this infrastructure is not in use.
54. Hamburg's clubs are positioning themselves for the digital future. Member portals are to be used to facilitate communication and member administration and thus relieve the burden on volunteers, who can commit their time and energy to sport in their own clubs in other ways. This is a great opportunity for clubs to facilitate accessibility to sport and exercise and to strengthen the bond with members.
55. More attractive offerings are to be created for the target group of older people. They will be specifically addressed and motivated. To this end, there will be new collaborations between clubs and institutions for working with senior citizens.
56. Volunteering in sports is encouraged and supported by employers and schools. It should be certified by clubs and associations, and recognised by companies.
57. Instruments and measures to increase the attractiveness of volunteering as well as the forms of recognition and appreciation of voluntary work must be continuously developed. The introduction of a Hamburg engagement card can make an important contribution to this.



Children-Olympics

B. HITTING THE GROUND RUNNING – SPORTS AND EXERCISE FOR CHILDREN AND YOUNG PEOPLE

Initial situation

Already in their first years of life, children are curious and feel the urge to move. It is particularly easy to start a life of physical activity in childhood. If this point in time is missed, it is often difficult to develop a sustainable affinity for physical activity. This intrinsic affinity towards physical activity must therefore be maintained and promoted: during leisure time, but also children's day care, for example. However, upon the introduction of all-day schooling, at the latest from school age onwards, the daily routine of young people becomes structured, and offers less freedom for spontaneous, free play and physical activity. Many schools therefore offer physical activity and sports

programmes as part of their all-day activities. The "Cooperation School – Sports Club" (Kooperation Schule – Sportverein – KSSV) makes it possible for pupils to take part in guided exercise and sports activities in the all-day school programme with the help of qualified staff from Hamburg's sports clubs and associations.

In this age of digitalisation, children and young people have more and more ways of spending their free time. In addition to traditional activities in the areas of culture and sport, there are digital offerings and the use of social media and networks. Physical activity often no longer takes place to a sufficient degree. Lack of exercise in childhood is one of the reasons for developmental disorders, posture problems and obesity.³ It can lead to a higher risk of obesity, type II diabetes, cancer, cardiovascular and other diseases in adulthood.

Apart from the health benefits of sport, it also strengthens social cohesion, because those who

³ aerzteblatt: Bewegungsmangel führt zu Entwicklungsstörungen [Lack of exercise leads to developmental disorders], Hamburg 2018, <https://www.aerzteblatt.de/nachrichten/98820/Bewegungsmangel-fuehrt-zu-Entwicklungsstoerungen>, retrieved on 16/06/2022

play with others also learn to take care of their counterparts. The social values of sport such as tolerance, respect, fairness, discipline, team spirit and the observance of rules are learned automatically – the sooner, the better. Sports clubs are ideally positioned to convey all of these positive attributes, which is why recruiting children and young people for sports clubs is a fundamental part of these efforts.

Perspective

To counteract the increasing lack of physical activity, declining motor skills and rising health risks, the Senate supports measures to promote physical activity, especially among young people. This applies equally to day care, school and leisure.

In order to arouse interest in a healthy, active lifestyle at a young age, sufficient and, above all, age- and target group-appropriate opportunities for physical activity must be made available in public spaces (playgrounds, football fields, schoolyards, green spaces close to home, etc.). In addition, sufficient opportunities for physical activity and sport should be available in child-centred settings such as day care centres and schools. The programme “Bewegte Kita / Bewegungskita+” (*Active Day care*), for example, aims to achieve this having a focus on exercise. In addition to infrastructural measures, participation in sports club activities with supervision by trained sports instructors and trainers is facilitated. Children from low-income families can join a sports club through programmes such as “Kids in the Clubs” (*Kids in die Clubs, KidC*).

The facilities of independent child and youth work organisations, which often cooperate with sports clubs in the social space, can also contribute to an active lifestyle. In the context of self-organ-

ised youth association work, young people can also jointly create sports and exercise offerings according to their own interests. This can also generate interest in sport and get young people interested in joining sports clubs.

Goals

58. The long-term goal is for 60 per cent of children and adolescents to be members of a sport club, and they should be distributed as evenly as possible among the genders.
59. It will be examined how even better insight into the actual motor developmental state and the existing lack of physical activity in children aged seven to eight can be gained from the standardised test procedure of the Hamburg Exercise Course in the future. The results of this screening project will be used to draw conclusions regarding the effectiveness of existing measures for promoting physical activity and on further efforts that will be needed.
60. In the screening project, the data collected at the schools within the framework of the Hamburg Exercise Course will be compiled anonymously for scientific / statistical evaluation. The evaluation should not only be carried out on children who are particularly talented in terms of motor skills, but for all children, in order to obtain a more comprehensive overview of their motor development. For this purpose, the Hamburg Exercise Course will be expanded to include further necessary screening instruments if necessary.
61. Collaborations with the aim of attracting younger people in particular to join sports clubs will also be further developed and inten-

sified through informational and advertising measures. Programmes that enable children to become members in a club, regardless of the financial means of their parents, are supported.

62. The number of schools and sports clubs working together within the framework of the “Cooperation School – Sports Club” will be significantly increased. The proportion of schools where sport-oriented activities are an integral part of the all-day school programme is to be at least 85 per cent.
63. The promotion of physical activity in day care centres is to be further developed and expanded, for example through the “Bewegungskitas / Bewegte Kita+” (*Active Day care*) programme.
64. Greater promotion of physical activity in day care centres whose conceptual focus is not on physical activity, in accordance with the Hamburg educational recommendations for the education and upbringing of children in day care centres.
65. The promotion of physical activity in schools is to be expanded. As a rule, open spaces on the school grounds should be designed in a way that promotes physical activity (“Active Schoolyards”). Initially in pilot projects, design and architecture for school buildings that motivates physical activity will be realised (“Active Schools”).

C. GIRLS AND WOMEN IN SPORTS

Initial situation

Promoting sports and exercise will serve to improve the quality of life in Hamburg. In this regard, the different needs of the offerings and the necessary spaces for them are of particular importance. Girls and women sometimes have a different understanding of sport and exercise and specify their requirements differently from boys and men. A distinction must be made between organised and non-organised sport and the services offered by commercial providers. The focus must be on analysing the needs of girls and women in order to compensate for inequalities and minimise any barriers to the desire to exercise. In this context, we are not only talking about physical activity in sports clubs.

According to the membership statistics of the Hamburg Sports Federation from 2021, there are considerably fewer female than male members in the clubs and their governing bodies, although according to statistics⁴ more than half of the population in the Free and Hanseatic City of Hamburg consists of women.

The number of women members (aged 18 and over) in Hamburg sports clubs has ranged between 42.66 (2003) and 31.23 per cent (2021) over the years. For girls (up to 18 years of age), this figure ranged from 41.8 (2002) to 39.6 per cent (2021) over the same period. It becomes clear that the percentage of members who are girls and women has constantly been below that of boys and men in sports clubs in recent years, and has fallen

4 Statistical Office for Hamburg and Schleswig-Holstein: Population in Hamburg 2018, Hamburg 2019, <https://www.statistik-nord.de/zahlen-fakten/bevoelkerung/bevoelkerungsstand-und-entwicklung/dokumentenansicht/bevoelkerung-in-hamburg-2018-61427/>, retrieved on 14/06/2022

significantly, especially among adults. This does not include private sports providers.

The proportion of women at the organisational or management level of clubs and associations is also significantly lower than that of men: Only 13 per cent of all clubs are headed by a female president or chairperson. Only about 30 per cent of other managing positions are held by women.

Perspective

Sport must fulfil its own claim to be a reflection of society. Accordingly, women must also become more visible in sport. Their presence as active sportspeople and their participation in all sporting bodies must be expanded. Women and girls should feel comfortable and safe in sport at all times, strengthen their body and above all their self-confidence, and be able to showcase their individual strengths.

In some cultures, sport and exercise are reserved primarily for boys and men. In order to use the power of sport for togetherness and integration, access to all types of sport must be made possible in a gender-unspecific, prejudice-free and low-threshold manner. When promoting women in sport, it is also important to consider and take into account how and where women are active and organise themselves.

Goals

66. The proportion of girls and women among active members in sports clubs is increased to at least 45 per cent in the future. In return, the clubs present themselves more attractively to girls and women and adapt their offerings to better cater to their interests and wishes.

67. All sports and physical activity offerings, both in clubs and in other sports facilities, are made equally available, offered and consciously advertised to girls and women.

68. Public spaces for physical activity are built in such a way that they are also attractive places for girls and women to exercise.

69. For a gender-sensitive approach in all structures of sport and to promote equality between men and women, equal representation in management, boards and / or committees in sports clubs should be strived for to the greatest extent possible. Such a body is considered equal if each gender is represented by a figure of at least 40 per cent.

70. The networking and qualification of women involved in sport is promoted.

71. The same applies to the goal of motivating more girls and women to participate in sporting events.

72. Major sporting events for girls and women, such as the "Helga Cup" or the WTA tournament at the Rothenbaum, are to take place just as frequently as major international men-only competitions.

73. Sporting organisations are examining the possibilities of achieving a balanced ratio between men and women through organisational development and, if necessary, quotas or corresponding passages in their statutes.

D. BEING ACTIVE AND STAYING ACTIVE: SPORTS AND EXERCISE FOR SENIOR CITIZENS

Initial situation

The positive effects of regular physical activity on the quality of life among older people are manifold: Physical activity plays an important role in the prevention of lifestyle diseases such as cardiovascular diseases or type 2 diabetes, but also in the prevention or alleviation of back and joint complaints. Motor and cognitive skills such as strength, endurance and the ability to concentrate can be positively influenced by exercise and sport. This is relevant for fall prevention, for example.

In addition to medical prevention, issues such as social inclusion and loneliness are becoming increasingly important challenges for society as a whole in a large city like Hamburg. There are 81 senior citizens' meetings in Hamburg, which offer a wide range of leisure activities and events apart from socialising, including low-threshold and free sport and exercise offerings. Furthermore, there are various senior citizens' groups and circles that also promote physical and mental activity. Via the project "Join in – Stay fit" by the Hamburg Sports Federation and other institutions, sports clubs offer regular exercise programmes in senior citizen facilities. The goals are health related such as psychosocial prevention.

According to the membership statistics of the Hamburg Sports Federation (as of 02/2022), a total of 89,774 members are 61 years and older, including 54,836 men and 34,938 women. Older people, compared to the total size of this age group, participate in club sports to a



Sports at the Speicherstadt

lesser extent than other age groups. Of course, it is equally true for sport and exercise among older people that there is no one homogeneous group of older people. The term "senior citizens" covers several decades of life. The life phase of old age encompasses several generations and each generation ages differently. Furthermore, the individual life situations of older people are as diverse as life itself. This variety and diversity also has an impact on where and how older people exercise and participate in physical activity, and what kind of sport they do. Sport and exercise in old age thus take place in many places: in the sports club, in the senior citizens' meeting place, but also in the common room of the housing complex, in the gym, and alone or together with others outdoors.

Perspective

The target group of senior citizens is relevant for many areas of forward-looking metropolitan policy and development. As of 31 December 2020, a total of 343,342 people aged 65 or older lived in Hamburg, including 147,656 men and 195,686 women. 158,735 persons were between 65 and 74 years old and 184,607 persons were 75 years or older. The percentage of people aged at least

65 among the total population of Hamburg was 18 per cent⁵. Forecasts calculate a population of 421,010 people in this age group for 2035⁶. This would correspond to an increase of almost 80,000 or 20.7 per cent of the population.⁷

Older people should and want to be able to live an active and self-determined life in their own home and surroundings for as long as possible. For them, maintaining their mobility is the basis for a life that is as self-determined as possible, for social participation and thus for social, inter-generational cohesion. The diversity of different interests and needs of older people must be taken into account.

In cases where older people who need support live together, for example in senior housing complexes, service housing models and shared flats, activation and the preservation of mobility through exercise must also be ensured with the help of targeted measures.

Goals

74. The variety and diversity of interests and needs of older people are also recognised in sport. The diversity of seniors is reflected in the various exercise and sports offerings.
75. Affordable offerings for older people are provided throughout the city, tailored to the target group and close to their homes, in order to offer them a variety of opportunities for mental and physical activity. Gender and
76. The project "Join in – stay fit!" by the Hamburg Sports Federation and its partners is to be expanded by five partnerships per year and, if possible, permanently extended to the area of inpatient care.
77. Hamburg's sports clubs offer target group-oriented exercise and sports programmes and are expanding them.
78. Socially acceptable membership rates are developed for the target group of seniors.
79. Other facilities that offer services to older people will also expand their range of services in the area of physical activity in the future in a low-threshold and affordable manner.
80. The spaces for sports and exercise required for the expansion of offerings are taken into account in the planning and development of social spaces and made available across all facilities.
81. Designing neighbourhoods and green spaces that are as barrier-free and senior-friendly as possible will enable greater movement and mobility.
82. The exchange of ideas between stakeholders from the field of sport with seniors' representatives in Hamburg is to be intensified.

