



Hamburg 2024 — A vision for the Olympic and Paralympic Games



We are fired up
for the Games



Hamburg



GERMANY APPLIES FOR HOSTING THE OLYMPIC AND PARALYMPIC GAMES

WITH HAMBURG AS THE HOST CITY

The General Assembly of the German Olympic Sports Confederation (DOSB) and its 410 delegates have unanimously chosen Hamburg as Germany's applicant city for the 2024 Olympic and Paralympic Games.

The 1972 Olympic Games in Munich, Bavaria, showcased Germany as a democratic, liberal and modern country in front of an international audience and laid the foundation for Bavaria's international reputation. More than half a century will elapse in the meantime if Hamburg is to host the 2024 Olympic and Paralympic Games with the unanimous support of Germany's sports sector. Olaf Scholz, the First Mayor of the Free and Hanseatic City of Hamburg, stresses that even at this stage Hamburg is looking forward to "serving as the gateway for the world".

Hamburg's application is an application on behalf of Germany for the world's

biggest, most intense and most thrilling sporting event. The City of Hamburg envisions games in the heart of a cosmopolitan metropolis that will enable Germany to present itself internationally as a colourful and diverse country. "The Olympic and Paralympic Games amidst an open society are also a signal for the Olympic movement," says Olaf Scholz, adding: "It shouldn't be the case that all of us are thrilled to watch the Olympic Games on television but shy away from organising them in our own country. We can indeed take this on."

"We are united by the desire for the Olympic idea as a unifying bond within a vulnerable world," said DOSB president Alfons Hörmann. "In short: we are united by the desire for the Olympics!" Hamburg and the Hamburg Metropolitan Region with more than five million inhabitants are all set for becoming this destination of desire – for guests and athletes from around the globe.

HAMBURG –

THE BEAUTIFUL WATER-SIDE METROPOLIS



The Free and Hanseatic City of Hamburg is the oldest existing independent city state in Europe. Today, the city state of Hamburg is one of the 16 federal states of the Federal Republic of Germany. Hamburg is located in the north of Germany about 100 kilometres from the Elbe estuary and the North Sea. The city of Hamburg has 1.8 million inhabitants and is the second largest city in Germany and one of the main economic growth centres in Europe. With a total of five million inhabitants, the Hamburg Metropolitan Region is one of the most productive and prosperous regions in Europe. Due to its long history as a port and trading city, Hamburg maintains relations across the globe and also serves as the foreign trading hub for Northern and Eastern Europe – especially in trade with China. In addition to the city’s flourishing trade and booming logistics industry, Hamburg is Germany’s media capital and the world’s third largest centre for civil aviation. In recent years, Hamburg has also become the centre of the European wind energy sector.

Hamburg is considered to be the greenest of Europe’s metropolitan regions. One-fifth of the city’s surface is made up of water, and Hamburg, the “European Green Capital 2011”, is also one of the most environmentally friendly and sustainable cities worldwide. Pioneering urban development projects such as the Hafencity Hamburg district in addition to the city’s rich cultural

landscape and high quality of life on the water attracted twelve million tourists in 2014 alone. This record number now makes Hamburg one of the top ten European city destinations, and this positive trend is ongoing.

Hamburg provides excellent transport links. Some 60 airlines connect Hamburg Airport with about 115 national and international airports via non-stop flights. The German capital of Berlin can be reached by train within 100 minutes, and the Danish capital of Copenhagen is only 300 kilometres away by road.

Port and trade at the heart of a dynamic economy

Hamburg’s port is one of the biggest container ports in the world and is an important engine for growth. With its central location at the interface of global trade flows, the Hamburg Metropolitan Region with the port of Hamburg has a centuries-long tradition of overseas trade. Thanks to its locational and infrastructural advantages the region has also evolved as Northern Europe’s main logistics hub. Ongoing globalisation and the opening of Eastern Europe have now transformed the Hamburg Metropolitan Region into



the core region for Northern and Eastern European logistics. From here, national and international companies coordinate their global supply networks.

