

XIV UBC General Conference

24-27 October 2017 in Växjö

Leadership for the future

Cities as leaders for glocal
sustainable development



XIV UBC General Conference

Växjö, Sweden, 24th October to 27th October 2017

Parallel sessions programmes

24 October

State of the Youth Guarantee in the Baltic Sea Region: Current Situation and a Road Map for the Future

Programme

15:30 Opening of the workshop

Per Boedker Andersen, President of the UBC

15:40 State of the Youth Guarantee in Baltic Sea Region

Overall picture in the Baltic Sea Region and in the EU

Anna Liljeström, Process Leader and researcher at the Pluginnovation

CASE: Youth Guarantee vision and its' implementation in Turku region, Finland

Matti Mäkelä, Chair of the UBC Task Force on Youth Employment and Well-Being

16.10 Getting together: how can we co-operate more effectively in the future?



UNION
OF THE BALTIC
CITIES



Växjö kommun
The Greenest City in Europe

CASE: EUBSR Flagship School to Work

Gunnar Anderzon, Senior Advisor, Leader of the Flagship School to Work

Panel discussion:

Lena Hernandes Modin, Chair of the Youthful Cities Commission, Union of the Baltic Cities

Gunnar Anderzon, Senior Advisor, Leader of the Flagship School to Work

Anna Liljeström, Process Leader and researcher at the Pluginnovation

Anastasiia Klonova, Project Manager, Integrate NEETs

Jessica Hintze, Desk officer Erasmus+ strategic partnerships for school education

Matti Mäkelä, Chair of the UBC Task Force on Youth Employment and Well-Being

Moderator: *Inta Edgarsson, Flagship S2W Coordinator*

16:40 Learning and sharing: some examples of the best practices

Anu Parantainen, Project Manager, Turku, Finland: Attractiveness of the VET

Sieglinde Ritz, Project Manager, Hamburg, Germany: Mentor project

Linda Almgren, Project Leader at Skåne Association of Local Authorities: Results from Plug In 2.0 and how Skåne works with NEET's on a regional level

Ivika Uslov, Project Coordinator, Tartu, Estonia: Logbook

17:20 Road map for the future: the next practices and policies

Cause-problem-consequence tree

The biggest challenges together with possible solutions and policy recommendations.

Moderators: *Project Manager Anastasiia Klonova, Project Manager Anu Parantainen*

18:00 Closing the workshop

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Interreg funding for glocal development in the maritime economy

Programme

15:30 - 15:35	Introduction to the workshop concept & glocalisation Igor Kaniecki
15:35 - 15:50	Interreg South Baltic Programme – opportunities for blue economy Igor Kaniecki
15:50 - 16:05	Interreg Öresund-Kattegat-Skagerrak Programme Niels Boye
16:05 – 16:20	Interreg Central Baltic Programme Elisa Bertieri
16:20 – 16:40	Coffee break
16:40 – 16:50	BBVET project Marie Björck, NetPort Science Park
16:50 – 17:00	Intermare project Piotr Gwizdała, Gdańsk International Fair Co.
17:00 – 17:10	Baltic Blue Growth Susanna Minnhagen, Kalmar municipality
17:10 – 18:00	Discussions at the tables - workshop (moderated by: Marie Björck & Igor Kaniecki)

The purpose is to exchange on best practice examples and ideas, in form of pre-defined questions. It should be concentrated on maritime economy projects and solutions.

Detailed conduct of the meeting (will also be printed out for the participants):

17:10 - 17:15	Dividing the participants into groups (Marie & Igor) and explaining the concept of the group work (5 minutes)
17:15 - 17:20	“Who is who? (tour de table) & selecting a rapporteur by the group at each table (3-5 minutes)
17:20 – 17:35	Discussion on Q1: Examples of good practices that participants have heard of (incl. from project presentations; local projects) and which they think should be transferred and/or upscaled to other cities or regions? (15 minutes)
17:35 – 17:45	Discussion on Q2: What is needed to transfer and/or upscale the idea (project) to your own city or region? What can be the obstacles? How long can it take? (10 minutes)

17:45 - 18:00

Summary of the workshop by group rapporteurs (2-3 minutes each)

After the discussion in small groups the rapporteurs are invited to share insights or other results from their conversations with the rest of the large group (15 minutes)

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Head of the Joint Secretariat

Joint Secretariat | Interreg South Baltic Programme 2014 – 2020

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Interactive meetings with technical experts and specialized civil servants of the city of Växjö

A number of technical experts and specialized civil servants of the city of Växjö will be available to meet with the conference participants for interactive discussions. The expert will give a short verbal introduction which will be followed by a discussion. The meeting will be organized in an open-space format, which means that participants to the workshop can move between different tables and contribute to different discussions.

