

## REPORTS FROM THE CONFERENCE WORKSHOPS

- I. How to strengthen economic attractiveness of cities?
- II. How to master climate change? Success factors in local integrated climate management
- III. How to meet the demographic challenge? The ageing society

## WORKSHOP I

### How to strengthen economic attractiveness of cities

*Organiser: Commission on Business Cooperation*

*Moderator: Jesper Vestergaard Hansen, Commission on Business Cooperation*

- A. "Local business development - the Chinese way", Liang Hong, Vice-chairperson of Hefei People's Congress, China
- B. "Competitiveness of a city, strategy planning", Tomasz J. Kayser, Deputy Mayor of Poznań
- C. "City branding & design", Lone Leth Larsen, Municipality of Kolding

A. "Local business development - the Chinese way", Liang Hong, Vice-chairperson of Hefei People's Congress, China

Hefei is an important scientific research and educational base in China, one of the pilot cities of three technological innovations of the whole country, the member city of World Technopolis Association. It boasts more than 200 of higher education and scientific research, including the University of Science and Technology of China and Anhui Branch of the Chinese Academy of Science, the proportion of all kinds of qualified and technical personnel in total population leaps into the front ranks among the like cities. At present, » China-Hefei Scientific Town » is under the construction.

Hefei takes great efforts to implement "efficiency revolution" in the government departments. Recently a series policies for speeding up the development of new industries, including those on exemption of administrative fees for industrial projects in development zones or parks, have been promulgated for creating a sound investment environment for investors. Hefei is trying to make itself a city which the least procedures for investment project examination or approval, and the highest work efficiency in the central regions of China and even in the whole country.

Hefei enjoys a fairly good public security environment, it has been honored "National Advanced City in Taking Comprehensive Measures to Maintain Law and Order" for 3 consecutive years.

Investment Hotspots in Hefei:

Development zones at national-level: Hefei National New and High Technology Industrial Development Zone, National Hefei Economic & Technological Development Area, Hefei New Railway Station Comprehensive Development Experimental Zone, Hefei Administrative & Cultural District, Hefei Demonstration Zone for National Science & Technology Innovation Pilot City and Hefei Lakefront District.

Development zones at provincial-level (industrial parks): Feidong Economic Development Zone, Taohua Industrial Park, Shuangfeng Economic Development, Yaohai Industrial Park, Luyang Industrial Park, Shushan Economic Development Area and Baohe Industrial Park.

Outside-funded enterprises in Hefei can enjoy the following incentive policies on investment, besides the preferential policies granted by the central and/or provincial government.

Both domestic and international investors are encouraged to make investment in industrial projects in Hefei.

*B. Competitiveness of a city, strategy planning*”, Tomasz J. Kayser, Deputy Mayor of Poznań

Poznań - the capital of the Wielkopolska voivodeship and one of the oldest and biggest cities in Poland. Poznań occupies an area of 262 km<sup>2</sup> and has a population of 567,000 inhabitants. Most of these are at the working age (67%). The city is a strong academic and scientific centre which holds a leading position in Poland. There are 27 universities in the city, educating more than 140,000 students. The largest university in Poznań is Adam Mickiewicz University, where prospective students can choose from over 150 majors. The educational activity of the city's higher-education institutions is complemented by nearly 50 research and development facilities employing 5,000 people. IT sciences, biotechnology and genetics are particularly well developed. One of the largest computer centres in Poland - the Poznań Supercomputing and Networking Centre - is also located in Poznań.

Almost 90,000 economic entities operate in Poznań and the number of entities with foreign capital is one of the highest in Poland. The unemployment rate in Poznań has been the lowest for years. Poznań is also one of the major centres of foreign investment in Poland. From 1990-2009, the cumulative value of direct foreign investment implemented in the city amounted to 6.6 billion USD. The main directions of investment include privatization of Poznań's companies, petrol services, trade and office properties.

Among Poznań's investment advantages are:

- \* An attractive location, halfway between Berlin and Warsaw,
- \* Good communication infrastructure: A2 motorway connection with urban road network and international airport,
- \* Absorptive local market: The Poznań agglomeration includes over 850,000 inhabitants,
- \* Very good infrastructure for business-related services,
- \* A high quality labour market, favourable investment and socio-political climates,
- \* Particular concern for environmental protection.

Tomasz J. Kayser especially pointed out 3 critical Success Factors: Strategy, Capacity and Social Capacity.

*C. "City branding & design"*, Lone Leth Larsen, Municipality of Kolding

Design is a fundamental issue in Kolding. Actually in such a way that Kolding Municipality has included design in its vision. Simply put, Kolding wants to be Denmark's designcity and has called the venture DesignKolding. It permeates everything from kindergartens through education to business, culture and urban space in Kolding.