A fresh breeze, ample green spaces and a sweeping view of the water – no other German city combines abundant stretches of water and green areas with a strong economy that continues to secure employment and offers excellent economic prospects. It is thus hardly surprising that Hamburg repeatedly scores top positions in international city rankings on quality of life. From an early stage, the Hanseatic City of Hamburg made an effort to off-

set and reduce the environmental impact of intense port operations and industry, thereby demonstrating that ambitious environmental goals and economic growth can go hand in hand. This includes sustainable urban development that is based on climate protection, resource efficiency, renewable energy and a smart public transport system. Sustainability and climate protection do not only increase quality of life in the city, but also generate positive effects on the regional economy.

The world is at home in Hamburg. Commerce and shipping have contributed to the city's cosmopolitan flair for centuries.

With around 100 consulates, Hamburg is one of the most international cities in Germany and fosters strong ties around the globe. Numerous companies have chosen Hamburg as a location for their global or European headquarters and appreciate the city's cosmopolitan flair. More than 35,000 trading companies with over 125,000 employees make Hamburg Germany's leading foreign trade centre. Ten of Germany's 100 highest-turnover companies outside the financial sector have their head offices in Hamburg. As well as offering an attractive business environment, the city also provides safety and a high quality of life.

A city of sports

Hamburg is a city of sports, and Hamburg's locals are avid sports fans and love

to support their sporting idols during any event – in the stadium, in one of the sports arenas, parks, at the boxing ring or on the golf course, or in Hamburg's city zone, which is ideally suited for sporting events. Every year, hundreds of thousands of visitors come to Hamburg to join one of the city's sporting events. In addition to many small events throughout the year, Hamburg hosts several high-profile events, among them the ITU World Triathlon Hamburg, the Haspa Marathon, the Vattenfall Cycloclassics bicycle race, the German Jumping and Dressage Derby in Klein Flottbek and the German Derby in Hamburg-Horn, as well as the German Open Tennis Championships in Rotherbaum. Other highlights include the Curling World Cup and the Hansewerk AlsterCup, a swimming and rowing competition. It is worthwhile noting that many of these events, among





them the marathon, the triathlon and the Cycloclassics bicycle race, actually take place in the heart of the city and on the streets and squares around the Inner Alster Lake – a unique setting for an unforgettable sporting event with an enthusiastic audience. This enthusiasm was also evident here in 2012 when more than 30,000 spectators celebrated the return of the German Olympic team from London.

These sporting events and the enthusiasm generated by them contribute greatly to the city's quality of life, its attractiveness and its development. In order to retain and foster this attractiveness, the Hamburg Senate, the state government, has adopted its ten-year strategy "Hamburg macht Sport" – an initiative that is unparalleled in Germany and beyond. The initiative aims to promote sports in Hamburg across all levels in the coming years, from popular sports to professional sports. The concept is based on the belief that all of Hamburg's residents should have the opportunity to exercise and be active. To achieve this, Hamburg offers various training grounds and sports programmes and continues to expand these even further.

Hamburg – a cultural and media hub

Students, artists, fashion designers and media professionals are drawn to Hamburg. A diverse media landscape and the city's leading role in the print media sector have made Hamburg a media capital. Germany's three biggest weekly magazines are produced in Hamburg, and so is the main daily news show on national television.

The city's vibrant high and subculture scenes offer a stimulating environment and ideal conditions for all those who are professionally involved in culture. Offering outstanding theatre, classical music and ballet productions, musicals of Broadway standards, and a young, authentic music scene in the countless pubs and clubs of the St Pauli district, this north German capital pulses with life 24 hours a day. With the opening of the spectacular Elbphilharmonie concert hall in 2017, Hamburg will add another great landmark to its cultural landscape.

OLYMPIC AND PARALYMPIC GAMES IN GERMANY – **MAKING A DREAM COME TRUE**



The Olympic and Paralympic Games in one's own country and even in one's own home town – this is a dream that is dreamt by athletes and spectators alike. Following the German Olympic Sports Confederation's decision on 21 March 2015, this dream might come true for Germany and Hamburg in 2024.

Hamburg has developed a fascinating concept for the Olympic and Paralympic Games: compact games in the heart of the city and in close proximity to the water. Games with short distances, and games with facilities and infrastructure that meet the highest standards in terms of environmental protection and economic efficiency.