5 Statistical Office for Hamburg and Schleswig-Holstein: Population in Hamburg on 31/12/2020, A I / S 1 – j 20 HH (statistik-nord.de) retrieved on 09/08/2021

6 Statistical Office for Hamburg and Schleswig-Holstein: Population forecast for the districts of Hamburg, Hamburg 2021, SI21_098_Korrektur.pdf (statistik-nord.de) retrieved on 09/08/2021

7 Author's calculation based on data from the Statistical Office for Hamburg and Schleswig-Holstein: Population forecast for the districts of Hamburg, Hamburg 2021, SI21_098_Korrektur.pdf (statistik-nord.de) retrieved on 09/08/2021

83. The operators of facilities in which older people who are dependent on support live are sensitised to activation and maintaining mobility through exercise.

E. INTEGRATION – THE SPORTS GROUND AS A PLACE OF REFUGE

Initial situation

Sport is universal. Its rules and values are often communicated, understood and accepted non-verbally. Sport brings together people from highly diverse parts of the world. Cultures, world views and life stories meet. Sports clubs are bridges to our society. They create places of refuge and make important contributions to the integration of people with a migratory background and all those who have come to Hamburg – whatever the reason may be. Everyone plays a part. For active and equal participation in society and in sport, people must, on the one hand, get to know the “sports club system” and get involved in it. On the other hand, it is in the interest of the clubs to sensitise themselves to being open to other cultures and to further educate themselves in order to be able to harness the potential of the newcomers.

Perspective

With the programme “Integration through Sport” by the German Olympic Sports Confederation (DOSB), which is implemented by the Hamburg Sports Federation (HSB), the framework conditions, funding and structures are in place to support the clubs in their work towards integration. The necessary financial resources are provided

by both the federal government and the City of Hamburg (via the sports funding contract).

More than almost any other institution, sports clubs offer extremely suitable and at the same time protected spaces for participating in integration first-hand. Through integration into a sports club, experience and skills can be acquired that are transferable to other areas of life and useful for integration into our society. The social contacts that come about through sports play an important role, and support shared, intercultural learning. The Hamburg Sports Federation and its member clubs therefore make important contributions to the success of integration.

The heart of the “Integration through Sport” programme is the support clubs. They continuously establish long-term structures for integration in organised sport: from practical sporting activities to integrative measures such as club festivals and non-sporting activities (e.g. homework aid) to special qualification offerings for taking on voluntary work and sensitivity training on topics of diversity. In order to achieve the comprehensive goals, the support clubs receive special support services in all phases, from the idea to the implementation. They are also intensively supervised and comprehensively advised by the Hamburg Sports Federation.

A special target group in Integration through sports is girls and women, who are generally still underrepresented in sports, as previously mentioned.

Goals

84. As a vital part of the club's work, integration should be a given. For this purpose, all clubs, but also all trainers, should continue to receive

appropriate further training and counselling opportunities.

85. The integration measures of the clubs are to continue and be supported with the necessary funds from the sports funding contract.
86. The number of support clubs as the core of the "Integration through Sport" programme will continuously be increased through the addition of new clubs.
87. Additional measures and offerings are to introduce girls and women with a migratory background to sport, exercise and opportunities for voluntary engagement.
88. In particular, offerings for girls and women to learn how to swim and cycle are being expanded.

F. REHABILITATION SPORT

Initial situation

Especially in light of demographic developments, the importance of rehabilitation sport has increased in recent years. Rehabilitation sport can have a mitigating effect on impairments, illness and disability, and guide people towards a health-conscious lifestyle. In addition to improving endurance, strength, flexibility and coordination, the positive social effect of exercise in a group plays an important role.

Perspective

Rehabilitation sport is only effective if it takes place over a longer period of time within fixed

structures. For many people who suffer from chronic illnesses, for example, access to sport takes place via a medical rehabilitation sports prescription. As the number of prescriptions increases, so does the demand for rehabilitation sports and the corresponding infrastructure, which differs in part from the classic sports infrastructure. In terms of practical implementation, a suitable infrastructure is required that takes into account the needs and physical condition of the participants. These are, for example, premises that correspond to the target group in terms of temperature, size, equipment and barrier-free accessibility.

The long-term goal of rehabilitation sport is to encourage participants to engage in sport and physical activity beyond what is prescribed by a doctor.

Since rehabilitation sport, due to its medical and social components, takes place or should take place primarily in sports clubs, these clubs must be in a position to provide and implement the corresponding offerings.

For rehabilitation sport programmes for people who may have chronic or acute illnesses and limitations, standardised sports halls not quite suitable; rather, it is small spatial units which are necessary. This is a challenge for all involved, especially as there should be a clear connection to sport; renting space in other district facilities, for example, is a stopgap solution, but not an actual alternative that meets the relevant needs. In a large city like Hamburg, the financing of rehabilitation sport is problematic in this context. The uniform level of remuneration throughout the country makes it impossible for some providers to operate in a manner that is financially viable. This too leads to the situation where what is on offer does not correspond to the needs of rehabilitation sport offerings.

Goals

89. Rehabilitation sport is adequately funded through the sports funding contract and, if necessary, on a project basis. The aim should be to increase the standardised nationwide remuneration to the extent necessary for Hamburg in order to enable the clubs to offer rehabilitation sport programmes that cover their costs.
90. In urban and sports facility development, sports and exercise spaces are also planned that are suitable for rehabilitation sport.
91. Spaces in district centres and similar facilities are also available for rehabilitation sport activities, if desired.
92. The Senate is committed to improving the uniform nationwide remuneration regulation in Hamburg.

G. RECREATIONAL SPORT – THE OTHER SIDE OF THE COIN

Initial situation

The goal of getting Hamburg's citizens to adopt an active, healthy, participatory and responsible lifestyle can hardly be achieved without club sport and recreational sport.

The term "recreational sport" describes a broad spectrum of sports and exercise. With an understanding of recreational sport as a form of non-organised sporting activity, the "Active City" strategy focuses in particular on the topics of ParkSport and sport in public spaces. Here, there



Hockey

is greater potential to enable people to take up individual sports with a low-threshold, attractive offer that is suitable for everyday life and as free or low-cost as possible.

Perspective

People playing sports are part of the cityscape. Especially in the areas and neighbourhoods of the city that are particularly suitable for sports, you can meet people jogging, walking or doing exercises to increase fitness, stability and coordination at almost any time of the day or night. The option of being able to engage in sports free of charge and independently of fixed times, other people or facilities at moments when it fits best into one's everyday life offers an enormous added value and is an important supplement to organised sports offerings. The possibility of being able to do sport almost anywhere in the city at any time equates to an increase in quality of life. This is especially true for professionals whose job does not allow for consistent scheduling outside of work. That is why Hamburg already offers many correspondingly attractive and suitable places and locations in public spaces. Being able to take part in sports whenever it's convenient can be an interesting offer, especially for people who have not exercised or have not exercised enough so far.

Goals

93. In order to provide more exercise and sports offerings in public spaces, the corresponding infrastructure is to be expanded. This concerns, for example, exercise islands, illuminated running tracks and public ball or recreational sports facilities in areas where people like to spend time.
94. Throughout Hamburg, free sports facilities in public spaces will be expanded and, in individual steps, a comprehensive range of ParkSport facilities are being developed under an efficient sponsorship.

H. SPORTS AND EXERCISE TO IMPROVE HEALTH

Initial situation

In a society characterised by a lack of physical activity, exercise is becoming increasingly important from a preventative and therapeutic point of view. Through more physical activity and exercise, many widespread diseases can be prevented, curbed or even cured: Cardiovascular diseases, motor impairments, obesity, diabetes or cancer. Those who have an active lifestyle and know the benefits of exercise and sport for their own physical and mental health are more likely to take responsibility for their own wellbeing. Whether at the club or on the daily commute to work – the opportunities and preferences for becoming physically active are diverse and individual. A decisive factor here is often one's own motivation.

Actors in the sport and health sectors have a crucial role to play in combating physical inactivity:

Doctors, therapists, sports clubs and providers of sports and health care.

Perspective

The "Active City" strategy aims to create more opportunities for health prevention through physical activity. These may include measures to strengthen individual health literacy, but also low-threshold health-oriented physical activity offerings. In addition, existing instruments for physical activity promotion such as the "Prescription for Physical Activity" and the "Sport pro Health" seal of approval are to be reviewed for their effectiveness, improved if possible and further developed. New collaborations can be useful for this. In order to reach people who are threatened or affected by a lack of physical activity, organised sport, but also the existing actors in the city districts and living environments / settings actively motivate people to exercise (e.g. at work, in senior citizens' and neighbourhood meetings, youth centres, etc.). Among other things, the structures of the "Hamburg Pact for Prevention" are used for this purpose.

Goals

95. Health sports offerings in sports clubs are to be expanded and corresponding incentives are to be created for the clubs.
96. The local networking centres for prevention are important points of contact; the prevention-oriented services offered there are being expanded and cooperation with local sports clubs, other partners such as district facilities, community centres, senior citizens' meetings and youth centres are to be initiated and further developed.

97. In order to increase awareness about the health-promoting importance of physical activity, information events, high-profile campaigns and initiatives as well as outreach sports work in the neighbourhood will be intensified. People are to be addressed in their everyday life (when shopping, visiting the doctor, in public transport, in customer centres, etc.) and have simple ideas for integrating more physical activity into everyday life pointed out to them, as well as low-threshold exercise options and local club offerings.
98. The network of the “Pact for Prevention” is to be utilised and the cooperating institutions are included in the implementation of the goals of the “Active City” strategy.
99. In particular, sports and exercise in public spaces are a good way of activating those people who have not yet taken part in sport to a degree that is conducive to good health. Therefore, a corresponding focus is to be set within the framework of the action plan “Bewegt.Gesund”, which promotes exercise for good health.
100. In each district, at least three measures are to be implemented that enable health-promoting effects through sport and exercise for people who have so far lacked access to sport.

I. INCLUSION SPORT – BEING ACTIVE TOGETHER

Initial situation

In the spirit of the United Nations Convention on the Rights of Persons with Disabilities (2006), the opportunity for a self-determined life with respect for individual abilities and characteristics should also be the focus in sport. Especially for people with disabilities, sport is an important factor for social participation and individual quality of life. In addition to the positive health effects, people with disabilities often find a social connection through sport – more quickly and intensively than is possible in almost all other areas of society.

Perspective

The “Active City” strategy aims to create more opportunities for the participation of people with disabilities through (organised) sport. Clubs and associations offer a wide range of activities that aim to achieve inclusion in society through sport or inclusion in sport itself. Whether it is popular sport with or without a competitive character, in competitive sport or in training to take on voluntary activities by and for people with disabilities – sport offers a wide range of opportunities that are also explicitly aimed at people with physical, mental, psychological and multiple disabilities.

With the action plan “Inclusion and Sport”, which the Hamburg Sports Federation has developed together with the sports associations for people with disabilities, there is a concrete working plan for the further development of sport for people with disabilities. The Steering Committee for Inclusion and Sport, consisting of the Hamburg Sports Federation, the Hamburg Sports Asso-



Blind Football Bundesliga

ciation for the Disabled and Rehabilitation, the German Wheelchair Sports Association, Special Olympics Germany in Hamburg, and the Hamburg Sports Association for the Deaf, accompanies the process of implementing the action plan and is the first point of contact for overarching issues relating to inclusion and sport. It defines requirements and goals. For example, the absence of barriers in sports facilities and their accessibility, accessibility in communication, the inclusion of appropriate aspects in qualification measures and the consideration of the needs of people with disabilities are also taken into account at (large-scale) sporting events. Above all, however, more people with disabilities are motivated to actively take part in sports through inclusion offerings.

Rehabilitation sport also plays a crucial role, as the doctor's prescription can in many cases be decisive in getting people started with sport.

Goals

101. The inclusion of people with disabilities in and through sport is to be further promoted and expanded. This applies to all forms of activity in sport: competitive and non-competitive, at all levels of performance, in homogeneous and heterogeneous groups, in sports practice as well as in the voluntary sector. This applies to people with physical, mental, psychological and multiple disabilities.
102. The Hamburg Action Plan "Inclusion and Sport" is to be implemented. This is done in cooperation with the steering committee. The steering committee is the first point of contact for technical questions on the topic of inclusion and sport.
103. The number of people with disabilities participating in sports is to be continuously increased. For the assessment, a differentiated consideration of the various needs is also made according to the type and degree of impairment, which is to be used as the status quo for the further assessment of the implementation of the goal.
104. The institutions by and for people with disabilities, defined according to Social Security Code (SGB IX), are to be increasingly involved in the activation of the target group. In the future, collaborations between these facilities and local sports clubs are to be initiated and consolidated.
105. For initial and further training in sport (sports instructor licences and further training), the provision of assistance services is to be made possible where necessary. Assistance services include, among other things, sign language interpreters, palantypists, interpreters for easy language, etc.
106. Assistance services are sometimes necessary for the participation of people with disabilities in sport. Access to assistance services in sport is to be barrier-free, transparent and straightforward.

107. Accessibility for and representation of people with disabilities at all major sports events sponsored by the city is to be ensured wherever possible.
108. The cooperation between the Senate Coordinator for the Equality of Persons with Disabilities and all partners and institutions in sport is to be intensified.

