

## Social Aspect in Energy Transition in Frankfurt (Main)

**Authors :** M. Mokrzecka, A. Aly, A. K. Obwona, Piotrowska M., Richardson S.

**Abstract :** Frankfurt am Main, the fifth largest city in Germany, ranked 15th by the Global Financial Centers Index in 2014, and a finalist of European Green Capital 2014, is a crucial player in German Environmental Policy. In 2012 the city authorities agreed a target to reduce the city's energy consumption by 50%, and fully switch to renewable energy by the year 2050. To achieve this goal, the Municipality of Frankfurt has begun preparing the Master plan, which will be introduced to public by the end of 2015. Transitions theory tells, that to address challenges as complex as Climate Change and the Energiewende, the development of new technologies and systems is not sufficient. Transition by definition is a process, and in such a large scale (city and region transition) can be fulfilled only, when operates within a broad socio - technical system. Thus, the Authors believe that only by close cooperation with citizens, as well as different stakeholders, can the Transition in Frankfurt be successful. The city therefore needs a strategy which will ensure the engagement, sense of ownership and broad support within Frankfurt society for the aims of the Master plan. This paper presents a proposal for how the city can achieve this based therefore, on fostering the citizens' engagement through a comprehensive, innovative communication strategy. The proposal was originally developed by the authors as a winning submission for the Climate-KIC Transitions PhD Summer School 2014..

**Keywords :** city development, communication strategies, social transition, sustainability

**Conference Title :** ICCEA 2015 : International Conference on Civil Engineering and Architecture

**Conference Location :** Berlin, Germany

**Conference Dates :** May 21-22, 2015