It will start with an approximate 20 minutes presentation about Växjö's work in sustainability and how we reached where we are today. Thereafter we will break up in groups of up to 8 persons per group for small thematic presentations and interactive discussions.

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Baltic Water Excellence Forum

We all know the challenges with our Baltic Sea and other water bodies like eutrophication, and hazardous substances. Do we know how to solve these challenges, do we know what investments we need to do in our cities to improve the situation? Water is at the core of life and all our activities and is critical for the socio-economic growth of our cities. This Forum will bring together existing knowledge and concrete tools for water resource management and promote good practices in water sustainability from UBC member cities (storm water measures, pilot investments in wastewater, energy efficiency and sludge audits). Participants will also be introduced to the newly launched Baltic Smart Water Hub which will further support their capacity development efforts.

Moderator: Mikhail Durkin, Coalition Clean Baltic

Programme

- 15:30 Water Management Policies by Andrzej Podściański, EUSBSR PA Nutri Coordinator, Poland, and Sara Estlander, HELCOM, Finland
- 16:00 The future of water sector: European trends and investing in water infrastructure and technologies in the BSR by Ildikó Czeglédi, European Water Association, and Anders Bækgaard, Danish Water Association
- 16:30 Integrated Water Management – from holistic approach to practical solutions by Timo Permanto, city of Lahti, Finland, and Andreas Hedrén, city of Växjö, Sweden
- 17:00 Water-smart cities and benchmarking: UBC Sustainability Action Programme, introducing the Water Hub cooperation and first results of the key figure data collected in BSR by UBC Sustainable Cities Commission, Finland and Technical University of Berlin, Germany
- 17:30 Discussion with the audience and wrap up
- 19:00 Reception dinner at PM & Vänner restaurant (Västrgatan 10)

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City Branding in the Baltic Sea Region – UBC Communications Network

The aim of the workshop is to develop the UBC Communications Network further and plan activities for the next 1–2 year period. UBC Communications Network consists of UBC member cities' communications representatives and UBC commissions' communications officers. The network aims to improve communication between UBC and its member cities, to share best practices and tools and provide a network for consultation and cooperation.

The workshop includes “City Branding in the Baltic Sea Region” seminar. Speaker in the seminar is **Pärtel-Peeter Pere**, CEO and partner of Future Place Leadership, who will introduce the latest trends in city branding, marketing and stakeholder involvement. After this session, you will know how to attract professionals and expertise in your city and how to keep them there!

The workshop will be interactive, so questions and comments throughout the session are very welcome. We especially invite communications-orientated youth from the UBC Youth Conference and the General Conference delegations to participate in the workshop, share their ideas and take part in the discussions. The workshop is open to all.

The UBC Youth Conference takes place parallel with the UBC General Conference – young people are joining as active participants in many General Conference sessions, including the City Branding seminar.

Timetable

15:30	Welcome! Irene Pendolin, UBC Communications Manager
15:35	City Branding in the Baltic Sea Region Pärtel-Peeter Pere, CEO and partner, Future Place Leadership
17:00	UBC Communications Network brainstorming session Irene Pendolin, UBC Communications Manager
17:45	Wrap-up

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25 October

Sustainable Development Goals in local & regional setting. Euroregion Baltic, CPMR BSC, Karlstad, Växjö. Followed by: Climate Change Adaptation and Mitigation. CDP. Sustainable Cities Commission

The workshop would like to enhance the awareness of local actors on the importance of SDGs, focusing on goal 11 placed cities and regions on the international radar as places of opportunity for people, planet, prosperity and partnership, but also all other SDG goals that are relevant for local and regional actors. The workshop will try to develop an interplay between the local and regional contexts in SDG implementation, also taking into account the concept of multi-level governance that is of special importance in the BSR environment. Also, results of UBC – CDP survey will be discussed.