J. ACTIVE AT WORK – GETTING FIT FOR THE JOB

Initial situation

When performing physically demanding work, the one-sided or incorrect carrying of loads can lead to disorders. The same applies to a lack of exercise in occupations that are not explicitly physically demanding. The incorrect carrying of loads and the consequences of a lack of exercise lead to workers falling ill and further health issues, which can even lead to occupational disability. In addition to health problems such as postural deformities, psychological burdens or illnesses – ranging from lack of motivation to symptoms of overwork and being overwhelmed – can also be consequences of a lack of exercise.

Physical activity opportunities and offerings for physical activity at the workplace can strengthen both physical and mental health as well as increase the productivity of employees.

Perspective

Employees spend a large part of the day at their workplace. Depending on the job, working hours are spent predominantly sitting, standing, and to a decreasing extent, in a physically active fashion. Exercise and sporting activity are neglected in the daily lives of many citizens. The minimum amount of moderate activity recommended by the World Health Organisation (WHO)⁸ of 2.5 hours per week is not achieved by over 70 per cent of adults. For this reason, more and more companies and institutions are offering their employees “exercise breaks” at the workplace, for example. They set up sports rooms or equip workplaces ergonomically and in a way that promotes health. In addition to the social aspects, this also promotes the health of the employees, augments their performance, and prevents them falling ill, thus reducing costs. A positive working atmosphere and satisfaction with one’s own job lead to a stronger identification with the employer and thus to increased productivity.

Goals

109. The promotion of physical activity at the workplace is to be stepped up and companies sensitised to taking care of the health of their employees. Sport and exercise are increasingly implemented in corporate philosophies.
110. Companies are to be encouraged to offer their employees regular exercise opportunities or, for example, to offer company bicycles.

8 A. Rütten and K. Pfeiffer (eds.): Nationale Empfehlungen für Bewegung und Bewegungsförderung [National Recommendations for Exercise and Promotion of Physical Activity], p. 30, Cologne 2017, https://www.bundesgesundheitsministerium.de/fileadmin/Dateien/5_Publikationen/Praevention/Broschueren/Bewegungsempfehlungen_BZgA-Fachheft_3.pdf, retrieved on 08/02/2022

- 111. The range and performance of company sports are to be expanded.
- 112. At a higher level, there is an intensive, regular exchange between sports policy and the institutions of company sport, in particular the Hamburg Company Sports Association.
- 113. Companies, chambers and associations promote the active participation of their employees in sporting and activity-promoting events.
- 114. Companies are motivated and assisted with designing workplaces that promote health, as well as to set up sports and exercise areas for their employees and to allow for corresponding exercise times, even during working hours.
- 115. Active commuting to work and home, especially by bicycle, is promoted, for example by providing shower facilities, bicycle parking and leasing schemes for bicycles.
- 116. The further development and promotion of company sport, including through suitable events (e.g. Hamburgiade), is supported.
- 117. In-house health management, incentives and opportunities for physical activity, also for employees working from home, are to be made available, especially in the form of digital offerings.

K. LGBTIQ*⁹ – DIVERSITY AS ENRICHMENT

Initial situation

Sport is still not open and accessible to all population groups to the same extent. A sexual orientation or gender identity that differs from the majority is often met with reservations in sport as well. Everyone should be able to enjoy sport and exercise at any time and anywhere in the Active City, with a focus on fun and positive togetherness. Lesbian, gay, bisexual, trans*, inter* and queer people should feel safe and understood in sport and be seen as valued partners. Above all, sports clubs should be places where unprejudiced coexistence is the order of the day. Not only does the training area need to be designed with openness in mind; the responsible federations also need to develop formats and structures in which all population groups can compete fairly. The structural conditions must also be examined so that truly everyone feels welcome at sports facilities and in sports halls and can pursue their own passion, sports.

Perspective

Sport should be open to all people and be a space without fear of violence or discrimination of any kind. In order to further open up this area of society to LGBTIQ*, sport itself must be even more open, the acceptance of all persons involved must be promoted, and the problems and concerns of LGBTIQ* must be addressed and tackled. For this purpose, it is necessary to adapt

⁹ LGBTIQ* = lesbian, gay, bisexual, trans*, inter*, queer people. The asterisk (*) serves as a placeholder to allow for all forms of identity.

sports offerings to the needs and interests of LGBTIQ*, or in some cases, to even create new ones. Measures are needed to facilitate the way into sport for LGBTIQ* and to fulfil the claim of sport to be open to the whole of society. In this context, the Action Plan for the Acceptance of Gender and Sexual Diversity also provides a good basis for action in sport.¹⁰

124. Within the framework of sporting events, the concerns of LGBTIQ* are to be taken into account and made visible.
125. It is at least possible to specify one's gender as "diverse" in sports reporting, thus also allowing it to be statistically recorded and evaluated.

Goals

118. Lesbian, gay, bisexual, trans*, inter* and queer people are to feel comfortable and safe in sport. Their participation is to be easy and free of hurdles.
119. Structural conditions are to be created which enable parties who are interested in sport to participate.
120. The networking of different areas of society and the establishment of contact points for sportswomen and sportsmen affected by discrimination are to be supported.
121. Sports trainers and instructors are educated and trained on LGBTIQ* issues in sport.
122. LGBTIQ*-relevant content and infrastructural elements are taken into account in the renovation and/or construction of new sports facilities.
123. A permanent position is to be created in organised sport to act as a contact and advice point for questions and suggestions on the topic of LGBTIQ*.

10 Free and Hanseatic City of Hamburg, Office for Science, Research and Equality (ed.): Aktionsplan des Senats der Freien und Hansestadt Hamburg für Akzeptanz geschlechtlicher und sexueller Vielfalt [Action Plan of the Senate of the Free and Hanseatic City of Hamburg for Acceptance of Gender and Sexual Diversity], Hamburg 2017, <https://www.hamburg.de/zusammenhalt/10021120/akzeptanz-vielfalt/>, retrieved on 11/05/2022



4.

Performance – motivation and orientation through sport

A. THE OLYMPIC TRAINING CENTRE HAMBURG / SCHLESWIG-HOLSTEIN

Initial situation

High-performance sport in Hamburg takes place mainly at the Olympic Training Centre (OSP) Hamburg / Schleswig-Holstein. At its location in Dulsberg, it incorporates the most important amenities for the development of top athletes. In addition to the OSP as an outstanding support and service facility, the elite school of sport, the sports boarding school and the sports facilities of the federal bases for swimming, badminton and beach volleyball are located on site. The OSP is open to all national squad athletes of Olympic and Paralympic sports nominated by the German national associations. In addition to athletic coaching in the form of athletic training or training science advice, the athletes also receive sports psychology, physiotherapy and nutritional counselling at the OSP. Furthermore, the athletes are advised and supported in questions concerning their dual career.

This synergy of human action and optimal infrastructure makes the location unique in Hamburg and the city's "medal forge".

Hamburg's top athletes have won numerous Olympic and Paralympic medals in recent years. The OSP, with its excellent infrastructural and personnel resources, has played a significant role in these successes. The joint work performed daily by the athletes and the OSP team are decisive for these successes at the OSP.

Thanks to the diverse range of diagnostic devices for assessing performance and the qualified staff, the OSP is also a contact point and destination

for performance diagnostics and training camps for a wide variety of sports.

Perspective

In elite sport, the pressure of competition is immense and international competitiveness is the basis for sporting success. With this knowledge, it is a matter of keeping the OSP competitive as a top sports location in Hamburg and equipping it as best as possible and in a future-oriented fashion for the benefit of the athletes. To this end, a review of the conditions takes place on a regular basis. Measures for optimisation are discussed and implemented through a continuous exchange of ideas. The know-how of the employees working at the OSP is decisive in this respect. For several years now, there has been an increase in the number of athletes receiving guidance from the OSP – proof, among other things, of the successful work of the OSP and its staff. In order to continue to meet the rising demand, the OSP will be expanded and extended in the coming years. In addition, it is to remain an attractive location for training camps, courses and performance diagnostics in the future. Apart from the modernisation of the location, aspects such as the expansion of overnight accommodation for external training groups is of great importance for this.

Optimal training conditions and a performance-promoting, supportive environment are aimed at further increasing the attractiveness of the OSP for the best athletes nationwide and enable the training groups to be composed such that they yield the best performance. The leading beach volleyball base is a successful example of this.

Goals

126. Hamburg aims to achieve the highest number of participants in the Olympic and Paralympic Games among all the federal states in relation to the respective number of inhabitants, and to be regularly represented in the medal rankings.
127. Hamburg would like to become a sporting home for even more top athletes and attract more athletes to the federal bases based here.
128. In order to further improve the conditions at the OSP for top athletes and to continue the positive development of the last few years, to always reflect the needs of elite sport at the cutting edge, and thus also to be competitive, it will be expanded and modernised. A new modern building is to fully meet the needs of modern elite sport. In addition to optimised training conditions and extended support and services for the athletes as well as improved working conditions for the employees, the accommodation and overnight facilities for Hamburg residents, but also for athletes from abroad, for example for training courses, are to be significantly expanded. At the same time, the new building will significantly expand the capacity of the OSP's facilities.

B. INFRASTRUCTURE FOR COMPETITIVE SPORT

Initial situation

In addition to the Olympic Training Centre as the heart of Hamburg's competitive sports and the previously mentioned federal bases for badminton, beach volleyball and swimming in the immediate vicinity of the OSP, federal bases for the sports of rowing (Hamburg-Allermöhe) and hockey are also located in Hamburg. The Hamburg federal bases also include the state base¹¹ and thus the training centre for Hamburg's budding athletes in the respective sport. Other state bases for other sports distributed throughout the city of Hamburg also offer young talent highly favourable opportunities to prepare for a competitive sporting career.

Perspective

Centralisation, i.e. the concentration of athletes at a few, very well-equipped federal bases, is one of the consequences of the 2019 Competitive Sports Reform and has led to an increased number of federal squad athletes training in Hamburg. This has made it necessary to expand both federal bases, especially for the sports of hockey and rowing: The rowing facility in Hamburg-Allermöhe is being rebuilt and expanded to offer better training conditions in the future. Modern playing fields and a functional building with offices, training and meeting rooms will be built at Hemmingstedter Weg in Altona for the federal hockey base, which has so far used club sports fields and spaces

11 With the revision and adaptation of the base concept for junior competitive sports in Hamburg by the Working Group on Competitive Sports, the term state base was introduced for outstanding training facilities in 2022. The working group can grant recognition as a state base, provided that certain criteria for junior competitive sports are fulfilled by the state association.



Handball-Judo-Hall at the Olympic Training Centre

near the university. Top athletes benefit from these measures just as much as budding talent in rowing and hockey.

Due to the performance intensity in elite sport, modern sports facilities are needed above all that allow for cutting-edge training at the international level and offer both top athletes and junior athletes optimal training opportunities.

Goals

129. In order to provide the best possible conditions for elite sport, further investments are to be made in the sports infrastructure relevant to elite sport. Above all, the federal and state bases for hockey and rowing are to be further developed.
130. State bases of state associations that are already oriented towards competitive sports are specifically promoted and supported.

C. ELITE SPORT

Initial situation

The idea of competition is inseparably linked to competitive sport. Whether it's local junior tournaments, more advanced tournaments with far greater prominence, or even elite sport at world-class levels: "Striving for a place on the podium or a position among the world's best is an intrinsic element of elite sport."¹²

The best athletes in many sports compete increasingly close to each other at ever-higher levels of performance, constantly requiring greater effort and continuously optimised training conditions to stand out anywhere near the top. Performance-based training is beginning increasingly earlier in many sports, and needs to be integrated into everyday school life in order to be competitive in adulthood.

Top athletes have made it as world champions in their respective sports, and serve as role

12 Federal Ministry of the Interior, German Olympic Sports Confederation: Neustrukturierung des Leistungssports und der Spitzensportförderung [Restructuring of competitive sport and the promotion of elite sport], p. 7, Berlin 2016, https://www.bmi.bund.de/SharedDocs/downloads/DE/publikationen/themen/sport/sport-spitzensport-neustrukturierung.pdf?__blob=publicationFile&v=1, retrieved on 24/05/2022



Regatta Course Dove Elbe

models and identification figures for young people in particular, who are in turn motivated to take up sport.

At present, Hamburg has five federal bases – beach volleyball, hockey, rowing, badminton and swimming – where it is mostly the locally based federal squad athletes who train for European and World Championships as well as the Olympic and Paralympic Games, based on their age group and season planning.

In addition to the training conditions, their dual career – i.e. school, academic or vocational training alongside a sporting career – is of great importance. For this reason, many higher education institutions currently offer study programmes that can be flexibly designed.

Top athletes are representatives of Germany on an international level and ambassadors of the Active City.

Perspective

In addition to the provision of modern training facilities and support services, securing a livelihood parallel to training and professional career

planning are crucial for the desired success. In this context, the city's clear commitment to financial support for top athletes via the Foundation for Competitive Sports and the affiliated Team Hamburg is relevant. In close cooperation with Hamburg's business community, it will be ensured in the long term that young athletes in particular will be able to pursue their sport without economic hardship.

