



UNION OF THE BALTIC CITIES
64TH MEETING OF THE EXECUTIVE BOARD
Rakvere, 24 May 2012

AGENDA

1. Opening of the meeting and adoption of the agenda.
2. Election of two persons who, together with the President, will check the minutes.
3. Application for membership, Arendal, Norway.
4. Developing a Smart city - concepts and solutions.
 - Presentation by the city of Rakvere
 - Presentation by Siemens on behalf of the city of Turku
5. Activity reports from the UBC Commissions.
 - 5.1 Commission on Local Safety
 - 5.2 Commission on Transportation
 - 5.3 Commission on Youth Issues
6. How to do the lobby work for the benefit of cities, ideas from the Brussels offices working group.
7. Culture in accordance with nature - Centre for cultural initiatives in Chojnice.
8. XII UBC General Conference.

XII UBC General Conference will be held in Mariehamn on 1-4 October 2013.

The Board decided to re-activate the task force responsible for preparations of the General Conference. The President is authorised to appoint task force members. Task force is requested to provide proposals of theme(s) to be discussed at the GC by the next Board meeting in Koszalin, 4 October 2012.



9. UBC Strategy

9.1 Communication and Marketing Strategy

On 14 February 2012 in Brussels the Board decided to adopt UBC Communication and Marketing Strategy. The Secretariat distributed the strategy to the member cities and published it on the UBC website. A task force on implementing the strategy was formed.

14 participants from member cities, commissions, board of audit, secretariat took part in the first meeting of the task force held in Gdańsk on 17 April 2012 and discussed the ways of strategy implementation.

The TF shall prepare recommendations for strategy implementation before the autumn Board meeting (4 October, Koszalin).

9.2 Evaluation criteria of the commissions.

At the Board meeting in Brussels 14 February 2012 the common criteria for evaluation of the commissions' work have been presented.

In Brussels the Board decided that the consultation is needed before approval. The proposal of the evaluation criteria was sent out to the commissions and members cities for comments with the DL 15 May 2012.

9.3 Expert exchange project – latest information

Citizenship programme could have some suitable funding to start a pilot project on expert exchange, where 5-10 municipalities could attend (maximum project size around 40.000 €). The deadline for application is 1.9.2012. Cities of Turku and Jyväskylä jointly decided to prepare a project proposal and invite other interested cities to take part. Project initiator Jyväskylä informed that interested partners are invited to project preparation meeting to Turku on 7th of June (tbc). During the proposed project it would be possible to organize for example one week study visits for experts as well as expert seminars. The project could be also used for trainings within new communication and marketing strategy and during the urban forums.

10. Cooperation within Conference of European Cross-border and Interregional city Networks (CECICN)

- UBC President elected as new President of CECICN

- Meetings on 2 May 2012 with: Mercedes Bresso President Committee of the Regions, Pierre Delsaux Deputy Director General Internal Market and Services, Normunds Popens Deputy Director General Regional Policy

- Congress in A Coruna, 25-26.06.2012



11. Renewal of declaration of common interest between Committee of the Regions and five Baltic Sea organisations.
12. Latest conferences attended by UBC representatives.
13. Any other business.

13.1 Baltic Cities Bulletin “Welfare and Health Promotion”

The latest issue of the Baltic Cities Bulletin is entitled “Welfare and Health Promotion”. The stories present the cities’ experience on how to increase and maintain the social welfare, security and participation in society. Many of the UBC members have their own local health strategies or programmes, numerous projects co-funded by the EU are implemented. There is a wide range of areas focused on, e.g. primary healthcare, health promotion, encouraging healthy lifestyles, reducing the use of addictive substances, social care, prevention work concerning cancer. More often the cities tackle the demographic challenge of the ageing society, initiating projects addressed at the seniors which main aim is to maintain their social involvement.

Moreover, the Bulletin brings the information on latest UBC meetings and activities, news from the member cities and more.

The Bulletin was published in 3800 copies, printing cost ca. 1680 EUR, posting ca. 2600 EUR.

14. Next 65th UBC Executive Board, Koszalin, 4 October 2012