

ACTIVITY REPORT

SMART AND PROSPERING CITIES COMMISSION

November 2019 - October 2021

1. General description

Chair

City of Kiel, Germany

Wolfgang Schmidt, Head of International Affairs

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Vice-Chair

City of Aarhus

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Secretariat

The commission's secretariat is run by Wolfgang Schmidt and fully financed by the City of Kiel.

Aims & goals

We run seminars and projects about current and future challenges for cities like resiliency, digitalization and internationalization. The commission offers a reliable network of administration experts, entrepreneurs and scientists from the BSR and beyond.

2. Seminars

2020

Future of Tourism

More than 60 experts from the tourism and marketing sector have discussed ways out of the lockdown, future region marketing and changes in the tourism industry. The main findings are: cooperation is more important in the crisis than ever before, innovation and sustainability are the future of tourism, quality replaces mass tourism, security and social interaction are becoming increasingly important.

Successful Webinar

Learn how to create an influencing and successful webinar. Your trainer is Annelie Herwig, former rhetoric trainer for Amazon executives. Content: fundamental differences between presence event and webinar, technical aspects, planning the process, interaction with the attendees, rhetorical aspects, digital backup of results.

2021

Resilient City

Whether natural or man-made, cities around the world are confronted with major challenges – at increasing frequency and severity. Covid-19 or climate change and its consequences are just recent prime examples. The resilient city, capable of coping with these challenges, is discussed as a goal and way of ensuring continuity in our urban societies. How do cities absorb and recover from past shocks and how do they prepare for future ones? We explore the current thinking in city and business leaders, and ask in how sustainable growth, innovation and digitalisation can contribute to the resilient city.

Digital Delegation

A seminar about a 100 % digital delegation journey as a safe, environmental friendly and cost-effective complement to traditional in-person. Drawing from the recent first-hand experience of Aarhus and Kiel, the digital delegation visit was presented in its entirety: From the inception of the idea, to the preparation and execution on the day itself, including the things that went wrong... Afterwards, a brief summary of the content of Aarhus's visit to Kiel was presented.

The City of the Future

Part of a mega-region. Caring. Radically digital. International. Is that the the City of the Future? In this seminar we have explored the thesis that the city of the future has these four key characteristics. In an increasingly complex world cities won't stand alone but will identify itself as essential components of a mega-region. Influenced by the Scandinavian model, cities will also be caring, orienting themselves towards the welfare of those who live and work there. They will be radically digital, offering frictionless citizen services and enabling sustainable, efficient infrastructure. And finally the city of the future will be international, leveraging highly functional partnerships that benefits each other and our entire globalised society.

3. Projects

Creative Ports

Creative Ports, internationalisation of the Cultural and Creative Industries in the Baltic Sea Region is an initiative of the Goethe-Instituts in the Baltic Sea Region for the younger generation of cultural and creative entrepreneurs. With the aim of providing opportunities to develop entrepreneurial skills, gain new experiences and perspectives and build personal contacts and international networks. The situation for microenterprises vis-à-vis the international market is defined by uncertainty, lack of transparency, and risk, both on the business and general financial levels. This is exacerbated by the fact that younger producers of cultural and creative goods are by definition profit oriented and entrepreneurial. But they usually lack the appropriate self-concept and/or methodological approaches that equal a recipe for success.

4. Cooperation with other organisations

- Goethe-Institute
- Swedish Institute
- STRING

- INTA International Urban Development Association
- Digital Week Kiel
- Waterkant startup festival

5. Communications

We strive to get awareness for the UBC, its objectives and its activities through diverse communication measures towards relevant target groups.

6. Other activities

The commission is discussing the general alignment of the work of the commission with the needs of the member cities. One aim is to connect the commission with existing high-level events in the Baltic Sea Region to offer even more added value to the commission meetings and workshops and raise visibility for the UBC network in general.

Wolfgang Schmidt
Chair of the Smart and Prospering Cities Commission