More attractive offers from universities for academic studies as well as more apprenticeship offerings in companies or public institutions are necessary to make it easier for more competitive athletes to move to Hamburg.

Goals

131. Elite sport athletes are motivational identification figures and recognised top performers in the city. Within the scope of its responsibility, the city ensures the best possible training conditions for this target group in particular.
132. Sporting diversity in elite sport is strived for. This is demonstrated by a large number of clubs in the respective highest nationwide leagues, which function and act as advertising media for the Active City.
133. In Hamburg, athletes in elite and competitive sport are to receive funding based on performance and irrespective of gender, in an identical form and financial amount.
134. The number of athletes with Olympic, Paralympic, prospective and junior squad status in all sports and in particular Hamburg's priority sports is to be increased.

135. With the promotion of elite sport, the aim is also to develop another federal or Paralympic training base, which means that there will be six outstanding training bases for elite sport.
136. The retention of the best trainers at the location is to be consistently pursued. To this end, Hamburg is committed to its tasks and responsibilities, especially at the interface between elite and junior competitive sport.
137. The profile quota at Hamburg universities is also to apply at other institutions.
138. A network of companies and public bodies is to be established as potential employers for top athletes, who are offered a working environment geared towards their sporting career.
139. Hamburg is committed to the continued sustainable, individual and financial support of top athletes and thus to the support provided by Team Hamburg of the Foundation for Competitive Sports.
140. Full-time employment and qualifications for officials for elite sport or at the state level are supported and promoted.

the federal government and the states has been reorganised, and the federal states have been assigned a clearer role in the development and promotion of young talent in competitive sports.

The provision of the necessary infrastructure as well as the promotion of the institutions and persons involved for the development of future top athletes are thus the direct responsibility of Hamburg. The promotion of active athletes who have already reached the top level in sport is primarily the responsibility of the federal government. A functioning interaction between the federal and state levels with the federal ministries, the German Olympic Sports Confederation, the German Disabled Sports Association as well as the national sports associations and the corresponding bodies at the state level is indispensable for the overall framework of junior competitive sport and elite sport. The federal-state agreement on competitive sport, which has been in force since 2019, contains clear agreements for the promotion of junior competitive and elite sport.

Hamburg therefore sees its main responsibility as being the promotion and development of junior competitive sport. All second graders in Hamburg undergo the Hamburg Exercise Course, a sports and motor skills assessment that identifies sporting talent at a very young age. In talent development groups, which are run by trainers from cooperating clubs and the regional associations, potential future athletes for junior competitive sport receive inter-sport coaching as well as basic motor, coordination and conditioning training. At the end of primary school, children are given qualified sporting recommendations.

D. JUNIOR COMPETITIVE SPORT

Initial situation

Olympic and Paralympic sports at the highest level have traditionally been of great importance for Hamburg. As part of the 2019 Competitive Sports Reform, the relationship of the roles between

Above all, the compatibility of the best possible sporting development and the promotion and opening up of successful career prospects are key elements of this comprehensive support. To

this end, measures such as the “Streckerabitur” (which allows athletes to take their school leaving examination one year later, after 14 years), the profile quota at Hamburg’s universities and e-learning formats are regularly available offerings that promote a sporting career in everyday school life.

Perspective

Essential elements of the promotion of competitive sports include equipping Hamburg state associations with the best possible infrastructure for doing so, the financing of personnel, as well as the identification and promotion of particularly talented young athletes and the corresponding state bases. In addition, targeted support for competitive sports clubs can be useful. Maintaining the best personnel for competitive sport in Hamburg is one of the main goals of this promotion. With the help of the Hamburg Coach Sponsorship Model, the athletes are to be coached by the best trainers in sports facilities with the best possible equipment.

The criteria for state bases jointly developed by the representatives of the Olympic Training Centre Hamburg / Schleswig-Holstein, the Hamburg Sports Federation, the Hamburg Chamber of Commerce and the State Sports Office serve as the basis for the promotion of Hamburg’s junior competitive sports. The focus here is primarily on supporting sports that are already pursuing a competitive sporting orientation and have in some cases already reached world class in the adult sector. In addition, there are sports with particularly successful prospects and an outstanding role for the image of the Active City as a top sports location. These include, above all, sports from major recurring sporting events in Hamburg and in the highest German-wide leagues.

These sports mainly include handball, basketball, athletics, golf, judo, triathlon, boxing and tennis.

Talent scouting should continue to take place at an early stage in primary schools, and multi-faceted, sport-independent coaching is to continue until the end of primary school.

The dual system of schooling and competitive sports is the basis for all pupils who are interested in competitive sports. The network of partner schools for junior competitive sport is intended to enable the young athletes to be introduced to the level of competitive sport as close to home as possible and to prepare them for the transition to the Elite School of Sport if they exhibit the appropriate level of performance and potential. This school will bring together Hamburg’s most promising young talents and train them optimally. To ensure that pupils develop to their full potential, dual system schools are equipped to the highest possible standard and evaluated regularly. The basis of success is the reconcilability of training and teaching in everyday school life as well as the provision of the necessary support services in the school system.

Goals

141. We aim to train a high percentage of young athletes (NK2) who become successful international athletes as adults.
142. Girls and boys receive equal performance-related support in junior competitive sport.
143. The quality of the dual system of schooling and competitive sports will be further developed with the aim of offering attractive framework conditions for as many talents as possible and to aid with developing the

best possible sporting and academic performance. The basis for this is the organisational structure of the school and the availability of sufficient sports areas, along with personnel support for both teaching and training during the school day.

144. The Hamburg Coach Sponsorship Model will be used to finance the best coaches in the youth sector, especially those from associations oriented towards competitive sport.
145. Full-time employment and qualifications for officials for junior competitive sport or at the state level are supported and promoted.
146. In order to be able to continue the talent programme successfully, sufficient cooperating clubs and associations are being sought and supported accordingly.

E. NATIONAL AND INTERNATIONAL SPORTS COMPETITIONS IN HAMBURG

Initial situation

Competitive sport is promoted not only by creating professional training conditions and retaining highly qualified trainers in the sports city of Hamburg, but increasingly also through successful efforts to organise national and international sports competitions.

The operational and administrative competence of those entrusted with the planning and implementation of major sporting events in Hamburg is appreciated worldwide. The city has developed an

internationally recognised profile, especially in the field of endurance sports (marathon, road cycling, triathlon). It often serves as a model for other national and international venues. The formats are designed to be low-threshold; the running and racing tracks are accessible without hindrance. Through them, people are given the opportunity to experience the fascination of sport in all its different facets and performance classes, at close quarters and free of charge. Against this background, events such as the "Haspa Marathon Hamburg", the "Hamburg Wasser World Triathlon", "IRONMAN HAMBURG" and "BEMER Cyclassics" are important for Hamburg and the visibility of the Active City philosophy.

But the stationary events that have established themselves in Hamburg over the years also contribute to activation as well as to a positive and sporty image of the city. International competitions such as the ATP tennis tournament and international beach volleyball tournaments at the Rothenbaum, the show jumping and dressage derby in Klein Flottbek and other major sporting events in the "Barclays Arena", the "edel-optics.de-Arena" or the Hamburg Sports Hall have a positive impact.

Competitive athletes training in Hamburg are thus given the opportunity to compete with the best in their sport in their own home city. For young talent, the organisation of such competitions offers the chance to experience role models and idols at close quarters. Direct contact with top athletes is an important element in the recruitment and development of young talent.

The immediate, emotional experience of sports competitions, of victory and defeat, triumph and tragedy can encourage people to take part in sport and exercise in line with the goals of the "Active City" strategy. The authentic, emotional



Tennis at the Rothenbaum

experience of sporting performance is possibly more effective for questioning one's own lifestyle habits than factually based, rational appeals with the aim of changing behaviour.

Moreover, media coverage on the fringes of the events also offers the city the opportunity to present itself as a liveable, attractive, diverse and economically strong city with over a million inhabitants. Sporting events can also have a very positive effect for the marketing of a location.

Over the past ten years, Hamburg has established various major sporting events under the umbrella brand "Top Ten". This includes

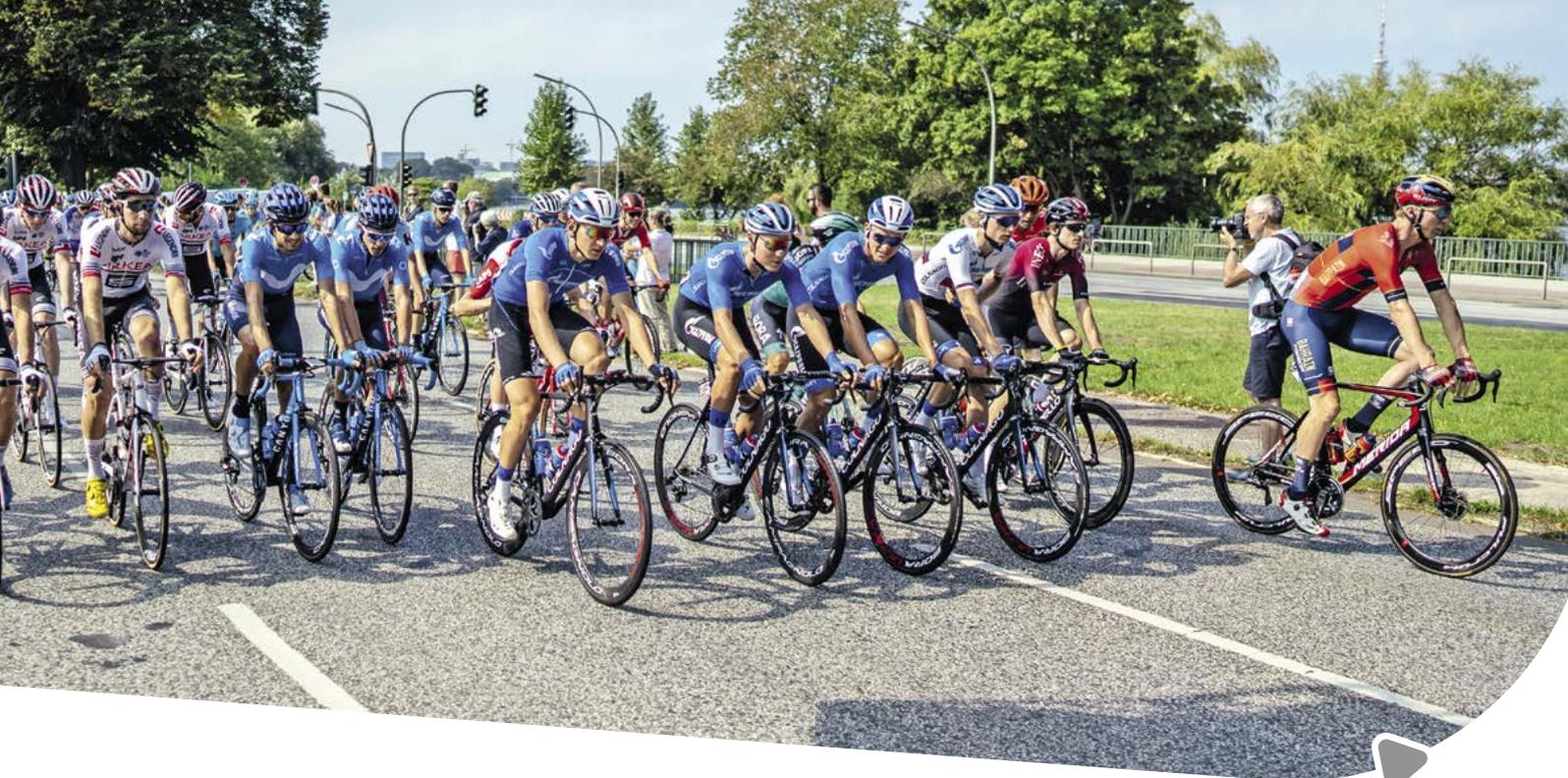
- the show jumping and dressage derby,
- the "HASPA Marathon Hamburg",
- the "Hamburg Wasser World Triathlon",
- the "BEMER Cycclassics",
- the "Hamburg European Open" at the Rothenbaum,
- the "Helga Cup" and
- the Basketball Supercup.

The top ten are characterised by the following features:

- They take place annually during the same period.
- They integrate, as far as possible, competitive, popular, junior, club, school and disabled sports (Hamburg format) and thus achieve a high impact for the respective sport in the long term.
- They have high audience figures and are the cause of extensive national and international media coverage.

In addition to the long-distance triathlon "Ironman", the indoor fitness competition Hyrox and the "3x3 Basketball Tournament" in St. Pauli have become established annual events.

In addition, unique sporting events of outstanding importance take place in Hamburg time and again. Both the Women's Handball World Championships in 2017 and the Men's World Championships two years later, as well as the Beach Volleyball World Championships in 2019, were able to significantly enhance Hamburg's image as an attractive sports metropolis.



Cyclassics

Perspective

Major sporting events always serve as motivation to improve one's own sporting performance. Competitions can promote active living and draw society's attention to the values of sport. Moreover, major sporting events can serve as a catalyst to formulate and pursue national and international sustainability goals.

