



# Sustainable SPOTS IN THE CITY



That's why. Hamburg



sustainably  
inspired





# Hamburg:

## GREEN AND EASY-GOING

### ▲ Tips for a sustainable visit

Did you know that Germany's first zero-waste café opened in Hamburg? Or that there are bees living on the roof of one of the city's hotels? The Stadtpark, the Planten un Blomen gardens, the verdant banks of the Elbe, Alster and Bille rivers are all green oases in the city. But there's a lot more that's green in Hamburg: backpacks made of old PET bottles, furniture crafted from driftwood, natural cosmetics and eco fashion – an increasing number of ethical stores and sustainable brands are opening up in Hamburg. Creative chefs are reinventing vegan dishes, using regional produce and organic ingredients. It's little wonder that the Guide Michelin gave seven restaurants in Hamburg the coveted Green Star for sustainable cuisine, putting the city ahead of the rest of Germany.

Set off and explore Hamburg's green heartbeat – with a tasty vegan breakfast, a spot of shopping in one of the many independent boutiques and some downtime in a park. With over 100 square metres of green space per capita, Hamburg's green spots are only a few steps away, making them ideal for a short break, a picnic, a walk or a quick run.

We've chosen three neighbourhoods in Hamburg where you can experience the city's take on sustainability within a radius of 15 minutes on foot or by bike. **Karlinenviertel** and **Sternschanze** are hotspots for eco-shopping tours; discover sustainable urban planning in the **HafenCity**, while on the Elbe Island **Wilhelmsburg** a vibrant cultural and creative diversity awaits, surrounded by lush green spaces. Plus there are plenty of tips for excursions, sustainable events and climate-friendly mobility in Hamburg.

### BY THE WAY

Hamburg boasts a great variety of sustainable options, making it easy for you to travel with a clear green conscience. Choose from around 70 shops and boutiques, 60 restaurants and cafés, 70 parks and numerous certified hotels.



More sustainable tips



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# Sternschanze AND KAROLINENVIERTEL

## ▲ Hip, funky and fun

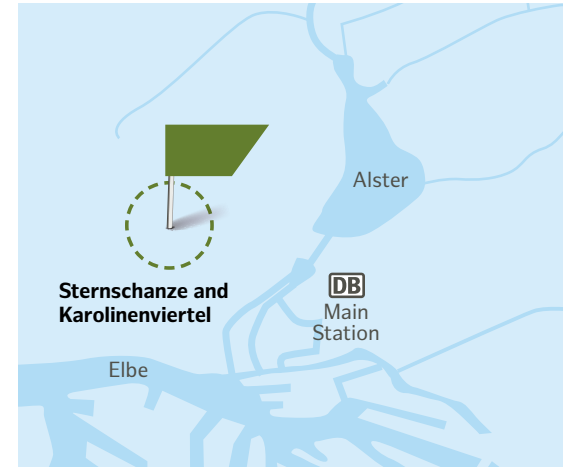
The trendy neighbourhoods Sternschanze and Karolinenviertel, which most locals affectionately call Schanze and Karo Viertel, are vibrant and always lively. Originally the homeland of the alternative subculture in the 1970s and 80s, the neighbourhoods – which border on St. Pauli – have become popular, hip quarters with cafés, bars, pubs and trendy shops. The spirit here is still very much edgy and boundary-breaking. Many artists and creative minds live in these districts, and there are community projects and small, independent shops far outside the mainstream. Many of the shops and bars are committed to sustainability, selling ethical products and eco fashion.

## ▲ A lively community

Creative shops full of fashion, music, accessories and design – these neighbourhoods can more than match the major shopping streets in the city centre and each has its own unique charm. If you want to shop for ethical products and enjoy great nightlife, then Schanze and Karo Viertel are the places to be!