It is actually quite obvious. DesignKolding. With flagships like the Design School, the Art Museum Trapholt, the Biennial for Handicraft and Design at Koldinghus and the professional growth and entrepreneur institution House of Design, there are good ideas to build on. The Design School, the Museum at Koldinghus and House of Design together with Kolding Municipality, the business organisation Business Kolding and University of Southern Denmark are part of the transverse group, DesignKolding. The group must include design in all aspects in Kolding where it will give value to processes, products and services.

Recently, the University of Southern Denmark has decided to strengthen design significantly at Campus Kolding, thereby supporting the design effort. The university works with the Design School on a number of new, humanistic educations with focus on design in order to brand Kolding as a centre for education and research in design, and to bring even more university students to the city. However,

DesignKolding begins its influence long before you start university.

In 2010 Kolding opened its first children's design house, which is actually an integrated institution for more than 100 children aged 0-6. At the institution, there is special focus on making sure children can develop and use their imaginations and creativity. Their curiosity must be peeked, and there are ample opportunities for experimenting with different materials. Design is also a subject in the primary and lower secondary schools, and is also part of the vision for the schools.

Also Kolding's business life has started to see what numerous studies have shown: Professional use of design and designers give results on the company's bottom line. Design is used to develop and give an overview of processes and products. That is why Business Kolding is also active in DesignKolding. Among other things, the business organisation has fathered and set up an annual Design-dating event where companies and design students meet.

Lone Leth Larsen described the the proces "A Continuing Design Proces – Creating a Cultural Policy".

The workshop was concluded by stating that a strategy built on the given strength and capacity of a city is a critical factor for having succes in branding. The workshop gave very good a well described information on cities wheather it is in big, medium or small scale.

## **WORKSHOP II**

### **How to master climate change, success factors in local integrated climate management**

*Organizer: Commission on Environment*

*Moderator: Mikko Jokinen, Co-chairman for the Commissions on Environment and Energy*

*Rapporteur: Esther Kreutz, Project coordinator, Commission on Environment*

*Participants: 27*

The workshop "How to master climate change; success factors in local integrated climate management" looked at the issue of climate change from different perspectives, relevant for local authorities and how the UBC has been engaged in these questions.

Björn Grönholm, Head of the UBC Environment and Sustainable Development Secretariat, opened the seminar with giving an outlook on how UBC has dealt with the climate change issue during the past four years. The UBC Resolution on Climate Change was endorsed in 2007 at the IX General Conference in Pärnu and is valid for the entire organization. Also the UBC strategy 2010 – 2015 and especially the UBC Sustainability Action Programme 2010 - 2015, two important strategic documents for the organization have climate change as a key issue.

Another important document for the work of UBC, the EU Strategy for the Baltic Sea Region has climate change as one of their focus topics. Together these strategic documents give the mandate for UBC to operate actively in climate change work, encourage member cities to take action and facilitate exchange on the topic.

As a concrete result of the Climate Change resolution from 2007 the UBC Commissions, especially the Commissions on Environment and Energy have initiated and implemented around 10 EU funded project with altogether over 60 cities involved dealing with different aspects of climate change.

Climate change is in fact not an issue for one of the UBC commissions to deal with. The whole UBC and all UBC Commissions have an important role to bring up activities concerning climate change as well as support and improve the possibilities for the UBC cities to combat challenges and problems related to climate change. More and intensified cooperation between commissions is needed and would be very beneficial. As climate change in itself is a very complex issue and needs integration of all relevant sectors, the same counts for the work within an organization like UBC.

Also in our own actions climate change should be taken into account more. The Commissions on Environment and Energy are both using video conference facilities for meetings and this practice should become more common for the whole organizations.

Pekka Salminen, Project Manager for the CHAMP project in the Commission on Environment presented the integrated management approach which looks at climate change and local response from a city administrative/management point of view. The integrated management approach is a way to systematically implement climate change strategies in local authorities; it is a tool to manage climate change in a systematic and dynamic way.

One important factor of integrated climate management is also the involvement of stakeholders and citizens in planning and decision making. This aspect was illustrated by the presentation from and Søren Gram from the Danish Board of Technology (DBT) about the city of Kalundborg Denmark. The city of Kalundborg had together with DBT organized scenario workshops with relevant stakeholders about the future usage of land in certain case areas of Kalundborg. These results were discussed and concerzised in a citizen's summit and now the municipality is developing the adaptation strategy based on the outcomes of this broad and interactive involvement process. With this process Kalundborg is definite to be able to reach a more efficient solution accepted by the broad society.

The seminar continued with the practical city case from the City of Tampere presented by Kaisu Anttonen on how Tampere is practically tackling climate change. Several projects have been initiated and are implemented, varying from eco-efficient buildings and urban planning, sustainable mobility, renewable energies. Ms Anttonen stressed the important of partnerships for the implementation.

**Conclusion from the workshop:**

Climate change is and will be one of the biggest challenges for municipalities during the next upcoming years. This challenge brings huge responsibilities for authorities at the local level. Good examples and tools exist, many solutions have been tested. Now those have to be used and implemented more but also in more cities in order to make an effect.

