

Ludwigsburg

Tailored financial support for inclusive climate-friendly subsidies

Ludwigsburg in context

Ludwigsburg, founded in the 18th century, is a city situated in southern Germany, in the Stuttgart region, a thriving economic hub in Germany. The city has a robust economic landscape driven primarily by the automotive industry, and it houses international companies in the film and media industry as well as a wide range of educational institutions. Some of the challenges Ludwigsburg faces are acute housing shortages due to a growing population, low apartment turnover rates, protracted approval procedures and rising construction costs.

Ludwigsburg embraces resilient and just strategies to work on these challenges. For example, the city decided to develop a carbon neutrality plan to reduce their greenhouse emissions and achieve net zero in 2035.

Climate protection in Ludwigsburg

Ludwigsburg's urban development goals, established in 2004-2006 and aligned with the United Nations' Global Sustainable Development Goals (SDGs) and the Leipzig Charter, drive carbon emission reduction goals with a focus on achieving climate neutrality by 2035. The city's integrated urban development concept, initiated in 2006 and refined with community collaboration in 2021/2022, guides these efforts. In spring 2023, a spatial development concept was decided upon. Climate protection measures were updated to align with the newly adopted climate neutrality concept in December 2022. Ludwigsburg is also dedicated to implementing the 17 SDGs as a signatory to the Agenda 2030 model resolution. Furthermore, since 2011, the city has held the "Fairtrade City" designation, meeting all "Fairtrade Towns" criteria.

Ludwigsburg's demographic profile and social equity challenges

- **Vulnerable groups:** Vulnerable groups include individuals with low socio-economic status, such as many with refugee experiences, single parents, and social benefit recipients. Elderly residents, especially the very old and those with impairments, often face additional challenges such as social isolation and a shortage of nurses and caregivers. The districts of Grünbühl-Sonnenberg, Ost, Mitte and Eglosheim have the highest rates of benefit recipients and single parents as well as populations with migration backgrounds, while Eglosheim also has a large population of octogenarians who live alone.
- **Migration:** In Ludwigsburg those areas with the most residents of foreign descent also have the highest shares of low socio-economic status populations. One explanation is that generally, foreign-born residents and their children tend to have access to fewer employment opportunities and public services. To address these issues, the city employs an intensive neighborhood approach, deploying community welfare officers in the neighborhoods of Grünbühl-Sonnenberg, Ost, Mitte and Eglosheim. Various community hubs, like the multi-generational house in Grünbühl-Sonneberg and the district center in Eglosheim, prioritize the needs of parents and early childhood development.
- **Unemployment:** Ludwigsburg's unemployment rate was 3.8% in 2022, compared to the average national rate of 5,2%. However, the unemployment rate in the aforementioned districts was above the city-wide-average, even significantly exceeding the national average in the case of Grünbühl-Sonnenberg. The city provides financial support to institutions like the Ludwigsburg Unemployment Center and the Ludwigsburg Assistance for the Homeless, in addition to district centers and children's and family centers. Ludwigsburg implements diverse measures, including free programs, health initiatives, and educational opportunities, to enhance social participation.

Overview of the chosen climate measures for INCLU:DE

The city of Ludwigsburg's KlimaBonus program was selected as the focus for the INCLU:DE project. This program, launched in March 2022, offers subsidies to residents for climate-friendly housing. For example energy-efficient renovations, expansion of renewable energies in the area of heat and electricity (e.g. solar panels, connections to district heating) and refrigerators. While mainly tailored to homeowners and tenants, social welfare recipients can also benefit from it. For the INCLU:DE project, two specific measures have been identified with the potential to provide the greatest benefits to low-income households:



- **Plug-in balcony solar panels:** All Ludwigsburg residents, regardless of income, can apply for subsidies to install plug-in balcony solar panels. This measure encourages renewable energy generation and reduces electricity costs for residents. The city is actively working on making these measures even more accessible to low-income households by simplifying the application process and offering a comprehensive "carefree" package for plug-in balcony solar units to LudwigsburgCard-holders, which provides social and cultural benefits for social welfare recipients.
- **Refrigerator replacement for social welfare recipients:** Social welfare recipients in Germany can receive a 100€ subsidy for purchasing new, energy-efficient refrigerators after undergoing an energy-saving consultation. In addition, the City of Ludwigsburg increase the subsidy by another 100€. This helps residents reduce energy consumption and lower their electricity bills while promoting environmentally friendly appliances. This financial support helps alleviate the cost burden associated with upgrading to a more energy-efficient appliance.

Ludwigsburg goals on INCLU:DE

- ✓ Understanding why low-income households are not currently applying for balcony solar panel subsidies and refrigerators.
- ✓ Refining the subsidy system to address the lack of low-income household applicants.
- ✓ Strengthening the communication and outreach strategy to successfully reach and encourage low-income households to apply for the subsidies.