Therefore, Hamburg will continue to host national and international sports competitions in the future and will focus on the further development of the umbrella brand "Top Ten" and the "Hamburg format".

In the future, other events that take place annually will be allowed to advertise with the "Top Ten" label if they fulfil the conditions of the Hamburg format, such as "IRONMAN HAMBURG" and the "Hockey Pro League".

The Hamburg format, which is an integral part of the Top Ten events, is to be constantly refined and monitored for sustainability. The criteria are to be reviewed and supplemented on an ongoing basis, for example to incorporate aspects of inclusion and diversity.

Hamburg pursues the strategy of hosting sporting competitions primarily for Hamburg's priority sports. But Hamburg also holds national and international competitions in other strongly anchored sports. Events in trend sports such as hyrox, wakeboarding, 3x3 in basketball and parkour, which already take place in Hamburg, should continue to be promoted and gain in importance.

Hamburg will also continue to bid for the organisation of important and attractive sporting events. At least one World or European Championship in an attractive and popular sport is to be hosted in Hamburg every year. Hamburg has already won the bid for a number of highly attractive sporting events in the near future. Hamburg will be the venue for both the handball and football games at the respective European Championships in 2024. The men's and women's European Indoor Hockey Championships will be held in Hamburg as early as 2022. In 2023, Hamburg will once again be the venue for the Triathlon World Championships.

Support will be given to the private-sector development of further venues for sporting events,



Marathon

in particular venues with a capacity for 7,000 to 9,000 spectators, in order to close the gap between the “edel-optics.de-Arena” and the Hamburg Sports Hall on the one hand and the “Barclays Arena” on the other, and to provide a sporting home for Hamburg's Bundesliga teams in basketball and handball.

Goals

- 147. The umbrella brand “Top Ten” is to grow in terms of its value and become further established. It will gain prestige and become a seal of quality for major sporting events in Hamburg.
- 148. The Top Ten events are to be expanded each year, and the number will grow to ten in the future.
- 149. Hamburg will continue to bid for the hosting of important and attractive sporting events. At least one World or European Championship in an attractive and popular sport is to be hosted in Hamburg every year.

150. A special focus will be placed on the acquisition of international sporting events for Hamburg's priority sports.

151. The Hamburg format is to be constantly refined and monitored for sustainability. The criteria are to be reviewed and supplemented on an ongoing basis, for example to incorporate aspects of inclusion and diversity.

152. Environmental sustainability shall continue to be strived for, along with the climate neutrality of the events in the long term.

153. For all other larger sporting events (with a funding of 100,000 euros or more), the aim will also be to integrate the Hamburg format in the long term. If this cannot be realised to the full extent, individual sub-aspects are to be incorporated into the event planning in each case in order to achieve sustainability effects. In doing so, the possibilities for integrating as many formats as possible must always be fully considered in the event planning.



Beachvolleyball at the Rothenbaum

154. The objective of promoting structural improvements in the sport and increasing the number of active members in the sports clubs who are particularly committed to the respective disciplines through direct, emotional experience of the sport itself and the enthusiasm for the respective discipline is to be given greater consideration in applications for the organisation of major sporting events.
155. The city's expertise in organising and hosting such competitions is to be expanded in order to be able to continue to hold its own against international competitors and, ideally, to set new standards.
156. International sporting events are to be used to motivate the population to take part in sport and to increase the active participation rate.
157. As far as possible, all major sporting events are to include elements that encourage exercise and physical activity for spectators. Sporting events and organisers are to make targeted contributions to making neighbourhoods more attractive, thereby contributing to getting local citizens involved in sport.
158. The events must be designed to be accessible, both at the spatial and communicative levels. In addition, people with disabilities should be able to participate in every major sporting event.
159. Representatives from politics, business and society are to regularly attend Hamburg's sporting events and take part in award ceremonies.



5.

Sustainability and the conservation of resources

Sport along its entire spectrum – club sport as well as individual and competitive sport – has the potential to positively influence the trend in favour of increased sustainability due to its high degree of effectiveness and its great bonding effect beyond one's own membership or interest in sport. In particular, the impact of successful and responsible athletes as role models cannot be overstated in the overall context of societal, sports-related, and ecological sustainability, the conservation of resources, and the fight against climate change.

In the past, the concept of sustainability has been reduced primarily to the aspect of environmental protection and resource conservation, although it also encompasses other facets. Thus, the concept of sustainability combines the individual criteria of economic, social and ecological aspects. As the entire "Active City" strategy is geared towards societal, social and sport-related sustainability, this chapter restricts itself to the aspects of resource conservation and climate protection.

In addition to observing the Hamburg Climate Protection Act, options beyond this are already being sought and utilised in order to act in a resource-conserving and ecologically sensible way – be it through optimisation in terms of climate neutrality, the resource-conserving orientation towards the concept of recycling, or the most efficient possible use of the limited land resources for sports infrastructure while at the same time taking into account the concerns of biodiversity and species diversity.

A. INFRASTRUCTURE AND SPORTS OPERATIONS

Initial situation

In the construction and development of sports facilities, the responsible departments and the contracted service providers M/BS, SBH, GMH and HEOS, as the implementing bodies, pursue strategies of sustainable, environmentally friendly, space and energy-saving construction and management.

In the field of sports infrastructure, economic sustainability is essentially represented by an orientation towards the entire life cycle of a building. Thus, in addition to the investments, the costs for operation, maintenance and repairs – up to demolition and replacement – are also taken into account. Available financial options and funding programmes are also included in the considerations.

Perspective

With a view to the goals of climate protection and resource conservation, aspects of sustainable construction that conserve and use existing resources, along with the environmentally friendly disposal of used materials, are gaining in significance in the expansion of sports infrastructure.

In order to strengthen environmental sustainability, it is necessary to establish and implement concrete measures for environmental sustainability in sport.

Through energy-efficient municipal sports halls, the Senate is making an important contribution to sustainability and climate protection. New



Green roof with photovoltaic system

buildings are now being built to the high Efficiency Building 40 standard, and on average, renovations achieve the Efficiency Building 70 standard. The energy is supplied largely from renewable sources.

Creative and feasible prospects for the planning and construction of urban outdoor sports facilities, such as those presented in the “Innovation Conference on Urban Sports Facility Construction 2020” initiated by the Department of Sports Facilities Construction and supported by the Osnabrück University of Applied Sciences, have already been developed and, among others, are slated to be implemented in the Hamburg model project “Mitte Machen” (*Shaping the centre*).

For the planning of sports infrastructure, the established city, national and EU-wide network is to be used and expanded. In this context, contacts with universities, federal institutes and ministries are also being leveraged in the pursuit of innovation, sustainability and quality assurance.

Goals

160. School sports halls are to be heated with the help of heat pumps that draw heat from the ground or the air. Alternatively, sports halls are supplied with district heating where possible. The buildings are gradually being equipped with large photovoltaic systems in order to be able to use as much solar power as possible directly on site. In addition, a green roof is always installed on every new building. Green façades are increasingly being implemented.
161. In the planning and construction as well as in the modernisation of existing sports infrastructure, an optimisation with regard to the requirements of the Closed Substance Cycle Waste Management Act is to be strived for. Based on this, consistent recycling is pursued, among other things.
162. In order to keep land consumption in a large city as low as possible, also for sports facilities, particularly intensive use is expedient, for example via the *multicoding* of sports infrastructure, i.e. pursuing an approach



Sailing Bundesliga on the Alster

whereby a sports facility is configured such that it can be used for as many types of sports as possible (as previously done in the planning of the Active City model district of Oberbillwerder).

- 163. Associations will receive assistance with developing specific strategies for achieving climate neutrality.
- 164. Sporting activities on the Alster are to be emission-free. From 2025, electric ship propulsion is to become mandatory for new registrations. Support boats used for sporting activities are to be converted to electric motors beforehand.

B. EVENTS

Initial situation

Sporting events have a high potential to make sustainability visible from various points of view and for sportspersons, participants, spectators and the media to demonstrate best practices in real life.

For the ecologically sustainable implementation of events, a corresponding handout is being developed with the participation of several authorities and the district offices as well as “Green Events Hamburg”¹³. It is currently still in the draft stage, but already serves as a benchmark for the pilot phase. It comprises ten fields of action in which the topic of sustainability is taken into account. With the help of the handout, a uniform standard for events is to be made possible.

Initial indications that clubs and events want to be completely climate-neutral are already becoming

13 “Green Events Hamburg” is an open, participative and future-oriented network. It consists of actors dedicated to ecologically and socially responsible events. Working with the Hamburg Office for the Environment, Climate, Energy and Agriculture and on behalf of the Hamburg Senate, “Green Events” has been developing a handout and checklist for sustainable events since 2019.

ing apparent. It is important to reinforce these approaches and promote their dissemination in sport. In this way, sport can make a substantial contribution to achieving Hamburg's climate protection goals.

For individual event formats of outstanding importance, sustainability concepts have been developed collaboratively by various authorities and in collaboration with the organisers as well as external experts and institutions, which are intended to accelerate and support the achievement of these goals.

Perspective

Hamburg will further develop the guidelines and requirements for organisers of major sporting events to ensure a high standard of sustainability and make them the basis for funding decisions. These measures to optimise the sustainability of events are to be developed by all involved stakeholders and set in motion in a binding manner. In addition, event venues or arenas and public spaces in Hamburg should offer the best conditions for holding sustainable events in the future.

Goals

165. By 2032, all sporting events in Hamburg that receive funding amounting to at least six figures are to be climate-neutral events.
166. Organisers are to receive support with developing detailed timelines for achieving climate neutrality.
167. Working together with the operators of event venues, arenas and public land owners, sustainability standards are to be de-

veloped that can be enforced in a binding fashion via the rental and land use contracts with the event organisers.

168. Ambitious, binding sustainability standards are to be laid down, in particular for major sporting events. They are to be based on national and international environmental guidelines for major sporting events.
169. Based on defined sustainability standards, the catalogue of measures for the planning and implementation of sporting events is to be further developed together with organised sport.
170. Sport is to use its outstanding opportunities to promote and raise awareness for the fight against climate change and for a greater conservation of resources.



6.

**Administration – sports across
departmental boundaries**

Holistic promotion of sport and physical activity must be considered and implemented in a cross-functional and interdisciplinary way.

A. EDUCATION AND EXERCISE – BETTER LEARNING FROM AN EARLY AGE

Initial situation

Sport and sporting activity form part of the holistic education of young people. This is because physical activity also trains, promotes and strengthens social, emotional and intellectual skills. For this reason, exercise must be promoted as early on as possible as the cornerstone for a long-term active lifestyle. Studies also show the positive effects of motor activity on children's cognitive development.¹⁴

Learning to swim is of particular importance in early childhood and children's physical education. In addition to the basic motor training of swimming, water safety through swimming competence is also an irreplaceable survival technique. Furthermore, swimming enables equal participation in many everyday situations.

In order to provide more physical activity opportunities for the youngest children, the *"Bewegte Kita"* and *"Bewegungskita+"* (Active Day care) certifications were created. In this context, day

care centres are financially supported in their efforts to offer more activities for young children (e.g. through qualification measures for teachers, physical activity programmes, cooperation with sports clubs, and the purchasing of physical activity materials). In contrast to the *"Bewegte Kita"*, where the qualifications of the staff as well as daily exercise times for the children are focal points, a *"Bewegungskita+"* focuses its overall concept on psychomotor-oriented physical education. The early promotion of swimming at kindergarten age is offered via the concept "Off into the water – but safely!", so that children from socially weaker neighbourhoods in particular acquire initial water safety skills within the framework of day care.

Physical activity promotion plays an important role in general education schools, as there is a close connection between learning and physical activity as well as the positive effects of sufficient physical activity on the focused attention and self-regulation of pupils.¹⁵

In addition to compulsory sports lessons, which are taught three hours a week, there is a wide range of school sports competitions in Hamburg. It ranges from low-threshold regional offers for all to performance-oriented sports competitions with the goal of reaching the national finals of "Jugend trainiert für Olympia & Paralympics" [*Youth training for the Olympics & Paralympics*]. Intra-school competitions (e.g. tournaments between different school years) and physical activity or sports days (e.g. Federal Youth Games) are also firmly estab-

14 S. Dordel, D. Breithecker: *Bewegte Schule als Chance einer Förderung der Lern- und Leistungsfähigkeit* [Active schools as an opportunity to promote learning and performance], Cologne and Wiesbaden 2003, https://dms-portal.bildung.hessen.de/zfs/bewegungsfoerdernde_schule/links/dordelbreithecker.pdf, retrieved on 24/03/2022.

15 Free and Hanseatic City of Hamburg, Office for Schools and Vocational Training: *Bewerbung für die Prädikate Sportbetonte Schule und Bewegte Schule* [Application for the title "Sports-Focused School" and "Active School"], Hamburg 2022, <https://www.schulsport-hamburg.de/Schulen-mit-sportlichem-Schwerpunkt>, retrieved on 31/05/2022

lished in the annual plan. The schools themselves decide on the frequency and orientation.