The Games and their values can be a symbol of Hamburg's strongest assets as a community: cosmopolitanism and tolerance, modernity and mutual understanding, confidence and understatement. Yet, in international competition, Hamburg, the second largest city in Germany, also

stands for economic strength and success, and for the common will to make a big dream come true. Hamburg's concept puts people first: athletes from all over the world, citizens and all those who want to celebrate this great inspiring festival on the Alster Lake and the River Elbe. In our view, all of these people are part of the Olympic family, and we want them to feel at home in Hamburg.

HAMBURG'S RESIDENTS TAKE A STANCE

In autumn 2015 the citizens of Hamburg will decide on whether Hamburg shall apply for the most important sporting event in the world, and their vote will be binding. Only in the event of a positive vote by Hamburg's citizens will the city enter into the competition with the International Olympic Committee (IOC) for hosting the 2024 Olympic and Paralympic Games.



Transparency and participation from the start

Hamburg's citizens have been involved in the planning for the Olympic and Paralympic Games from the very beginning. Transparency is the guiding principle from the planning stage to the potential implementation stage. Hamburg's comprehensive Transparency Law and the city's collaboration with Transparency International Germany further contribute to fulfilling this principle.

The Games as driver for urban development

A river island in the Elbe constitutes the centrepiece of Hamburg's concept for hosting the Olympic and Paralympic Games: the Kleiner Grasbrook quarter, which is situated right in the port and in the heart of the city. This site serves as the planned venue for the Olympic Centre and will be developed into a new urban quarter after the Games. The new quarter, "Olympic City", will be an attractive new urban area with more than 3,000 residential units, commercial spaces, a public park and several sports facilities – ensuring a sustainable Olympic heritage for residents and sports organisations in Hamburg and the whole of Northern Germany.

CONTRIBUTING TO THE OLYMPIC IDEAL



Hosting the Games in Germany would entail far more than just sports. The Olympic and Paralympic Games create room for experiencing encounters, exchange, hospitality, emotions and internationalism – a festival of sports that spans the entire city and integrates local residents and guests from across the globe. All events are aimed to be held in an ecologically, economically and socially responsible manner. Equal weight and priority will be attached to planning both the Olympic and Paralympic competitions.

Based on this concept, Hamburg strives to set an example and support the International Olympic Committee in bringing the wonderful Olympic idea and its values back to their roots. Hamburg's sports-loving citizens and Germany as a sports location could demonstrate that the Olympic and Paralympic Games that thrill athletes and audiences alike are welcome in pluralistic societies that are characterised by strong civic participation.

» games with short distances: most Olympic venues are located within a radius of only ten kilometres from the Olympic Centre. Many of the venues are within walking distance from the city centre.

» only few of the competition and training facilities will have to be built anew. Many of Hamburg's sports facilities will be modernised – for the benefit of Hamburg as a sports city and all those who are actively involved in sports.

- » state-of-the-art sports facilities will continue to lure national and international associations and their athletes to the Hamburg Metropolitan Region even after the Games, and sports fans will be able to enjoy world-class events in the north of Germany.
- » sporting and cultural events in all of Hamburg's districts will enable Germany and its guests from around the world to jointly celebrate the Olympics.

» after the Games, the Olympic Centre at Kleiner Grasbrook will be transformed into an attractive green quarter with a public park – in the heart of the port and just a few minutes' walk from the city centre.

» the city's transport infrastructure will be advanced further so as to meet the latest technological standards and comply with the requirements for barrier-free mobility – to the benefit of road users, pedestrians, cyclists, wheelchair users, motorists and users of public transport.

- » the port of Hamburg will be developed further. The Olympic and Paralympic Games will add further impetus to the modernisation of the port area and the efficient use of available land.
- » responsible use of resources: sustainable land management, use of renewable energies, and sustainable event management.

» after the Games, the Olympic Village and the accommodation facilities for international media representatives will be transformed into thousands of new residential units for Hamburg's citizens: the general public will benefit from the Games, as desired by the IOC.