Programme:

09.30 – 10.50 “Sustainable Development Goals in the Baltic Sea Region”

Introduction by Risto Veivo

Speakers:

“Marco regional perspective on UN SDG” Anne-Cerise Nilsson. Chair of Baltic 2030

“Regional perspective on UNSDG” Åsa Bjervig CPMR, Sebastian Magier Euroregion

“SD and Sweden” Mia Marklund. Karlstad

“SD and Klaipeda” Irena Sakaliene. Klaipeda

Discussion

10.50 – 11.10 Coffee break

11.10 – 12.30 “Climate Smart UBC cities”

Speakers:

“CDP and UBC Climate process” Shirin Reuvers & Björn Grönholm

“Climate resilient UBC cities” Per-Arne Nilsson. Malmö

“Climate Smart Tartu”, Jaanus Tamm, Tartu

“Climate Smart Lahti”, Saara Vauramo. Lahti

“Climate and Civil Protection initiative” Jacek Paszkowski CBSS

Youth presentation or comments

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“How can cities work with digital start-ups and digitalization?” BDF & UBC

Organised by Baltic Development Forum (BDF) and Union of Baltic Cities (UBC) as part of the UBC General Conference 24-27 Oct, Växjö, Sweden.

Wednesday, 25 Oct 2017, 09:30-12:30

The workshop will introduce and discuss cases on how medium sized cities in the Baltic Sea Region (BSR) can connect, thereby helping their digital start-up communities to connect and grow, promoting an integrated digital labor market. The aim is to inspire cities in their work with start-up communities, business development agencies etc. and inspire new city-to-city collaborations across borders. Other cases will suggest how cities can work with digitalization, for example to empower development and change in order to keep and increase service.

Connecting cities and digital start-ups

The BSR is a digital frontrunner. The countries are among the globally most advanced when it comes to digital competences, use of internet, e-government etc. And BSR cities display thriving digital start-up environments, based on talents/entrepreneurs, high innovation scores and creative ecosystems. Cities are the connecting dots of the digital market and startups provide the igniting spark to digital growth in many sectors.

However, there is more potential to be released. Startups founded, the amount of venture capital, business angel networks, international exit (especially unicorns) are very different across countries and cities in the BSR. There are complementarities to explore and utilize. But the urban startup scenes lie far apart and are separated by national borders. We would like to explore how cities can help start-up environments and local ecosystems to connect, especially outside the capital cities.

The State of the Digital Region 2016 from think tank [Top of Digital Europe](http://topofdigital.eu/wp-content/uploads/2016/11/2016_StateOfDigital.pdf) promotes city-to-city partnerships to support the interplay between digitisation, new technologies and cities http://topofdigital.eu/wp-content/uploads/2016/11/2016_StateOfDigital.pdf

Inspired by this, a small pilot project “[Connecting digital start-up ecosystems in Nordic cities](http://www.bdforum.org/connecting-digital-start-ups-2/)” has explored how interaction between three medium sized cities (Turku, Gothenburg and Aarhus) could inspire such partnerships to develop. There seems to be interest and potential for medium sized cities to connect, thereby connecting their start-up ecosystems. But we need more concrete pilots to test the added-value, <http://www.bdforum.org/connecting-digital-start-ups-2/>

How to work with digitalization in the city development

Digitalization is one important enabler for development and change. Cities needs to change in order to better service providing, transparency and openness in the future. City digitalization can also empower local startups and entrepreneurs. Innovative ICT solutions can be developed in interaction between the public organization and local companies. What are the lessons learned so far?

Programme

09:30-09:40 Welcome by organisers

09:40-09:55 Setting the stage

Martin Andersson, Professor, Blekinge Institute of Technology & Lund University

Cities and digital start-up ecosystems

09:55-10:35 Four inspirational cases

How can cities work with digital start-ups? What are lessons learned?

- SparkUp initiative, *Marko Puhtila, Director of Growth and Development Services, Turku Science Park*
- Growing start-up community in Gdansk: The case from Central Europe, *Magdalena Smolak, Start-up community manager & Tomasz Szymczak, CEO, Starter Gdansk*
- IEC: A successful triple-helix infrastructure for digital entrepreneurs in the Linnaeus region *Lars Hornborg, Project Manager, IEC 2020*
- How we support digital start-ups in the Kronoberg region *Helena Collin, CEO, Företagsfabriken AB*

10:35-10:45 Q&A

10:45-10:55 Short break (coffee pick-up)

10:55-11:30 Discussion

What are benefits and challenges in working with digital start-ups? How can cities promote and support the digital start-up ecosystems? What can cities gain from building partnerships with other cities? Ideas for joint pilot projects?