Schools can set their own priorities here by adapting their concept accordingly. For example, they can advertise new functional positions for health and/or physical activity officers. The mission statement, the curriculum, the rhythmic organisation, etc. are also the responsibility of the individual schools.

Active breaks and active learning therefore do not only take place at “title-holding” schools, but are an integral part of an active school life at many schools in Hamburg. Active education is characterised by as many opportunities for physical activity as possible in all subjects. This can be implemented in the form of breaks for exercise or through methods and forms that incorporate physical activity into lessons. At many schools, sports-focused class trips (ski trips, hiking trips, experiential class trips, etc.) are part of the plans for the school year. Free sports and games outside of class (e.g. “open gyms”), sports clubs, break games, appropriately designed schoolyards and the “Collaboration Between School and Sports Club” (KSSV) ensure a lively and active school schedule.

With the four-level title system¹⁶ of the Office for Schools and Vocational Training, schools have the opportunity to give themselves a movement and sport-related profile and thus place an emphasis on exercise and sport promotion. The four titles range from a rather low-threshold, general promotion of physical activity (“Active School”) to a clear promotion of competitive sports (“Elite School of Sport”).

In the case of the “Active School” (*Bewegte Schule*) rating, the promotion of physical activity is reflected not only in the regular physical education lessons, three hours of which are compulsory at schools, but also in particular in the physical activity-friendly rooms and the integration of “physical activity into sedentary lessons”. In the *sports-focused schools* (*Sportbetonte Schule*), the physical activity offerings also go beyond the compulsory three hours of school sports as well as physical activity throughout the lessons: It is a focal point of the all-day school life of the pupils. Cooperation between schools and associations and/or sports clubs enables a wide range of sports to be offered and thus the opportunity to have a positive effect on the health and well-being of the pupils and to provide incentives for lifelong sporting activity.

With the concept of the *partner schools for junior competitive sport*, the Senate supports schools that have particularly (youth) performance-oriented associations or whose clubs offer training as part of school hours. The aim is to enable talented youths up to secondary level II to train as competitive athletes in addition to their daily school routine and club training, without having to fear disadvantages in their daily school life and education. *Partner schools for junior competitive sport* allow them time off for training and competitions and offer support in the form of tutoring in order to compensate for absences and to be able to reconnect with the curriculum.

At the latest from secondary level II onwards, all pupils who have ambitions in terms of competitive sport should be enrolled in the *elite schools of sport*,

16 Free and Hanseatic City of Hamburg, Office for Schools and Vocational Training: Bewerbung für die Prädikate Sportbetonte Schule und Bewegte Schule [Application for the title “Sports-Focused School” and “Active School”], Hamburg 2022, <https://www.schulsport-hamburg.de/Schulen-mit-sportlichem-Schwerpunkt>, retrieved on 31/05/2022



Active City Bus

certified and recognised by the German Olympic Sports Confederation. With its proximity to the Olympic Training Centre Hamburg/Schleswig-Holstein and its infrastructure, but also due to the school's internal structure and, among other things, the possibility of taking school-leaving examinations late ("Streckerabitur"), Hamburg's elite school Alter Teichweg offers ideal conditions for practising sport while at the same time preparing for the Abitur.

With the introduction of the profile quota for competitive athletes, the Senate has provided further impetus to support competitive sport. Thanks to this quota, students who train at one of the federal bases in Hamburg and participate in sport at the highest level there have the opportunity to take up or continue their tertiary studies in Hamburg.

Perspective

Physical activity should be an even bigger part of everyday life in all-day care centres and schools, regardless of who runs it or the type of school, and not just considered and implemented separately. This should also encourage children and young

people who have had little contact with exercise and sport to date, and motivate them to lead a healthy lifestyle. In order to be able to implement this, educators need to be trained accordingly and the training content needs to be adapted.

In primary schools, the "Hamburg Exercise Course" ensures that talented pupils who have prospects in competitive sport are identified and brought into contact with clubs and associations. However, it is at least as important to identify children with motor deficits. In "Exercise is fun" courses, they are offered the opportunity to find fun in exercise without any pressure to perform. Therefore, it is to be examined how the Hamburg Exercise Course, which has so far been conducted purely as a motor skills assessment, can be supplemented with other instruments if necessary in order to obtain detailed, representative findings. By means of this data collection and analysis ("screening"), the respective motor development status of the children is to be presented and possible deficits are to be revealed. It is equally important to determine the state of health with regard to the WHO recommendations on physical activity and motor skills.

Particularly committed day care centres and schools will continue to be supported in their efforts to make access to exercise as easy as possible for children and young people. Especially at school age, offerings outside of school sports – and the pressure of grades that sometimes prevails there – need to be created. The study opportunities for top athletes will also be further expanded, as will cooperation with companies and public agencies, so that even more top athletes will find their sporting, university or professional home in Hamburg.

Goals

171. The topic of physical activity is to be integrated holistically and compulsorily into the training of educators, special needs teachers, etc.
172. In order to introduce even the youngest children to an active lifestyle, the number of certified “*Bewegte Kitas*” and “*Bewegungskitas+*” (Active Day cares) are to be increased by at least five, or where possible ten, per year.
173. Greater promotion of physical activity in day care centres whose conceptual focus is not on physical activity, in accordance with the Hamburg educational recommendations for the education and upbringing of children in day care centres.
174. The topic of physical activity is to be integrated holistically, interdisciplinarily and compulsorily into the training of student teachers.
175. It is being examined how the Hamburg Exercise Course can be expanded into a “screening” in order to be able to gain insights into the overall progress of motor development among Hamburg’s pupils. Socio-demographic data will also be included in the interpretation. Concrete recommendations for action are to be derived from the results so that children with physical activity deficits as well as particularly talented children can continue to receive offerings for the positive development of their exercise habits.
176. More “Exercise is fun” courses are to be offered to bring the joy of exercise to even more children who are comparatively poorly developed physically (too little strength, poor coordination and condition, poor sense of balance).
177. The aim of the “Active City” strategy is to increase the number of institutions that have so far been awarded the title of “Active School” (approx. 40) and the title of “Sport-Focused School” (21).
178. The sports classes of the *partner schools for junior competitive sport* and the elite school of sport are to remain receptive in order to be able to facilitate the path to competitive sport for an even larger number of young people wherever possible.
179. Schoolyards, outdoor school areas and – as far as possible and reasonable – school buildings are to offer children and young people even more opportunities for sport and exercise than before. A schoolyard design that promotes exercise is one of the goals of any school construction planning. At the same time, the appropriately designed schoolyards will also be opened to the public outside school hours. In this way, they make an important contribution to providing the

city districts with physical activity opportunities.

180. Regular sports and physical activity programmes are to be integrated into the afternoon programmes of all-day schooling at all Hamburg schools. The number of cooperations between schools and sports clubs is to be increased significantly for this purpose.
181. A profile quota is to be introduced at all Hamburg universities to increase the number of top athletes studying in Hamburg.
182. In Oberbillwerder, an Active City model school is to be built, i.e. a school whose entire architectural design and facilities are geared towards promoting physical activity. In the future, every district will have an Active City model school.
183. The goal of water safety and swimming ability for Hamburg's children continues to be given high priority: All children should have the opportunity to learn how to swim safely. The non-school providers of learn-to-swim programmes contribute to the achievement of this goal within the scope of their possibilities in addition to the school swimming lessons.

B. SCIENCE – LINKING THEORY AND PRACTICE

Initial situation

Sport, exercise, physical activity and an active lifestyle are cross-sectional issues that affect other disciplines. Hamburg's scientific landscape

has expertise from high-ranking specialists in the fields of sport and exercise science, health and medicine. The scientific consideration of sport as a relevant factor in the politics of the metropolis is accordingly indispensable: Theory and practice must also be closely intertwined in sport.

Perspective

The cooperation between the administration and science in the field of sport, exercise and health has been significantly intensified in recent years. Here in particular, the positive effects of an attitude that understands sport as a cross-sectoral issue for society as a whole can be seen.

In recent years, Hamburg has been the venue for various important scientific congresses that have dealt with the topics of sport and exercise. Particularly worthy of mention are the International Sports Congress of the Association for Gymnastics and Leisure (every two years since 2002), the German Congress of Sports Physicians of the German Society for Sports Medicine and Prevention (2018) and the International Hamburg Congress for Sport, Economics and Media of the University of Sports Hamburg (annually from 2015 to 2018).

With the *Sports, Medicine and Health Summit*, which took place for the first time in 2021 and is to be held again in Hamburg for 2023 and the following years, an international congress unique in terms of its interdisciplinarity is to be established in the city, bringing together the subject areas of sport and exercise science and sport in practice at a new level.

The scientific congress organised by the German Society for Sports Medicine and Prevention brought together numerous experts from major



Sports, Medicine and Health Summit

sports medicine societies, the World Health Organisation (WHO), the International Olympic Committee (IOC), and German sports organisations. During the congress, more than 50 institutions signed the “Hamburg Declaration”, with which the signatories commit themselves to the goal of implementing concrete measures to combat the lack of physical activity.

In addition, the authorities responsible for sport, health and science have entered into a multi-year cooperation with the Department of Sports and Exercise Medicine of the Institute of Human Movement Science at the University of Hamburg, which will provide scientific guidance for the Active City. Here, topics such as the physical activity and health habits of Hamburg residents, the surveying of current measures and initiatives to promote an active and healthy lifestyle, and the derivation of recommendations for action to achieve the goals associated with the “Active City” strategy in the area of health promotion through physical activity are to be addressed.

Goals

184. Topic-specific cooperation with scientific institutions, in particular with the Institute of Human Movement Science at the University of Hamburg, is to be expanded.
185. The knowledge base on the physical activity habits of Hamburg residents, especially children and young people, and on the effectiveness of physical activity promotion is to be expanded. For this purpose, a Hamburg Physical Activity Report is to be prepared at regular intervals. It will present and analyse the data on physical activity habits and derive corresponding recommendations for action.
186. Hamburg is to participate in international scientific exchange on the health effects of physical activity and physical inactivity and on the development and effectiveness of activation strategies.
187. Hamburg is striving to organise corresponding scientific events and congresses and is also profiling itself as an internationally

renowned congress location in this field. The *Sports, Medicine and Health Summit* is to establish itself as a permanent fixture in international sports science and continue to take place in Hamburg.

188. Through the exchange of ideas with other states, countries and cities, especially in the network of “Global Active Cities”, best practice examples will be shared and input utilised for the further development of custom strategies to promote physical activity.

The aim is to create conditions that promote exercise and health, which can positively change people's everyday habits through more sport, exercise and physical activity.

The National Physical Activity Recommendations¹⁷ state: *“A widespread sedentary lifestyle among the population is considered a ‘chronic’ policy problem today. (...) Only through concentrated approaches to action and continuous commitment from different policy fields and policy levels as well as other social actors (e.g. sports organisations) will it be possible to develop sustainable solutions”*

C. HEALTH

Initial situation

An important factor for a healthy lifestyle is to organise everyday life in a way that is geared towards physical activity and promotes health. For example, the environment of the home and the question of whether individual living conditions motivate and encourage physical activity have a direct impact on an individual's (exercise) habits. Effective cooperation between the authorities responsible for sport, health, social affairs and housing/urban development can achieve the goal of low-threshold promotion of physical activity in everyday life and contribute to prevention. Both health and preventative sport and the possibility of complete recovery through rehabilitation sport must be promoted jointly by the actors of the various departments.

Within the framework of the “Pact for Prevention”, which classifies exercise and sport as beneficial elements for maintaining health and reducing avoidable deaths, there is an extensive network of relevant health promotion partners. The Pact's strategic goals and agreements on physical activity, formulated in 2010, are in line with the goals of the Active City Strategy.

Perspective

The authorities responsible for health and for sport work together in the field of physical activity promotion and have identified opportunities with the Hamburg district authorities and other partners to motivate people affected by a lack of physical activity in particular to adopt a more active lifestyle. These findings are summarised in the action plan “Bewegt.Gesund” [*lit. Exercising. Healthy*]¹⁸.

17 A. Rütten and K. Pfeiffer (eds.): Nationale Empfehlungen für Bewegung und Bewegungsförderung [National Recommendations for Physical Activity and Physical Activity Promotion], p. 30, Cologne 2017, https://www.bundesgesundheitsministerium.de/fileadmin/Dateien/5_Publikationen/Praevention/Broschueren/Bewegungsempfehlungen_BZgA-Fachheft_3.pdf, retrieved on 08/02/2022

18 Free und Hanseatic City of Hamburg, Office of the Interior and Sport (ed.): Bewegt.Gesund. – Der Hamburger Aktionsplan „Gesundheit durch Bewegung“ im Rahmen von Active City [Exercising. Healthy. – The Hamburg Action Plan “Health through Physical Activity” within the framework of Active City], Hamburg 2021, <https://www.hamburg.de/contentblob/15567120/650f2c41de96ccb0f9da607ab99a69b/data/d-aktionsplan-bewegt-gesund.pdf>, retrieved on 21/02/2022

Public spaces that motivate people to exercise and well-developed, exercise-promoting cycle paths and footpaths are elements of a modern city infrastructure. Healthy eating and the willingness to use the stairs instead of the lift can be components of an individual, self-responsible and health-promoting behaviour change. Existing structures, for example the *local networking centres for prevention* and district institutions, offer opportunities for a corresponding exchange of ideas and the spreading of awareness.