OLYMPIC AND PARALYMPIC GAMES IN HAMBURG AT A GLANCE:



Olympic Hall

Olympic
Aqua Dome

HAMBURG 2024/2028
Kleiner Grasbrook – the Olympic Centre

Olympic Stadium

Olympic Village



CITY PARK/
SPORTS HALL



STELLINGEN



VOLKSPARK



KLEIN FLOTTBEK



MILLERNTOR



OLYMPIC CENTRE

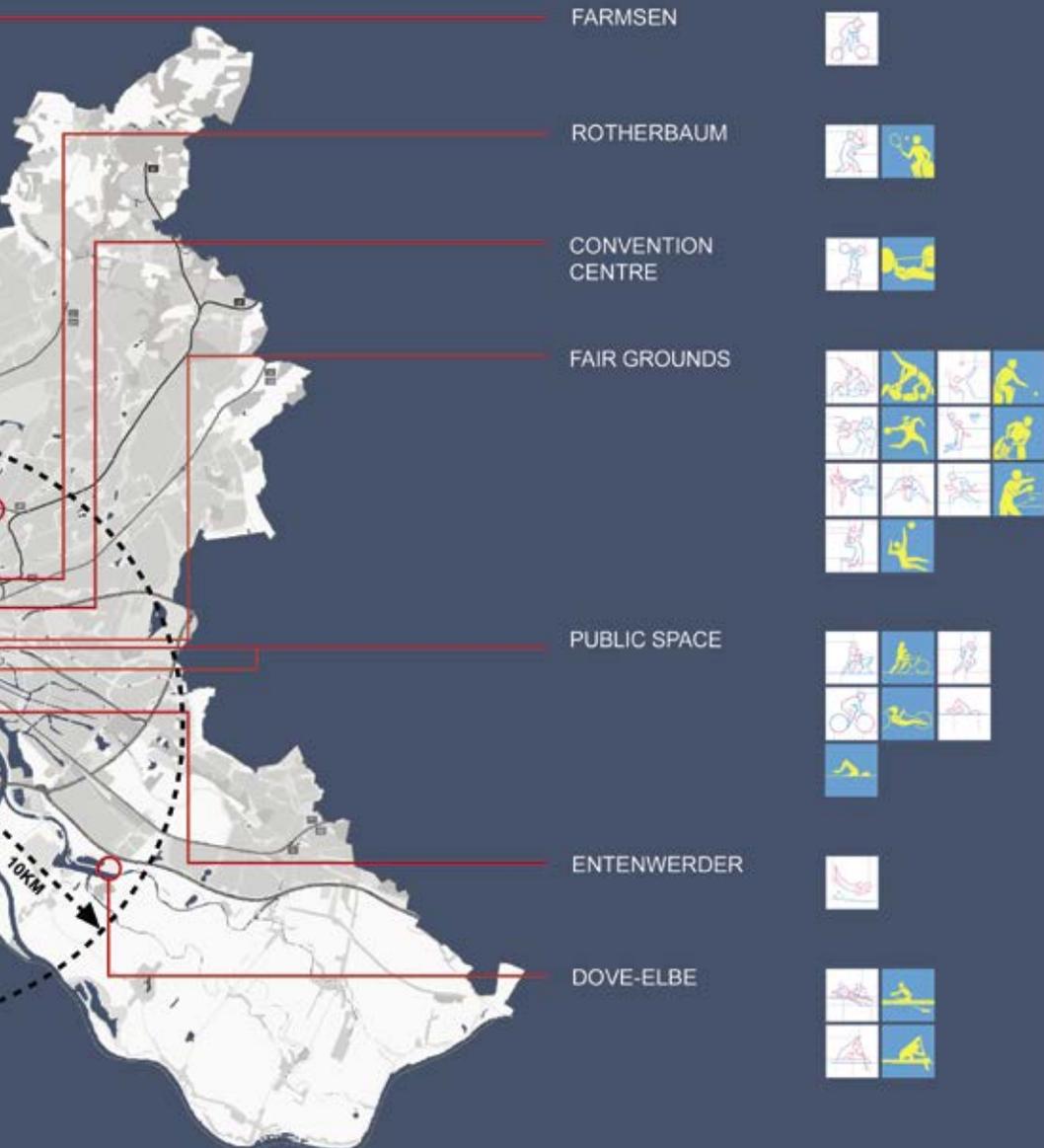
WILHELMSBURG



EISSENDORFER
FORST / HAAKE



Competition sites in Hamburg – within a radius of 10 kilometres



MORE SPORTS

IN HAMBURG, GERMANY, AND THE WORLD



Hamburg is a sport-loving city. Sport shapes people's everyday lives, it connects them and has long been part of the cityscape. The Olympic and Paralympic Games would be the highlight of Hamburg's sports development. The Games would be a major boost for sports – not only for Hamburg and the Hamburg Metropolitan Region, but also for the whole of Germany.

