

Action plan 2017/2018

Decision recommendation

The Executive Board

- takes note of the action plan 2017/2018.
- approves the budget application 2017/2018.

Budget application 2017

Activity	Budget in €
Strategy development	
Consulting costs	4.000
Strategy workshop Kristiansand	500
Strategy workshop Växjö	500
Total	5.000
Growing City – Great City Rostock	
External experts	2.000
Conference costs	2.500
Preparation	1.000
Total	5.500
Attractive city Växjö	
External experts	1.000
Conference costs	500
Preparation	1.000
Total	2.500
Communications	500
Others	500
Total 2017	14.000

Budget application 2018

Activity	Budget in €
Smart city	
External experts	2.000
Conference costs	3.000
Preparation	1.000
Total	6.000

Prosperous city	
External experts	2.000
Conference costs	2.000
Preparation	1.000
Total	5.000
Communications	1.000
Others	1.000
Total 2018	13.000

Overall context

The Baltic Sea Region is one of the leading growth and trading centers in the world and comprises 10 countries and more than 100 million inhabitants. The Union of the Baltic Cities represents more than 100 cities of this region and is its biggest city network.

The UBC Smart and Prospering Cities Commission is one of seven Commissions. In 2017/2018 the commission's activities focus on strategy development, innovation ecosystems and cities attractiveness. Two strategy workshops in 2017 and two seminars each in 2017 and 2018 are planned.

Strategy development

Objectives

Together with the commission's members and in close interlocking with the UBC overall strategy the current commission strategy shall be further developed. Main aim is to understand the expectations of the member cities even better and align all activities thereon.

The process of strategy development is to be aligned with these goals:

- Develop a vision of a smart and prospering city
- Identify opportunities and challenges of this long-term goal
- Deduction of key areas and concrete measures for practical implementation
- Increase the degree of recognition among the UBC member cities and relevant macro-regional stakeholders and bind them more closely to the commission
- improve internal and external communications significantly
- Recognize the chances of gender equality and diversity and identify measures for implementation
- Find ways to achieve sustainable cooperation with the other UBC commissions and ensure a genuine participation of the UBC youth

Development process

The basis for the development of the strategy shall be a member survey and two strategic workshops. The results should be discussed with the Executive Board, Presidium and the other commissions. It is planned to present the strategy during the General Conference 2017 in Växjö and adopt it. For the process support a strategy team is to be formed and an external consultant is to be won.

Activities 2017/2018

Focus topics

Innovation ecosystems: We develop strategies targeting at business development agencies, science parks and accelerators. We derive measures for energy, transport, ICT, creative industries and soft landing.

Cities attractiveness: We develop strategies targeting at talents, businesses and visitors. We derive measures for talent management, investment promotion and destination marketing.

Vision of a smart and prospering city: What do citizens expect from a smart and prospering city? Which topics are to be processed first? Which are best practices in the implementation?

Network

Globalization increasingly effects the development of cities. Competition is growing and challenges have become more diversified. Regional cooperation and collective action is the key for future success. We offer a reliable network of administration experts, entrepreneurs and scientists.

The UBC Smart and Prospering Cities Commission provides a platform for policy development and expert exchange in relation to innovation and cities attractiveness. Participation earns transnational visibility both for cities and the achievements of its political leadership. Regularly events allow to showcase achievements to peers and to influential stakeholders. The 'network effect' of the UBC as a whole and the commission in particular also means to have potential partners for European funding projects ready to hand.

Learn

We run free of charge seminars with professional input, best practice presentations and site visits on innovation ecosystems, attractive, smart and prosperous cities. Participation brings real development benefits for individuals, whether politicians or technical and political staff. Seeing how colleagues in other UBC cities deal with similar challenges, and understanding better the strategic context of the own work, widens horizons like no other experience. This builds capacity and inspires new thinking back home, bringing real benefits to the city as well as to the participating individuals.

Do

We are partner in a number of projects and EU funding applications. We inform regularly about these projects and invite our members to actively participate.

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