More about  
Schanze and  
Karo Viertel



## TIP

### Fair Trade Stadt Hamburg:

The City of Hamburg is fully committed to ethical trade. The Fair Trade, Naturland Fair and Fair for Life labels guarantee ethical production standards. Find more information at: [fairtradedstadt-hamburg.de](http://fairtradedstadt-hamburg.de)



## ▲ Ethical shopping and foodie joy

Within a radius of a 15-minute walk you can experience the many things that make the two neighbourhoods so inspiring. Start on Marktstraße, the main shopping street in Karoiviertel: step into **Mr. & Mrs. Green (5)** and discover a wide choice of stylish clothing, all ethically produced and with organic certification. Find more fun green fashion a few steps further along at **glore (6)**. Browse through the latest styles from international eco brands and local designers.

## TIP

For families: **Planten un Blomen** has one of the city's best playgrounds – with water for splashing around in and exciting slides.



There's more vegan, ethically produced clothing and hand-made jewellery at **Vunderland (7)** a couple of doors down. For trendy interior items and homewares, check out **Lockengelöt (8)**: the beautifully upcycled furnishings and accessories range from quirky to elegant, and are all very covetable.

In Schanze the concept store **All my friends (9)** offers an amazing range of fashion and accessory labels. For a great cup of coffee, head over to **Elbgold (2)**, where the fairly traded coffee is hand-roasted. If you're feel-ing snackish, **In guter Gesellschaft (3)** just around the corner in Sternstraße serves vegan lemon tarts and a wide range of other delicious organic treats. And, because this is Germany's first zero-waste café, it goes without saying that there's no excess packaging.

Savoury snacks are the speciality of the **SchmaKo (4)** food truck opposite the Rindermarkthalle shopping centre. The vegan burgers, salads and soups are a great refreshment before heading over to **Planten un Blomen (1)** for a walk around Hamburg's expansive green belt in the city centre.



## Tips AT A GLANCE

### Activities

1. **Planten un Blomen**

### Food and drink

2. **Elbgold**
3. **In guter Gesellschaft**
4. **SchmaKo**

### Shopping

5. **Mr. & Mrs. Green**
6. **glore Karoiviertel**
7. **Vunderland**
8. **Lockengelöt**
9. **All my friends**

### Accommodation

10. **Scandic Hamburg Emporio**
11. **My Place Hotel**



\* U-Bahn station is not wheelchair accessible



# HafenCity AND ALTSTADT

## ▲ Building the future on a historic site

The HafenCity is a major landmark project and a blueprint for urban development that unites social integration and ecological aspects. On land formerly used for the port and industry, innovative ideas are imagining what the future could look like: smart mobility, a dedicated environmental seal for buildings and great quality of life for all. The Hafen City is a laboratory for new forms of urban life. Many of the businesses, hotels and restaurants in this new and exciting district are equally committed to sustainability.

From Hamburg's youngest neighbourhood it's only a few steps to its oldest. A lovely walk takes you through the historic Speicherstadt warehouse area, a UNESCO World Heritage site. Stroll along the canals and past old half-timbered merchant's houses into Hamburg's Altstadt city centre. Amongst the broad choice of excellent shops, a number of specialist eco stores have found a niche.

Discover the wonderful contrast between the new urban style and historical ambience on a "green" walking tour. You'll find a holistic urban planning concept that makes the most of the fabulous riverside location, offering plenty of landmarks and many opportunities for sustainable shopping.



More about  
HafenCity  
and Altstadt



## TIP

There's plenty of room to stretch out and take a deep breath in the many parks and green spaces that are an integral part of the **HafenCity sustainability concept**. The district has 11 hectares of green spaces – that's the equivalent of nearly 16 football pitches.



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## ▲ An experience for all the senses

With their exciting blend of contrasting modern and historic architecture, the Hafencity and Speicherstadt are the perfect place to start off on a sightseeing tour. There are also inspiring exhibitions and showrooms: at **Dialoghaus Hamburg (1)** at the heart of Speicherstadt you find your way by touch in complete darkness and learn how people with visual or hearing impairments navigate their surroundings. The interactive **Greenpeace Exhibition (2)** provides information about eco topics, like our consumption behaviour and how to protect the environment.