The UBC is well equipped for taking this task further and UBC member cities asked the UBC to support them in this broad and challenging task.

## **WORKSHOP III**

### **How to meet the demographic challenge; the ageing society**

*Organizer: Commission on Health and Social Affairs.*

*Moderator:*

*Wojciech Drozd, UBC Commission on Health and Social Affairs*

**Introduction:**

Across the world a gradual transformation takes place. The population is being ageing due to diminished fertility coupled with increasing longevity. This global phenomenon will continue to dominate the twenty-first century. The resident birth rate is too low to reproduce the current number of Europeans. Immigration attenuates the population imbalance but creates new problems as well. It is predicted that in the Baltic Sea Region up to one third of the population will be aged 64 years by 2050. Gradually the number of older people will outnumber younger people, and within the older population there will be an increase in the oldest old. These changes will affect all dimensions of human life – from family composition, living arrangements and social support to economic activity, employment rates and social security. While the ageing of the population will be unique within every country and characterized by specific cultural experiences, the global nature of ageing will also lead to some common experiences.

Having all stated above in mind, we invited three distinguished speakers to deliver expert presentations:

1. Demographic development in Baltic Sea Region – Prof. Peteris Zvidrins, Head of Chair of Statistics and Demography, University of Latvia.
2. Primary health care and social care system development to meet the demographic challenge related to ageing – Prof. Arnoldas Jurgutis, International Technical Adviser for the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS), Klaipėda University
3. Promoting health and responding to challenges of ageing society – WHO Healthy Cities – Johanna Reiman, Executive Director, Baltic Region Healthy Cities Association.

In his presentation, professor Peteris Zvidrins, submitted current view on situation related to demographic development in Baltic Sea Region. According to presented data demographic situation in the Baltic Sea Region (BSR) is characterised by significant difference. The population of the Nordic countries is increasing consistently whereas in Estonia, Latvia, Lithuania, Russia and Poland population is decreasing due to very low fertility, comparatively high mortality and emigration of working population, mainly to the West Europe. Total BSR population is decreasing slightly.

The existing low fertility level does not ensure the simple generation replacement in most of the metropolitan, medium sized and small cities.

The age structure of the BSR population is becoming older. The median age exceeded 40 years which slightly surpasses even the European average. Increase in life expectancy in circumstances of high tempo of ageing does not lead to decrease of overall death rates. The highest level of ageing is observed in Germany, Finland and Sweden, the lowest – in Russia and Poland. All governments in the Region considered population ageing as a major concern.

Eurostat and national demographic projections for the period 2010 – 2030 and 2030-2060 show that population increase will occur only in the Nordic countries, whereas will decrease systematically in the

Eastern BSR and in Germany. The strongest population growth is projected for Norway and Sweden and the sharpest declines – for Latvia and Lithuania. The Region population is projected to become older in the nearest and mid-term perspective.

The second speaker, professor Arnoldas Jurgutis, representing Northern Dimension Partnership in Public Health and Social Well-being, organization being leading partner for EU in implementing EUBSR Strategy in the field of health and social related issues discussed primary health care and social care development in this ageing world. The lecturer stressed that primary health care with widely recognized common principles is essential to address challenges of ageing society. He underlined also the need for modification of behavioral risk factors and identification of chronic diseases at the early stages of development and essential role of local municipalities in development of primary health care and social care services and in facilitation of integrated care models.

Inappropriate use of services and gaps in quality of primary health care should be addressed through better quality measurement and more advanced payment schemes. Different organizational forms in BSR countries make impossible to offer one recipe for all cities, but also deliver a lot of opportunities to learn from each other experiences.

Third speaker, Johanna Reiman, presented health promotion as the response to the challenge of ageing society. She described several myths related to ageing. She pointed that old people do not have to expect to mental and physical deterioration, they also don't have similar needs, they may be creative and their experience important in modern society. Old people don't want to be left in peace and quiet, so hospital beds and nurses are not the main issue of ageing.

Ms Reiman presented WHO Healthy Cities movement as a possible way of thinking in establishing political goals. The aims of Healthy Cities Association are: putting health on the agenda of the decision makers, placing health and health equity in the heart of urban governance and planning, and enhancing physical, mental and social well-being of people who live in the city.

Last part of this presentation was devoted to examples of elderly care projects in Finland and some solutions implemented in Turku in particular. The speaker also outlined contemporary local challenges which probably are common not only in Finland: loneliness of elderly people with emphasis on widows, vanishing or no tradition of family taking care, increasing inequalities in health despite of several actions, large groups retiring with need to postpone special housing.

In conclusion, first speaker presented diagnosis of the situation related to ageing society, it is not to be avoided, so we must face it. Two others introduced ways of thinking of possible solutions. And at the base of each proposal is co-operation of many participants, which is actually the purpose of the Union of the Baltic Cities.