

Newsletter 2021

Seminars | report | elections

Kiel/Aarhus, 8/20/2021.08.2021

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1. Upcoming seminars 2021

There are two remaining seminars in the 2021 series:

The City of the Future 22.10.2021

Part of a mega-region. Caring. Radically digital. International. Is that the City of the Future? In this seminar we explore 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 themselves 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.

The Future of Tourism 25.11.2021

We have asked three questions about the future of tourism in June 2020. One year later we revisit these issues to update our thinking about ways out of the lockdown, the future marketing of the region and changes in the tourism industry.

2. Activity report 2020/2021

General description

Chair

City of Kiel, Germany
Wolfgang Schmidt, Head of International Affairs

Vice-Chair

City of Aarhus, Denmark
Christian Lausten Sørensen, Special Advisor

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.

Seminars 2020

The 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.

Seminars 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 explored the current thinking of city leaders and urban change experts, and asked 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.

To come:

The City of the Future
The Future of Tourism (revisited)

Projects

Creative Ports

Creative Ports, internationalisation of the Cultural and Creative Industries in the Baltic Sea Region is an initiative of the Goethe-Institut 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.

Cooperation with other organisations

- Goethe-Institute
- Swedish Institute
- STRING
- INTA International Urban Development Association
- Digital Week Kiel
- Waterkant startup festival

3. Ideas for actions 2022

- Local innovation ecosystem for urban recovery
- Green, digital and fair transition of urban economy
- Supporting entrepreneurship, SMEs and businesses
- Impact of digitalization & technology on urban economy
- Long-term investment & financial model for urban development
- City attractiveness and its economy impact
- Planning the urban future
- Say Hello to a member city

We would be happy to receive your comments and more ideas from you. We will coordinate the definition of two virtual and one presence seminars in 2022 with you in autumn 2021.

4. Elections

On the basis of the regulations of the UBC, the chairperson and the vice chairperson of the UBC Smart and Prospering Cities commission for the years 2022/2023 are to be elected. The commission's secretariat has to be run and fully financed by the city of the chairperson.

Applications must be sent to the commission's secretariat by September 20, 2021:

kianusch.stender@kiel.de

The current chairman Wolfgang Schmidt and the vice chairman Christian Lausten Sørensen have declared their readiness to stand for another election period.

The election will take place online on September 27th, 2021.

Kind regards from Kiel and Aarhus

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