



DESTI-SMART

Interreg Europe



European Union
European Regional
Development Fund

Bremerhaven

Michael Gerber
Head of department

gerber@erlebnis-bremerhaven.de



BREMERHAVEN
MEER ERLEBEN!

Location

- The federal state of Bremen consists of two cities: Bremen and Bremerhaven
- 60 km distance Surrounded by Lower Saxony
- Connected by the river Weser
- Largest German city at the North Sea coast



Facts

- Founded in 1827
- Size: 101,53 km²
- Inhabitants: 119.937
- Bremerhaven is a city in its own right since 1947
- Since the 1960s ongoing structural change from fishery + shipbuilding to a diversified and autonomous maritime profile.



Bremerhaven's key industries

- Port operations and logistics
- Fish and food industry
- Blue biotechnology, food technology and aquaculture
- Maritime technologies and marine economy
- Renewable energies eg offshore wind energy, climate research, maritime research
- Tourism with a maritime profile



Key industry - Tourism

- Tourism = important source of business revenue
- Harbour Worlds = Tourist and leisure facilities close to the city centre / old & new harbour
- Shop Window Fishery Harbour
- City centre: accessibility to the waterfront
- Networking with business development agency, business community and tourist centres in the surrounding areas



Existing situation of mobility

Transport Development Plan (VEP) Bremerhaven 2030

- Start July 2014, still in process
- VEP is intended to ensure socially, environmentally and urban compatible transport development and safe mobility for all.

All types of transport and road users should be considered on an equal footing with each other and in coordination with each other.

The VEP is to provide guidelines and measures for the further development of traffic in the maritime city of Bremerhaven for approx. 10 to 15 years.



Aims of the VEP

- Social - Ensuring equal participation in transport
- Sustainable - reducing environmental pollution
- Efficient - using and combining the advantages of means of transport
- Sustainable - Strengthening Bremerhaven as a business location
- Safe - Increase road safety for all road users
- City-compatible - ensure high quality of life
- Interactive - promote open planning and decision-making processes
- Financially viable - assess the costs of transport systems



DESTI-SMART

Interreg Europe



European Union
European Regional
Development Fund

Thank you!



BREMERHAVEN
MEER ERLEBEN!

Questions welcome



Projects media