Furthermore, the action plan "Bewegt.Gesund" also pursues measures and goals that are intended to increase physical activity in everyday life. Particularly for people who suffer from a lack of exercise, even small increases in the amount of physical activity in their daily lives can result in an improvement in their physical constitution and health.

Goals

189. Public life provides incentives for sport and physical activity.
190. Places of social interaction (e.g. neighbourhood centres, community centres, youth centres, senior citizens' centres, medical facilities) are to increasingly be used for outreach sport and physical activity promotion.
191. Hamburg is committed to ensuring that the "Prescription for Physical Activity" is more widely disseminated and adequately funded. Model projects together with the Hamburg medical profession and health insurance companies are also conceivable in this regard. In this context, it is examined to what extent the billability for the

doctors leads to an increased issuing of the prescription. The model project is being evaluated.

192. Closer cooperation of sports with the actors of health care and health promotion is to be aimed for.
193. The district health offices, general practitioners, paediatricians and other advisory bodies will increasingly recommend exercise and sport as a preventative and health-promoting tool.
194. Medical science will be more involved in the analysis and development of recommendations for action to combat physical inactivity.



7.

Societal responsibility of sport

Sport conveys elementary values of our society such as equality and equal rights, respect, tolerance, fairness, solidarity, team spirit, discipline and the observance of rules. In this way, sport promotes in particular the personality development of children and young people, teaches them how to deal with victory and defeat, as well as the ability to fit into a larger whole, into a team. These values are also an obligation for the sport itself. To this end, they must be reflected accordingly in its structures, national and international sports organisations, and major international sports competitions. Sport thus has a responsibility to confront grievances and undesirable developments and, in particular, to deal with issues such as violence, racism, doping, abuse of power and commercialisation. Many of these aspects can only be tackled adequately at the national or even international level. The Active City strategy describes those issues that can be addressed on a local level.

A. ANTI-DISCRIMINATION

Initial situation

Sport – especially club sport – plays a special role in creating social cohesion, and constitutes a key social factor. It offers many opportunities to bring people together and to form a collective identity beyond the categories of e.g. (social) origin or skin colour through the pursuit of a common goal in sport. A good quarter of Hamburg's inhabitants are members of sports clubs. Therefore, the integrative power of sport, the largest civil society actor, holds considerable potential for anti-discrimination work.

Nevertheless, exclusion and discrimination still exist in sport as in the rest of society. People

are discriminated against, insulted and physically attacked because of their origin, their gender, their sexual or gender identity, their age, their disability, or because of racist attributions. Sport itself can even contribute to the development or reinforcement of specific stereotypes and reservations. For example, a strong focus on the body favours the perpetuation of stereotypical attributions of certain groups. Often, those involved are not even aware of the discriminatory effect of their actions, and engage in them without intention.

Perspective

In order for sport to realise its potential in terms of its unifying social effect for all population groups without distinction, more active approaches to combating discrimination are needed. For this, a culture of anti-discrimination must be created. People need to understand discrimination in terms of its origins, forms and mechanisms, recognise unequal treatment and exclusion, stand up against discrimination and promote structures to reduce discrimination – while also recognising the typical effects of discrimination in sport.

Goals

195. Actors are to develop an awareness of (anti-)discrimination. The topic of (anti-)discrimination is dealt with in the context of training and further education for training leaders and instructors. They serve as multipliers for their club and help to further raise awareness in the associations themselves.
196. Sport and sport policy are to deal with discrimination and its specific mode of action in sport. A better understanding of the fundamentals is achieved.
197. Counselling and complaint centres are to be supported. Transparent procedural rules in dealing with discrimination cases are promoted.
198. Networking structures that help athletes affected by discrimination are to be created, promoted and expanded. This is to create an inclusive environment where people can play sport free from discrimination. Safe spaces are supported.
199. Awareness-raising activities on the part of umbrella organisations, sports federations and clubs to promote diversity which encourage participation in sport by members of marginalised groups, and initiatives to remove barriers to access to leadership positions in sports organisations are to be implemented.

B. PREVENTION OF SEXUALISED VIOLENCE (PSG)

Initial situation

Children and young people are the urban society of the future. This makes it all the more important to protect them in particular from sexualised and all other forms of violence. The adoption of the Federal Child Protection Act (BKISchG) in 2012 created an important basis for this.

In 2020, the General Assembly of the German Olympic Sports Confederation (DOSB) adopted the step-by-step model for prevention and protection against sexualised violence (appointment of a contact person, publication of the PSG contact person, qualification of all PSG contact persons, risk analysis, intervention guidelines, rules of conduct, complaints management, implementation of the topic of prevention of sexualised violence in the youth regulations / statutes, consequences in police investigation or prosecution proceedings). The DOSB member organisations thus commit to gradual implementation by 31 December 2024 with the aim of focusing not only on the important prevention work, but also on the areas of intervention and rehabilitation. By updating the "Agreement on the Exclusion of Persons with a Relevant Criminal Record from Activities in Accordance with Section 72 a of Book VIII of the Social Code", the Hamburger Sportjugend [*Hamburg Sports Youth*], together with the Social Welfare Authority, has already been fulfilling all the requirements of the step-by-step model for prevention and protection against sexualised violence since 2021, and even exceeds the requirements in some respects.



Perspective

The measures started in 2021 must be completed by 31st of December 2024. The structures of organised children's and youth sports in Hamburg intend to have fulfilled the majority of these requirements by the end of 2022 in order to protect children, youths and adults in sports from assaults of all kinds.

Goals

200. All trainers and sports instructors in the structures of organised (children's and youth) sport are to be sensitised to the importance of preventing sexualised violence.
201. All trainers in the structures of organised children's and youth sport are to sign the declaration of commitment (DOSB/dsj code of honour).
202. All PSG contact persons in the structures of organised children's and youth sports are to be qualified accordingly.
203. The PSG network structures in organised children's and youth sport are being further developed and additionally address issues of interpersonal violence.
204. The inspection of the extended certificates of good conduct for qualified contacts in the field of children and youth in organised sports in Hamburg is to take place regularly.
205. All requirements from the DOSB/dsj step-by-step models in the structures of organised (children's and youth) sport are to be implemented.



8.

Urban social status, presence and interconnectedness of sport

Sport is growing strongly and increasingly into the most diverse areas of life and society. Sport and physical activity make substantial contributions to:

- Social stability, community spirit and social cohesion,
- A good upbringing for children and young people,
- A healthy life, successful health prevention and rehabilitation,
- Social participation, inclusion and integration,
- Quality of life and satisfaction, especially in larger cities,
- Tolerance and respect in a diverse society,
- A high attractiveness of residential and living locations, as well as
- Positive experience of democracy and successful self-organisation of active citizens.

Sport is therefore increasingly perceived as a relevant factor by other institutions and disciplines. If sport is to tap into its full potential at various different levels, it will require more networking, more presence, cooperation, partnerships and support outside of classic sports funding. There is a need for more inclusion and importance of sport, for example in urban planning, media and pedagogy. A comprehensive promotion of sport and physical activity in the sense of this strategy must conceptually include all these aspects and pursue the overall goal of increasing the visibility and networking of sport in the city.

A. PARTNERSHIPS – TEAMWORK FOR A BETTER LIFE IN THE BIG CITY

Initial situation

Increasingly, those responsible are promoting a health-conscious approach to working life. These include, for example, company sports and exercise programmes, activities that promote exercise at the workplace, sports offerings for employees at reduced rates through cooperation with sports providers and clubs, bonus point systems and information offerings in the form of seminars, lectures or coaching sessions, as well as the installation of secure bicycle parking spaces.

The corresponding activities often reach more than just the target group of their own staff. This also includes the implementation of general offerings aimed at everyone. One example of this are the running events organised by companies. The urban formats of the “Active City Days”, the “Active City Summer” and the “Active City Festival”, which are supported by various partners, serve as starting points.

Perspective

The greater importance and positive effects of sport and physical activity are increasingly being recognised by a wide range of actors, companies, authorities and institutions. By introducing measures related to sport and exercise in their area of responsibility, they increase their attractiveness to employees, strengthen the identification of employees with the company and at the same time fulfil their corporate social responsibility, i.e. their responsibility for the societal impact of their activities.

The city and companies jointly develop projects to promote and enable a healthy and active lifestyle. Possible projects could include the implementation of sports weeks in day care centres, jointly addressing and encouraging users of public transport to exercise more, or the dissemination of special exercise offerings for senior citizens. The "Active City After Work" can be the basis for the necessary exchange of ideas. This is a networking event that takes place several times a year, where representatives from sport, politics and business come together to strengthen and expand the Active City network via a combination of discussions and sporting activity.

Furthermore, companies act as partners in major sporting events, which help to communicate and consolidate the "Active City" strategy. Here, the city and companies cooperate in the common interest to increase the quality of life and job satisfaction.

Goals

- 206. Increasingly, it is possible to bring together the various partners from the different sectors in order to jointly promote positive developments for the community through the thematic complex of sport and physical activity.
- 207. All institutions responsible for sport are to provide information about the positive effects of sport and physical activity on society as a whole and promote cross-departmental and cross-sectoral thinking.
- 208. A network consisting of the city, businesses and institutions is to be established to develop options for shaping and realising the "Active City" strategy in mutual interest.

209. The number of Active City partnerships, in which institutional partners commit to a defined material or financial support contribution, is to be increased by five per year.

210. Companies based in Hamburg are to be committed to the Active City model, develop appropriate measures for their own areas and contribute to the further development and dissemination of the Active City strategy in the city.

211. Networking formats such as the "Active City After Work" are to take place at least twice a year. They serve to facilitate the exchange of ideas, face-to-face encounters, and lead to the development and implementation of more and more projects in the sense of the "Active City" strategy.

B. NETWORKING AND COOPERATION – LOOKING BEYOND EACH OTHER'S HORIZONS

Initial situation

For many topics and issues, holistic approaches are already being developed to achieve favourable results and answers that do not end at the boundaries of one's own department or responsibility.

Inter-authority and inter-institutional working groups as well as the collaboration of the administration, especially with umbrella sport organisations, help to sharpen the view for the perspective of others. Corresponding cooperation takes place above all in the development

of projects that also involve sporting concerns, for example in the development of the Active City model district of Oberbillwerder or in the design of the new Grasbrook district.

Perspective

In a society that is becoming more complex and where everyday life is becoming increasingly condensed, there are fewer and fewer socio-political challenges that can be dealt with exclusively by one department. This is where actors from the fields of sport and physical activity, education, health, urban development and sustainability have a need and – even more importantly – a chance to work together.

Goals

- 212. The cooperation of authorities and institutions on the implementation and further development of the “Active City” strategy is to be intensified. Themes and projects are to be thought about and worked on in an overarching way.
- 213. Sport is to be included by other sectors and authorities in projects from the very beginning due to its immense impact.
- 214. The exchange of ideas and cooperation of the sports administration with the federations and associations in sport will be expanded in the corresponding projects.



Active City Summer

C. SPORTING EVENTS – THE ACTIVE CITY FORMATS

Initial situation

The awareness of Hamburg's citizens for sport and exercise is to be further strengthened, and new points of contact are to be created. Sporting events play an important role in this, regardless of whether they are major international events or competitions in the district. This is because they make sport and all its facets perceptible in the city and encourage people to become active in sport.

Perspective

In Hamburg, sporting events are implemented annually as Active City formats. Specifically, these are the “Active City Day”, the “Active City Summer” and the “Active City Festival”.

At the Active City Day, numerous sporting opportunities are offered throughout the city. The aim is to get all Hamburg residents, from toddlers



Active City Day

to senior citizens, actively moving and to raise awareness among the population accordingly.

For the Active City Summer, sports courses in a wide variety of sports are offered together with Hamburg's sports clubs during the summer months. The activities, which mainly take place outdoors, provide straightforward and low-threshold access to sport and are intended to encourage people to become a member of one of Hamburg's clubs.

The Active City Festival is all about sport, exercise, health, meeting people and joint activity. There is a wide range of sports and exercise activities, and the topic of healthy nutrition also plays an important role. The festival is intended to encourage visitors to participate and try out sports activities. In addition, a great deal of information is provided on a wide range of sporting topics. The clubs represented at the Active City Festival have the opportunity to present themselves and to recruit new members.

Goals

- 215. The Active City event formats have the important function of further anchoring the Active City mission statement and strengthening identification with it. The formats are firmly established and further developed. Their profile among the Hamburg population and their attractiveness will be further increased.
- 216. Business and sport are to increasingly appear as partners in the formats.

D. SPORTS GALA – HONOUR, RECOGNITION AND APPRECIATION

Initial situation

Successful athletes deserve respect for their achievements as well as for the training and hardships that are prerequisites for their success. At the same time, they deserve the thanks of the city



Hamburg medal for sporting achievements

they represent in national and international competitions. The Hamburg Sports Gala is probably the most important sign of the esteem in which the city and its partners hold their athletes and those who are particularly active in sport.