11:30-11:40 Short break

Digitalisation in city development

11:40-12:20 Two inspirational cases

New digital approaches in cap and trade, public transport and interaction with inhabitants, *Pekka Komu, Chairman of Lahti City Board*

How can a city use digitalization as a way to empower development and change in order to keep and increase service? *Carl-Martin Lanér, CEO & Fredrik Sjölin, CDO, City of Karlskrona*

12:20 Final comment: *Alessandro Cenderello, Partner, EY Diegem*

12:30 End of workshop

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Baltic Sea cities as leaders of comprehensive cooperation between the EU and the Black Sea region. WiseEuropa Institute

One of the most promising developments in Europe after the end of the Cold War was the reinvigoration of cooperation between the cities located on the Black and the Baltic Seas' coasts within the framework of emerging formulas of "twin towns" and "partnerships". In fact, the Baltic Sea cities succeeded in establishing one of the most developed regional cooperation in the world. However, when compared to the Baltic Sea, the level of regional cooperation amongst the Black Sea cities is well below its potential due to a high level of geopolitical divisions of the region. For instance, the Black Sea cities have not managed to establish the Union of Black Sea cities.

The cities from the Black Sea region (excluding Greece in the Mediterranean Sea area that is a part of the Black Sea initiatives) established a relatively comprehensive network of ties with the cities of the Baltic region. In consequence, the level of cooperation between the Black Sea cities and their Baltic partners which has been already achieved creates a very timely "window of opportunity" for the Baltic cities to engage and to contribute towards a qualitative enhancement of regional ties in the Black Sea region through the transfer of know-how and the best practices. What is even more important, the increase of economic and social cooperation between the Black Sea and Baltic cities will also definitely strengthen the Black Sea region's ties with the European Union. Indeed, such a scenario would be beneficial not only for both regions but for the entire continent.

Nevertheless, a second great leap in the cooperation between the Black Sea and Baltic cities requires its social entrenchment through the rise of awareness among societies from both regions about mutual benefits stemming from it, rediscovery of common forgotten cultural and historical heritage and the reinforcement of people to people contacts (tourism, student exchanges, scholarships, internships, etc.), especially between young generations.

Programme

9:30-10:00 Presentation of the report "From Vikings to the European Union. Foundations of cooperation between Baltic and Black Sea cities" (tentative title)

Adam Balcer, Head of project, WiseEuropa

10:00-10:30 The 25th anniversary of the International Black Sea Club

Ionuț Mocanu, General Manager, Tehnopol, Galati

10:30-11:15 Comments to the report

Moderator: Adam Balcer, Head of project, WiseEuropa

Piotr Grzelak, Deputy Mayor of Gdańsk
Karin Wohlgemuth, Official, EU/ International Relations, Rostock
Dalia Gurskiene, the Chief Expert of Communication Department, Panevezys

11:15-12:00 Q&A section with the audience
Moderator: Adam Balcer, Head of project, WiseEuropa

12:00-12:15 Conclusions

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Data collection principles for civil protection prevention activities

During the work groups general data collection principles for civil protection prevention activities will be developed. According to work groups developed outcomes a project initiative is planned to organize common data collection principles regarding civil protection and safety in cities around Baltic Sea Region.

Aims:

- to develop data collection principles for civil protection prevention activities
- to organize in future common data collection principles

9:30 - 9:45 - introduction into workshop "Data collection principles for civil protection prevention activities. Together we can." by UBC Safe Cities Commission Chairman Kaspars Vārpiņš

9:45 - 12:00 - workshop - working into groups

12:00 - 12:30 - group work conclusion

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26 October

Baltic Sea organisations (UBC, BSSSC, ERB, CBSS etc) working together on youth issues in the Baltic Sea Region

"Nothing about us without us". Continuation of the work carried out at the seminars held during EUSBSR Forums in Stockholm (November 2016) and Berlin (June 2017).

Preliminary programme

- Short presentation of organization:

Lars Fredrik Lund Godbolt, Executive Secretary Norwegian Chairmanship of the Baltic Sea States Subregional Co-operation (BSSSC)

Anna Enemark, Senior Advisor – Education & Culture, Council of the Baltic Sea States (CBSS)

Carsten Adamsen, Vice-Chairman of the UBC Youthful Cities Commission, City of Kolding (UBC).