The Games serve as a showcase – not just for the organising city and country, but also for the IOC and the Olympic sports world in general. The Olympics stand for the motivation to become active and communicate the values of sport and the Olympic ideals. In the realm of sport, acknowledgement is not a question of origin but of performance. Rules have not only been handed down over time, but also stem from a common belief. Fairness and team spirit are an inseparable part of sports. All over the world people would follow the Olympic and Paralympic Games in Hamburg and participate in a sporting experience of unparalleled attraction.

Everyone is invited to join this global sporting event regardless of age or nationality. Hamburg's sports facilities are being expanded even further. Sport disciplines that are not yet firmly established in Northern Germany would receive a boost. The city's sports clubs take on an important role here: sporting events and sports competitions in all parts of the city encourage

both residents and guests to get active. In 2015, the motto is "Hamburg in training"!

And the training is paying off! In all of Northern Germany, amateur athletes, and children and young people in particular, will have the opportunity to practice between and after the Olympic competition onsite the designated Olympic locations. Hamburg's "Allympics" concept, which spans popular recreational sports such as running, cycling and swimming, will provide a link between professional sports and sports for young people, amateurs and persons with disabilities. Even today, this concept inspires visitors at all major sporting events in Hamburg.

New and modernised sports and exercise facilities will be a great benefit to all sports enthusiasts in the north of Germany and will attract additional national and international events with athletes from around the globe. Hamburg as a city of sports would move to the forefront of worldwide attention. By hosting the Olympic and Paralympic Games, Germany would spread the fascination of the Olympic sports all over the world.



OLYMPIC AND PARALYMPIC SPORTS FACILITIES

The Olympic Centre

Hamburg aims to present games with short distances. Most of the proposed venues are located in the city centre. The planned Olympic Centre will be situated in the Kleiner Grasbrook area, which can be reached on foot from the city centre. This is the site where the planned Olympic Stadium, the Olympic Hall, the Olympic Aqua Dome and the Olympic Village would be created. Athletes would be accommodated in the city centre and in close proximity to the main sports

venues. After the Games, the athletes' accommodation facilities will be transformed into a new urban quarter with more than 3,000 residential units, as well as commercial spaces and green areas. The planned public park would attract people from all over the Hamburg Metropolitan Region. As the Olympic sports venue concept is being developed further until January 2016, the entire German sports sector is being integrated into the process.

New sports facilities

An important feature of Hamburg's concept is that, in accordance with the IOC's Agenda 2020, the majority of the city's Olympic sports facilities would consist of facilities that are already in use. According to current plans, only four sports facilities would be newly built. Sustainability is a priority here, and the future use of these sports facilities is being integrated into the planning process.

The Olympic Stadium

With a capacity of 70,000 seats, the Olympic Stadium would constitute the heart of the Olympic Centre at Kleiner Grasbrook. During the Olympic and Paralympic Games, the stadium would be primarily used for the opening and closing ceremonies and athletics. Other uses – such as for the Modern Pentathlon – will be examined also with a view to the Olympic Games in Rio and Tokyo. After the Games, the stadium would be largely retained for subsequent use. With a post-Olympic capacity of 20,000 seats, the Olympic Stadium would be one of the most modern and attractive venues for track and field events and team sports such as American football. The new stadium would close a gap in Northern Germany's sports facilities landscape.

Olympic Hall and Olympic Aqua Dome

The planned Olympic Hall and the Olympic Aqua Dome would both accommodate 15,000 spectators. Both facilities would be subsequently used: the Olympic Hall would be transformed into a new cruise terminal to account for the growing importance of Hamburg as a cruise port. The Olympic Aqua Dome would be converted into an attractive waterpark and adventure pool after the Games.

Canoe slalom course

A white-water course could be created in the district of Wilhelmsburg. After the Games it would be reconstructed and integrated into Wilhelmsburg's existing leisure and entertainment landscape.

Experiencing the Olympics first-hand

All those disciplines that draw hundreds of thousands of visitors to Hamburg each year could be experienced first-hand also during the Olympics: the triathlon, the marathon runs and the bicycle road races would all be held on Hamburg's tried and tested routes.