Let all these insights and facts sink in over some tasty vegetarian and vegan food made with regional produce and a cup of fine fairly traded coffee just around the corner at **Weltcafé ElbFaire (3)**. Or how about some typical Northern German specialities? Then head over to **Hobenköök (4)** – a combined restaurant and market hall with one of Hamburg's most sustainable value chains. Practically next door is the **Oberhafen-Kantine (5)**.

## TIP

You can refill your water bottle with **fresh tap water** free of charge in numerous spots across Hamburg. Simply look for the refill sticker or check the online map at [refill-deutschland.de/hamburg/](http://refill-deutschland.de/hamburg/).



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© Thomas Sampl-Hobenköök

It was built in 1925 as one of the last small canteens for the dock workers, serving coffee and lunch. The tiny, squint eatery, now a listed building, charms visitors with its distinctive appearance and good, home-style cooking.

## ▲ Shopping in the city centre

The city centre between Lake Alster and Steinstrasse is a paradise for shopping fans. The wide range of stores here include some real “green” gems. The **Grüne Erde (6)** shop sells everything the eco heart could desire, from furniture to green fashion and natural cosmetics. Innovative wood and paper products made from sustainably managed forests add great décor touches: **WERKHAUS (7)** offers a wide choice of appealing products, from pencil boxes to shelves and storage units.

The shopping tour continues at **hessnatur (8)**, which has an unrivalled range of stylish, fashionable clothes. The well-known chain was a pioneer of sustainable clothing, and is renowned for its high-quality, ethically produced garments. For a truly stylish combination of social and environmental values, visit the eco concept store **Werte Freunde (9)** which sells more than 80 fair brands with a tempting choice of fashion, accessories and cosmetics.



© Tatjana Köpkel

## Tips AT A GLANCE

### Activities

1. Dialoghaus Hamburg
2. Greenpeace-Exhibition

### Food and drink

3. Weltcafé ElbFaire
4. Hobenköök
5. Oberhafen-Kantine

### Shopping

6. Grüne Erde
7. WERKHAUS
8. hessnatur
9. Werte Freunde

### Accommodation

10. JUFA Hotel Hamburg



\* U-Bahn station is not wheelchair accessible



# Elbinsel

## WILHELMSBURG

### Industrial culture and urban nature

The island of Wilhelmsburg, which nestles between the southern and northern arms of the Elbe, is crisscrossed by verdant canals, large parks and green spaces. The island, which is 35 square kilometres in size, is the largest river island in Germany. It includes Wilhelmsburg, and the districts Veddel, Steinwerder and Kleiner Grasbrook.

Walk along the river, cycle through nature reserves or paddle on the waterways – this part of Hamburg offers an ample choice of relaxing activities. Life between the two arms of the river is young, vibrant, multicultural and very open-minded. Experience the distinctive melting-pot culture in this neighbourhood, with its big focus on inclusion and social participation – and discover crafts, artisan products and creative approaches.



More about  
Wilhelmsburg

In Wilhelmsburg you can immerse yourself in an authentic quarter with more green spaces than elsewhere. Stroll around and explore dykes, parks and extraordinary architecture – and pop into one of the many cafés for a refreshment and to savour the good life!



### TIP

The best way to explore the Elbe island is by bike, for example on a rental bike from **StadtRAD**. Bikes are available at several stations in Wilhelmsburg: [stadtrad.hamburg.de/en/](https://stadtrad.hamburg.de/en/)



© Mediaserver Hamburg



### ▲ Dive into nature and urban culture

The **Wilhelmsburger Inselpark (1)** is a green oasis at the heart of the Elbe island. As well as several fun themed play areas and a skate park, there are beautifully laid-out gardens that invite visitors to explore the rainforest or stroll along a fragrant boulevard of roses.

Situated opposite the park, the interactive **Science Center Forest (2)** in the **Raphael Hotel Wälderhaus (11)** provides a fascinating look at forests, trees and wood with over 80 engaging displays. Refuel after this wonderful exhibition by heading upstairs to **Restaurant Wilhelms (5)** where you can enjoy delicious sustainable, regional and seasonal cooking. Round off your meal with a tasty craft beer at **Wildwuchs Brauwerk (6)**, an unconventional, family-run organic brewery.

