

Corporate Mobility Management – Sustainable Commuting and Traffic Solutions for Heidelberg

Heidelberg - Germany

Short description

The Local Green Deal (LGD) “Corporate Mobility Management” supports the development of sustainable and efficient mobility solutions for businesses and institutions in Heidelberg. Through a dedicated network of municipal organisations, companies, and other stakeholders, the LGD promotes corporate mobility management (Betriebliches Mobilitätsmanagement, BMM), encouraging sustainable commuting options, improved traffic flows, and reduced emissions. Coordinated by the City of Heidelberg’s Department of Mobility and Department of Digital Infrastructure and Information Processing, this initiative contributes directly to the city’s climate action plan, the Masterplan 100% Klimaschutz, and the Sustainable Development Goals (SDGs).



Industry/Sector

- Mobility & Transport

Parties of LGD/Participating parties

- City of Heidelberg (Department of Mobility)
- City of Heidelberg (Department of Digital Infrastructure and Information Processing)

Scope of LGD

The LGD focuses on improving Heidelberg's traffic situation by promoting alternative commuting options for employees and corporate fleets. Key measures include supporting public transport use, walking, cycling, and the integration of alternative drive systems. The LGD seeks to foster a long-term, sustainable approach to corporate mobility while enhancing connectivity and reducing environmental impacts.

Concrete measures/commitments

Department of Mobility commits to:

- Leading the Corporate Mobility Management (BMM) programme in Heidelberg
- Acting as the central liaison office of the BMM network
- Supporting companies in implementing mobility management strategies
- Timeline/Deadline: From now on (ongoing commitment)
- Funding source: Not applicable (personnel costs covered by city budget; additional funding sources to be identified)

Department of Digital Infrastructure and Information Processing commits to:

- Providing the digital infrastructure (Urban Data Platform and Open Data Portal) for data exchange and smart mobility use cases
- Supporting the network through digital solutions and accessibility tools
- Timeline/Deadline: Digital infrastructure is already operational and in use
- Funding source: Not applicable (personnel costs covered by city budget)

Fashion Revolution Weeks 2025 – Raising Awareness for Sustainable Fashion in Heidelberg

Heidelberg - Germany

Short description

The Local Green Deal (LGD) “Fashion Revolution Weeks 2025” in the City of Heidelberg aims to promote awareness, transparency, and sustainability in the fashion and textile industry. Aligned with the global Fashion Revolution movement, the initiative engages local citizens, designers, SMEs, educational institutions, and businesses through a series of workshops, exhibitions, educational events, and public actions. The LGD focuses on ethical consumption, fair production, circular economy principles, and environmental justice, contributing directly to Heidelberg’s sustainability goals and broader European Green Deal objectives.



Industry/Sector

- Culture & Creative industries

Parties of LGD/Participating parties

- City of Heidelberg (Public Administration/Local Government)
- Fashion Revolution Germany (NGO, non-profit)

Scope of LGD

This LGD focuses on fostering a sustainable and transparent fashion ecosystem in Heidelberg through a participatory, awareness-raising process. Fashion Revolution Weeks 2025 will offer a platform for dialogue between consumers, producers, policy-makers, and civil society. The initiative supports behaviour change towards sustainable consumption, promotes social justice in global supply chains, and highlights innovative circular solutions in the fashion sector.

Concrete measures/commitments

City of Heidelberg commits to

- Coordinating the LGD process and promoting Fashion Revolution Weeks 2025 in the city
- Hosting and facilitating events in partnership with local organisations and educational institutions
- Ensuring alignment with Heidelberg's climate action plan and EU Green Deal priorities
- Funding source: Public funding, private sponsorships, and EU support
- Timeline/Deadline: Q1–Q4 2025 (with main events during Fashion Revolution Weeks in April 2025)

Fashion Revolution Germany commits to

- Designing and implementing the event programme, including workshops, exhibitions, and public talks
- Engaging fashion designers, SMEs, students, and civil society organisations
- Driving the communication and outreach campaign, locally and nationally
- Funding source: Private contributions, donations, and public support
- Timeline/Deadline: Q1–Q4 2025.