More sports for everyone

Many of Hamburg's sports centres and sports facilities are being renovated and modernised and would serve as training venues for the Olympic Games. After the Games, Hamburg's pupils, sports clubs and recreational athletes will benefit from these measures.

Olympic and Paralympic competitions in the whole of Northern Germany

Like most of the cities bidding to host the Olympic and Paralympic Games, Hamburg refrains from limiting sporting events to urban areas. All of Germany should be able to participate in hosting the Games.

Thus the city of Kiel has been chosen as the designated host for the sailing competitions on the Baltic Sea – a hugely popular sailing area that has been previously used as an Olympic venue.

Luhmühlen, which is situated just outside of Hamburg, enjoys an international reputation among eventing riders, and the neighbouring municipality of Garlstorf provides a modern shooting facility. Renowned international golf tournaments are held at Gut Kaden. Finally, the preliminary rounds of the Olympic football tournament could be hosted in various locations across Germany – with a true Olympic atmosphere guaranteed.

ANSWERING QUESTIONS AND CREATING TRANSPARENCY



Especially in countries with a long Olympic tradition there tends to be an intense debate on the pros and cons of bidding to host the Olympic and Paralympic Games. Many questions are raised in the course of such debate; among them questions relating to the costs and environmental impact of the Olympic Games. For us it is paramount to take these questions seriously and to learn from them. Hence all comments are being listened to, and all questions are being answered. This creates transparency, which is called for by Hamburg's residents, and which Hamburg has promised to adhere to as part of its application. An open discussion from the beginning and an honest debate are integral parts of the bid, as these facilitate a rational assessment of the situation and give Hamburg's citizens the opportunity to form an opinion and to participate in further planning.

In a representative survey conducted in February 2015, two-thirds of Hamburg's residents stated that they were in favour of Hamburg's application for the Olympic and Paralympic Summer Games. This provides

a good starting point for jointly hosting the biggest sporting event in the world.

Games without debt

Determining and presenting the costs of hosting the Olympic and Paralympic Games is an integral part of our information policy. Thus the key cost items are to be identified and the sources of financing are to be outlined in spring 2015. As the process continues, both the financial concept and the plans relating to the Olympic sites shall be specified at regular intervals and shall be published on a regular basis.

For Hamburg it is clear that the Olympic and Paralympic Games may by no means result in increasing the city's debt level. As per the German constitution, none of Germany's federal states are allowed to run up new debt after the year 2020. This provision is binding, and the Games will not be funded through cuts in the social or educational sectors, and neither through extensive privatisation.

Safety and freedom of movement for Hamburg's citizens, athletes and international guests

Germany is one of the safest countries in the world. During the 2006 FIFA World Cup it demonstrated how an international sporting event can be both well-organised and relaxed. Ensuring safety is in the interest of athletes and spectators alike. The security situation will be assessed by the German police, and understandably the requirements cannot be specified at this point in time. It is clear, however, that not only legitimate security interests will be considered, but also the freedom of movement of those living in Hamburg. Life in our city should remain largely unaffected. This is the basis for a peaceful sporting event that can be jointly celebrated by athletes, citizens of Hamburg and visitors from around the world.

Avoiding the burden of oversized Olympic sports facilities after the Games

From the early planning stages, high priority has been attached to the future reuse of all buildings involved. The Olympic and Paralympic Games in Germany will not create "white elephants"; i.e. buildings or sports facilities for which there is no need for after the Games.



New residential units

After the Olympic and Paralympic Games, the Olympic Village and the media village in the district of Wilhelmsburg will be transformed into new, attractive urban areas to live in and work in. Approximately 2,500 new residential units in Wilhelmsburg and more than 3,000 new units in the future Olympic City will be built, of which one-third will be made up of socially subsidised housing. The highest environmental standards will be taken into account, and the majority of apartments will be barrier-free. The Olympics will be part of Hamburg's housing programme.

Designing the Olympic and Paralympic Games in an eco-friendly way

Germany promotes Games that are based on the responsible use of natural resources from the planning and construction phases to the closing ceremony. Energy-efficient building construction, the expansion of the public transport system and bicycle paths, the economical use of water, the avoidance of waste and a sophisticated recycling system are but a few components of Hamburg's approach to sustainable and environmentally friendly Games.



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