Hop on a bike and take a short ride to the shady Veringkanal. This still little-known lush green spot is perfect for a short break by the peacefully flowing water. Step over to the other side of the path that seams the canal and you'll find a great choice of sustainable shops in

Veringhof and on Veringstrasse. At **Bridge & Tunnel (7)** you can buy custom products made by an international team from second-hand fabric and offcuts. A little further on, at **Quiddje (8)**, you can stock up on hand-crafted items from Hamburg, from postcards to fashion and jewellery. The zero-waste shop **Unverpackte Insel (9)** sells a wide range of plastic-free products and delicious organic snacks.

There are some stunning destinations for a walk or cycle ride on the east side of the island: the **Heuckenlock Nature Reserve (3)** is home to a rich array of species and includes one of the last tidal floodplain forests in Europe. Down in the south, the Bunthäuser Spitze peninsula divides the Elbe into the north and south arms, and has a picturesque lighthouse on its tip. The best view of this emerging neighbourhood is from the terrace of the **Energiebunker (4)**, a thermal power plant with a café on the top floor.

### TIP

On the first Sunday of every month, bargain-hunters come to browse Hamburg's best flea market, **FlohZinn (10)**, enjoy tasty snacks from food stalls and listen to live music.



## Tips AT A GLANCE

### Activities

1. Wilhelmsburger Inselpark
2. Science Center Wald
3. Heuckenlock Nature Reserve

### Food and drink

4. Energiebunker
5. Restaurant Wilhelms
6. Wildwuchs Brauwerk

### Shopping

7. Bridge & Tunnel
8. Quiddje
9. Unverpackte Insel
10. FlohZinn

### Accommodation

11. Raphael Hotel Wälderhaus







© Mediaserver Hamburg / Christian Brandes

# Excursions AND EVENTS

## Explore the countryside

Hamburg is the second-largest city in Germany, and it is also a real oasis with large natural areas and plenty of green spaces. There is a wide choice of destinations for half-day or full-day excursions – and what’s even better: they can all be reached using public transport or by bike.

The heathlands of the **Fischbeker Heide** are a paradise for hikers. When the heather blossoms in August and September, the nature reserve south of Hamburg is transformed into a fragrant purple ocean.

Adjoining the heathlands are the **Harburg Hills**, the highest of which is 120 metres, bringing, as locals like to joke, a bit of alpine flair to the North German Plain.

A total of 37 nature reserves, numerous biotopes and landscape protection areas preserve Hamburg’s multi-faceted landscapes with rivers, lowlands, hills and forests. You can wander through moorlands – for instance, **Duvenstedter Brook** in the north of the city – or walk around the large inland sand dune in the **Boberger Niederungen** in the south and imagine you’re up on the North Sea coast.

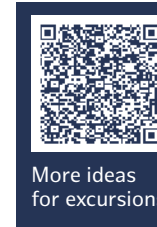


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If you prefer to cycle, then Finkenwerder is the starting point for a tour through **Altes Land**, the largest contiguous fruit-growing area in Germany. There are beautiful cycle paths along the Elbe and through the floodplains in the idyllic **Vier- und Marschlande region**, with its charming thatched houses, meadows and vegetable patches. Further downstream, the sandy **Elbe beach at Övelgönne** is a fabulous spot to relax and watch the ships pass by.



© Mediaserver Hamburg / Lea Krauer



More ideas for excursions

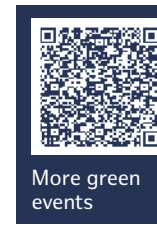
Other places for excursions for the whole family include the old waterworks at **Wasserkunst Elbinsel Kaltehofe** or the eco centre **Gut Karlshöhe**, where visitors can meet the animals and explore nature.



© Tobias Goebbels

## Sustainable events

Green food festivals, trade shows for sustainable lifestyles, inclusive sporting events, exhibitions in forests and guided walks that focus on a variety of environmental topics – Hamburg’s calendar of events includes inspiring dates for nature lovers and sustainability fans. We’ve picked some highlights where the organisers place particular emphasis on environmental, social and economic aspects.