Urban Innovation 2025 – Co-Creation for Climate-Neutral and Inclusive Neighbourhoods in Heidelberg

Heidelberg - Germany

Short description

The Local Green Deal (LGD) “Urban Innovation 2025” in the City of Heidelberg aims to foster innovative, participatory solutions for climate-neutral, inclusive, and resilient neighbourhood development. The initiative promotes a co-creation approach involving residents, businesses, research institutions, and civil society, focusing on digitalisation, social inclusion, climate neutrality, and circular economy at the local level. Supported by the City of Heidelberg and its partners, the LGD aligns with the city’s climate action plan, urban development strategies, and the European Green Deal objectives.



Industry/Sector

- Culture & Creative

Parties of LGD/Participating parties

- City of Heidelberg (Public Administration/Local Government)
- Forum Urban Innovation (Innovation Network)

Scope of LGD

- This LGD supports the development and testing of innovative urban solutions through co-creation processes at the neighbourhood level. Activities under the LGD focus on the intersection of digital transformation, climate neutrality, and

social inclusion. The initiative promotes neighbourhood-based labs, participatory workshops, hackathons, and digital platforms to encourage innovation, data-sharing, and citizen engagement, with a clear link to Heidelberg's commitment to becoming climate-neutral.

Concrete measures/commitments

City of Heidelberg commits to

- Acting as coordinator and institutional supporter of the Urban Innovation 2025 LGD
- Ensuring policy alignment with local climate action plans and the European Green Deal
- Providing spaces for co-creation activities, supporting citizen participation and communication efforts
- Funding source: Public, EU Funding, Private partnerships
- Timeline/Deadline: January 2025 – December 2025

Forum Urban Innovation commits to:

- Leading the technical implementation of innovation labs, hackathons, and digital participation tools
- Engaging research organisations, tech companies, SMEs, and community actors in the co-design process
- Driving knowledge transfer and scaling of successful models beyond pilot neighbourhoods
- Funding source: Private, Public, Sponsorships, EU Funding
- Timeline/Deadline: January 2025 – December 2025

Heidelberger Datenputz

Heidelberg - Germany

Short description

“Heidelberger Datenputz” is a Local Green Deal in the field of Energy and Renewables. The purpose of the campaign is the reduction of data storage on virtual drives and cloud storage. Persisting data on virtual devices and servers uses large amounts of energy. At the same time, there are financial and social costs associated with storing unnecessary data. While it is difficult to estimate the environmental footprint of storing data on virtual servers, according to new research, there is a large potential for saving energy short- and mid-term. The idea for the campaign was sparked by the “Digitaler Datenputz”, an event run by the Corporate Digital Responsibility Initiative. In 2023, a group of administration members took part in a small campaign. In September of 2024, the campaign was opened to external stakeholders as part of the city’s participation in the Intelligent Cities Challenge. In 2025, the campaign will be expanded upon. The City Administration pledges to provide knowledge, information materials and guidance to all businesses and organizations in Heidelberg interested in reducing their emissions through reducing data storage within the campaign period.



Industry/Sector

- Energy & renewables

Parties of LGD/Participating parties

- SNP Dome (Public Company),
- Universitätsrechenzentrum (Academia/Tech),
- Chaos Computer Club Mannheim (Civil Society),
- MRN GmbH (other)

Scope of LGD

- The goal of the Heidelberger Datenputz is to reduce the need for energy- and emission-intensive data storage solutions.
- Reduction of unnecessary file storage on servers
- Reduction of CO²-emissions, mainly through energy savings
- Awareness about Dual Transition and the impact of digital work on the environment within the city of Heidelberg
- Competition and exchange between stakeholders in Green Tech and traditional companies.

Concrete measures/commitments

- LGD contributes to the city's Climate Protection Action Plan "Masterplan 100% Klimaschutz", specifically in the action fields "Energy" and "Education for Climate Protection"
- LGD contributes to Heidelberg's Digital Guidelines, particularly pillar two "Nachhaltigkeit und Klimaschutz" ("Sustainability and climate protection")
- LGD contributes to United Nations Sustainable Development Goals, particularly Nr. 7 (Affordable and Green Energy)