Perspective

The awards for the Hamburg Sportswoman, the Hamburg Sportsman and the Hamburg Team of the Year will be presented at the Sports Gala. In addition, the Senate of the Free and Hanseatic City of Hamburg awards the “Hamburg Medal for Sporting Success” to 250 to 350 Hamburg athletes each year.

Since 2017, the city has also presented the “Active City Award” annually as part of the Hamburg Sports Gala. The prize is awarded to individuals or institutions not for their own sporting successes, but for extraordinary commitment, which above all aims to achieve the goals of the Active City concept, to strengthen sport, and to promote an active lifestyle.

Goals

217. In order to be able to adequately honour special achievements in and for sport in Hamburg in the future, the Hamburg Sports Gala is to be secured and strengthened by the broadest possible base of partners.

E. PRESENCE IN THE CITY – WITH SPORT AT HEART

Initial situation

The perceptible presence of sport, fitness and physical activity throughout the city has increased noticeably in recent years, even beyond organised sporting events. Even in busy areas of the city centre, people run, cycle or paddle. More and more people are discovering the bicycle as an alternative to the car or public transport. Sport is increasingly becoming a part of the cityscape and everyday life in the city.



Hamburger sports gala

This trend is being accelerated by the possibilities of digitalisation. Digital networking for joint sports activities via apps and social media contributes to the fact that more and more sportspeople are visible in public spaces.

Moreover, the many large and small sporting events that take place throughout the year all over Hamburg increase the presence of sport in the city. Hardly a week goes by in summer without a sporting event in the immediate vicinity attracting the attention of Hamburg's residents. Several hundred thousand spectators attend the "Hamburg Top Ten" events alone.

Perspective

The perception of sport in the Active City takes place, on the one hand, through the possibility to engage in sporting activities in most areas of the city and, on the other hand, through the presence of sporting events in public spaces as well.

The visibility of sport and physical activity can be increased by providing more and more attractive and easily accessible sport and physical activity offerings in the immediate vicinity of one's own home and workplace.

Goals

218. The visibility of sport and exercise in the cityscape is to be further increased.
219. The use of the urban space as a sports area, exercise space, arena or meeting place for active people is to be expanded.
220. The possibilities of the city for the use of city advertising facilities are to be consistently used for sport as well.
221. Long-term planning perspectives are to be sought for major sporting events in public spaces. Multi-year agreements on dates and usable spaces significantly increase planning security on the part of the city and the organisers.

F. DIGITAL PRESENCE

Initial situation

The Active City App offers simple and direct access to the world of sports in Hamburg. The app and the accompanying website are intended to be the central point of contact for information about sports events in Hamburg.

The range of sports and sporting events in the city are presented in the app. The Active City Map

has also been integrated so that citizens can find out about the city's sports facilities via the app. In addition, news and stories from the Active City are presented.

A central element of the app is the "pulse of the city". It converts physical activities into a pulse value. With this feature, participants not only raise the pulse of the respective district, but as a whole, also raise the pulse of the entire city.

The Hamburg Sports Federation allows its member organisations to manage various funding programmes via a digital member portal. In addition, its educational offerings (of the HSB and HSJ) are provided online.

The first steps have been taken towards the digitalisation of the associations. After the first pilot and funding projects were implemented, a comprehensive concept could be developed based on the resulting experience.

Perspective

The increasing use of the Active City App offers clubs, associations and event organisers an easily accessible way to draw attention to themselves and their commitment. At the same time, the app provides all interested parties with a central location to find all information related to sport and exercise in the city.

Through the concept and entering into a strategic partnership with an appropriate provider, interested clubs should be enabled to set up a digital club management system at low cost and with financial support.

Goals

222. The Active City App is to become the central source of information when it comes to finding out about sport, the range of sports on offer and what's happening in the city.
223. Sports clubs and associations can use the Active City App to provide information about themselves and their sports offering.
224. Sports clubs, who see a benefit for doing so are digitalising their club management. All the necessary information and processes are available online for members.



9.

Sports and exercise as economic factors

A. MORE EXERCISE – LOWER HEALTH COSTS

Initial situation

The positive effects of sufficient exercise on physical and mental health are undisputed. The same applies to the fact that lack of exercise is considered one of the main causes of lifestyle and widespread diseases.

The lack of physical activity is also a relevant challenge from an economic point of view. For one, the potential savings that can be achieved in the health sector through more sport and exercise are enormous.¹⁹ The International Sport and Culture Association (ISCA) and the Centre for Economic and Business Research (CEBR) stated this back in 2015:

“The proportion of German adults who fail to engage in the recommended levels of physical activity is estimated to be over a fifth (21 %). (...) Combining these monetary estimates results in total annual economic costs of € 14.5 billion, equivalent to 4.8 % of German health expenditure (...).”²⁰

Goals

225. The aim of the “Active City” strategy is to counteract the lack of physical activity and thus also reduce expenditure in the health system for the treatment of the consequences of physical inactivity.

226. The empirical and scientific study of the aforementioned interrelationships will be continued and intensified.

B. THE ECONOMIC POWER OF SPORT

Initial situation

In 2019, the City of Hamburg commissioned the “Hamburg Institute of International Economics” (HWWI) to prepare a study on the identification, presentation and significance of the economic effects of a vibrant sports city using the example of Hamburg. It was commissioned by the Office of the Interior and Sport in cooperation with the Hamburg Chamber of Commerce, the Hamburg Tourism Board, and Hamburg Marketing GmbH/Hamburg Convention Bureau GmbH.

Sport is increasingly an economic factor in Hamburg, generating around 1.1 billion euros per year in added value. According to the study, the city's sporting events alone – above all the clubs in the professional leagues – account for around 450 million euros. The fiscal effect, i.e. the amount of tax revenue generated in the area of the economic factor sport, is around 110 million euros.

In addition, sport alone contributes around 200 million euros to tourism in Hamburg. This underlines the special, far-reaching, economic and

19 R. Alt, A. Binder, C. Helmenstein, A. Kleissner, P. Krabb: Der volkswirtschaftliche Nutzen von Bewegung [The Economic Benefits of Physical Activity], Vienna 2015, https://www.spea.at/wp-content/uploads/2018/12/1512_SpEA_Nutzen_Bewegung_Endbericht-2.pdf, retrieved on 23/05/2022

20 ISCA and CEBR: The economic cost of physical inactivity in Europe, ISCA/CBER report, London 2015, <https://cebr.com/reports/the-costs-of-inactivity-in-europe/>, retrieved on 03/05/2022

image-forming value of the competitions held annually in the city at different levels. Thus, the city acts not only as a guarantor for the active and passive experience of sport, but also serves as an attractive place for a tourist stay that is associated with sport.

Between 2014 and 2017, the number of employment relationships subject to social insurance contributions in the sports-related services sector increased by around 28.5 per cent, to 3,826. For comparison: For total employment in Hamburg in the same period, the figure was only seven per cent.

Taking direct and induced effects into account, it can be calculated that total employment through sport is around 12,000 employees subject to social insurance contributions. Sport and the jobs it creates are developing extremely dynamically.²¹

Perspective

Jobs in sport exist in particular in sports clubs, in sports-related service companies in sports retail, with organisers of sports events, and in marketing agencies. Sport and the sports economy thus provide employment.

Due to the increasing importance of sport and exercise, there is an opportunity to substantially expand sport as an economic sector. In addition to developing new types of jobs, it is necessary to increase the number of jobs in many areas in order to meet the increasing demand on the one hand and to improve the quality of support on the other.

Goals

- 227. The added value generated by sport and sporting events in Hamburg is to be increased.
- 228. In order to harness the potential of sport for the economic development of the city, the existing structures of cooperation in this field are to be strengthened.
- 229. In the Active City, the topics of sport, exercise and healthy lifestyle are gaining in importance. The number of jobs subject to social insurance contributions in the field of sport and sport-related services is to be increased to 20,000.

C. CITY MARKETING

Initial situation

Outstanding events are characterised by a high level of media interest. Both the traditional national and international media as well as streaming services and social media channels report on it, broadcast it live and often combine the sports coverage with a presentation of the host city.

Overall, the Free and Hanseatic City of Hamburg achieves considerable economic effects through the acquisition and implementation of sporting events, similar to other events with comparable appeal. These concern the retail, hotel and F&B sectors as well as cultural facilities and offerings.

21 M. Cotterell, H. Vöpel: Ökonomische Effekte einer vitalen Sportstadt [Economic Effects of a Vibrant Sports City], Hamburg 2020, <https://www.hamburg.de/contentblob/13487190/5e478023639d47b214880ad6fd076a68/data/neuer-inhalt.pdf>, retrieved on 02/06/2022

The study “Economic Effects of a Vibrant Sports City”²² compiled by the Hamburg Institute of International Economics (HWWI) presents the positive effects of sport on Hamburg in an impressively clear manner.

In addition, Hamburg's high quality of life, characterised among other things by sports and sports facilities, contributes to the city's attractiveness for skilled workers and highly qualified people, who can often select from a variety of offers when choosing a job and a place to live. Sport, fitness, activity and attractiveness, among other quality of life factors, could also be included in the advertising for high potential workers. Major sporting events mobilise people for sport and can certainly contribute to image value in the marketing of the city.

Perspective

Not only do thousands of athletes from all over the world come to Hamburg every year for sporting events, but also their relatives, acquaintances and trainers. In addition to the athletes, they are important ambassadors of Hamburg as a sports metropolis.

The city has recognised the value of presenting itself as an attractive, sporting metropolis with a high quality of life to competitive athletes from a wide range of nations as well as to the thousands of recreational athletes and their companions.

Sporting events attract not only the athletes and their companions to the city. Visitors, especially to major sporting events, also increase the tourist appeal of the Active City.



Triathlon

Goals

230. The staging of major sporting events with national and international appeal will continue to be pursued at a consistently high level.
231. The question of the extent to which major sporting events and other sporting formats can be used for city marketing as part of the brand strategy for Hamburg is to be reviewed regularly together with the institutions responsible for national and international city marketing. This is intended to make the best possible use of the potential that lies in sport for the Hamburg brand.
232. The potential of sport for a positive external image and marketing of Hamburg is to be used extensively. Synergies between international sporting events and other industries are to be leveraged. Concerted communication and marketing is to be strived for.

22 M. Cotterell, H. Vöpel: Ökonomische Effekte einer vitalen Sportstadt [Economic Effects of a Vibrant Sports City], Hamburg 2020, <https://www.hamburg.de/contentblob/13487190/5e478023639d47b214880ad6fd076a68/data/neuer-inhalt.pdf>, retrieved on 02/06/2022



10.

**The "Active City" strategy –
for a better life in Hamburg**

Sport has significantly increased its importance for society as a whole in recent years. This is particularly due to its socially integrative effect, which is recognised and appreciated by all relevant parts of society.

Since the reorientation of sport from 2015 onwards, much consideration has been given in Hamburg on how sport can contribute to a positive overall development of the metropolis. The focus is no longer limited to the original area of responsibility of the institutions directly responsible for sport. The increasing importance of sport is reflected in the fact that almost all areas of society have defined points of contact with sport and all political departments are dealing with the thematic complex of sport, exercise and activity to varying degrees.

In times of urbanisation, it is not only important to manage the growth of cities. It is also a question of achieving acceptance for this growth among the citizens, or increasing this acceptance. The "Active City" strategy is intended to help ensure that not only the *city* grows, but also the quality of life *in the city*. Sport and exercise have a pivotal function here. At the same time, in an increasingly diverse metropolitan society, sport helps us to strengthen bonds. Therefore, it is important that people get and use opportunities to do sports, to exercise, and to be physically active. Not only the classic sports infrastructure – sports halls and pitches, swimming pools or ice skating and trend sports facilities – but also parks, green spaces, lakes, rivers and the entire publicly accessible and publicly usable space are places for sport, fitness, relaxation, recreation and thus factors that increase the quality of life in the big city and enable or reinforce a positive basic attitude towards the growth of cities in the 21st century.

Based on the realisation that sport in a city of millions makes important contributions to societal development and economic growth as well as to maintaining and increasing the quality of life, Active City is also, in a figurative sense, a programme for the further development and strengthening of democratic society: In the Active City, sport and physical activity are meaningful parts of the everyday life of the citizens, the Active Citizens. These active citizens are not only physically active, but actively participate in social life. They are committed to the common good, participate in the political and social discourse and assume responsibility.

Active City is the target vision of a big city in which sport and exercise are important parts of everyday life and the self-image of the citizens and, in a second step, triggers for the willingness to do voluntary work or social responsibility. The associated perception of sport as an element that positively shapes people's lives in the big city and makes a relevant contribution to their quality of life enhances organised sport in particular and helps it to assert its own needs and concerns in clear competitive situations – for example, for space.

The basic idea of the Active City and the "Active City" strategy based on it open up the opportunity for a new mission statement that encompasses the entire city, all areas of sport and all political departments. Active City reflects the value of sport in the city of millions – regardless of whether it is club or unaffiliated sport, professional or amateur sport, spectacular major sporting events or recreational sport.

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As of June 2022

“Sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope, where once there was only despair.”

Nelson Mandela, 25 May 2000