More green events

# Eco-friendly MOBILITY



## ▲ Getting here and around the city

Personal mobility accounts for a major proportion of carbon emissions caused by travel. So why not switch to a more eco-friendly mode of transportation? In Hamburg, it couldn't be easier: the city is forging forward with visions for tomorrow's mobility, and many goals have already been achieved. As a model region for mobility, Hamburg is testing autonomous driving and digital on-demand services. The bus fleet is being converted to electric vehicles and there is a 5-minute service goal: by 2030, everyone in Hamburg will be able to reach a public mobility service within five minutes walking distance.



More  
mobility tips

## ▲ By bus and train

**HVV:** Hamburg has roughly 10,000 underground, S-Bahn and bus stops, so you're never far from one. Outside the rush hour, you can take your bicycle on public transport free of charge. Tickets are available through the HVV app. In the HVV Switch app, you can book shared services such as a MOIA ride or e-scooters.

**DB:** Arrive conveniently by train – powered by 100% green electricity – at one of the city's four long-distance stations.

## TIP

Easy travel: the **Bahnhit train special** combines rail travel and overnight accommodation in Hamburg in an attractive package. Available to book through Hamburg Tourismus: **+49 (0) 40 300 51 701**.

## ▲ By bike

**StadtRAD:** There are more than 3,600 rental bikes at nearly 300 stations across the city – now, you can truly get on your bike in Hamburg. The first 30 minutes are free. Simply download the StadtRAD app, register and start cycling.

**Guided cycle tours and bike hire:** Take a guided tour with **Hamburg City Cycles** or **Erfahre Hamburg**, or rent a bike or pedelec and explore the city on your own. An even more comfortable option is to tour the city on the backseat of a **Pedalotours** rickshaw.

## ▲ By taxi

**Eco-taxis and taxi-sharing:** There are almost 200 electric taxis on the road in Hamburg, making the city a pioneer in Germany. Thanks to a special subsidy scheme, this number is constantly rising. The large "Umwelttaxi" sign on the bonnet indicates a low-emission vehicle. You can book a taxi by calling the dispatch centre or by using the FREE NOW app. For an even more climate-friendly and cost-effective option, share a taxi with other passengers, for example through the apps Hansa Taxi or FREE NOW.

**On-demand and ride-sharing:** Grab an all-electric MOIA shared taxi to take you (practically) anywhere in the city.

**Charging points:** If you are driving your own or a rented electric car in Hamburg, you can "refuel" your vehicle at more than 1,300 public charging points.

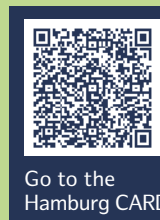
## ▲ Wheelchairs and prams

Nearly all stations on Hamburg's public transport network are fully accessible. There are also electric taxis that can accommodate wheelchairs; prior booking is recommended. If you're using MOIA, you can easily specify this request in the app or book a child's seat.

Many streets in Speicherstadt have the original cobblestones, meaning that getting around can be a bit bumpy. Other city tours are smoother for wheelchairs or prams. More information about accessibility is available at: **accessible-hamburg.com**.

## TIP

The Hamburg CARD entitles you to up to a **30% discount** on sustainable services and gives you free travel on public transport. Simply download the Hamburg – Erleben & Sparen app.



Go to the  
Hamburg CARD



## sustainably inspired

Have you been inspired by Hamburg's sustainable spirit and want to tell everyone about it?

**Share your experience on social media.**



Why do we choose sustainability?

We check the green credentials of the services featured here to ensure that they comply with a responsible approach to nature and the environment, as well as sustainable management and social aspects.

### **Tourist information at the main railway station**

Main exit Kirchenallee, Mon. – Sun.: 9 am – 5 pm

### **Hamburg Sales & Service Center**

+49 40 300 51-300, Mon. – Fri.: 9 am – 5 pm

[hamburg-travel.com](http://hamburg-travel.com)

[accessible-hamburg.com](http://accessible-hamburg.com)

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