- Working issues, themes, focusses
- Inclusion of youth

- Summary of what has been done so far (in a cooperative sense)
- Discussion of ideas on how to further strengthen our cooperation

Chair: Carsten Adamsen (UBC)

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Gender mainstreaming and the European Charter for Equality of Women and Men at the Local Level. WG on Gender Equality

How the European Charter for Equality of Women and Men at the Local Level can be used for the promotion of Equality in the work of the Working Group on Gender of the UBC?

Moderators: Hanna Maidell, Ann-Sofie Lagercrantz, Małgorzata Tarasiewicz

2.00-3.00 p. m.

The session starts with a workshop. The aims of the workshop:

- to focus on our understanding of the European Charter as a tool to provide gender mainstreaming;
- to build our capacity to get the most out of it
- to learn to use the "observatory" effectively

3.00-4.00 p.m.

During the open meeting part our group members will summarize the aims and accomplishments of the recent conference and the group meetings that had led to encourage the stronger visibility and the wider implementation of the European Charter of Equality of Men and Women in Local Life:

- the comparative case study of Helsinki and Gdańsk according to the actions related to Charter;
 - other plans and priorities of the Group:
- short report on actions taken already in the 2017 and the plans for the 2018;
 - events dedicated to the imigrant and refugee women (summary after the meeting in Rostock in September);
 - questions and goals.

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Culture – key to sustainable leadership. Culturability

European Capitals of Culture in BSR – the learnings about leading a city with culture. With culture, you can regenerate city, raise the international profile of a city, enhance the image of city in the eyes of their own inhabitants, breathe new life into a city's culture and boost tourism. How did it go with the BSR cities that became Capitals of Culture and those whose bidding did not succeed?

Cases from cities using cultural planning as a tool to more sustainable city. (Jūrmala, Latvia; Pori or Sipoo, Finland; Nakskov, Denmark or Gdańsk, Poland) and also presenting Agenda 21 Culture as a tool.

<http://www.agenda21culture.net>

The speakers are:

Olaf Gerlach Hansen, Senior Advisor, the Danish Culture Institute. Danish Cultural Institute is a self-governing institution, that has since 1940 been engaged in fostering mutual understanding between people and cultures.

Trevor Davies, the founder of Copenhagen International Theatre, originally a town planner who has worked a lot with cultural planning and cultural mapping. He was the director of the first European Culture Capital Copenhagen 1996. He was also the Director of the successful bid of Aarhus 2017.

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Euro Velo No 10 cycling route as an opportunity to strengthen the Baltic Sea Region tourism brand, through the cities cooperation. Marshall Office of Pomorskie Voivodship

The discussion will concern e.g. how to work on cross-border strategies in order to minimize existing conflicts between tourism, marine and the coastal protection, how to support transnational strategies which promote development of tourism of the Baltic Sea Region. Also, the question on how to establish the Baltic Sea Region as a common and coherent tourism destination will be faced.

Programme:

- 14.00-14.15 The current situation of the cities and their role, involvement of EV trails and cooperation -presentation – Mrs. Marta Chełkowska , Pomorskie Voivodeship
- 14.15-14.30 The standards of EV trails – presentation - *Mr. Ádám Bodor*, ECF advocacy director of European Cyclist Federation.
- 14.30-14.45 Technical aspects of urban bicycle path construction –movie - the audience comments
- 15.00-15.10 The involvement of the cities in the construction of bicycle routes and developing a coherent offer for the cyclists – a comment of Mayor of Gdańsk, Mr. Piotr Grzelak.
- 15.10-15.25 The role of cities in creating an offer for cycling tourism by the cooperation of business entities to develop the number of labour - discussion.
- 15.250-15.30 The choice of priorities by the audience and common photography.

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Urbanization, Mobilities and Immigration as a driver of urbanization in the Baltic Sea Cities. URMI project.

Insights on urbanisation and immigration

The Workshop presentations will concern e.g. immigration as a driver of urbanisation in the Baltic Sea Cities, and cities in the era of complex mobilities: findings from the URMI project.

At the time of the UBC General Conference in Växjö, the URMI project (Urbanisation, mobilities and immigration, <http://www.urmi.fi>) has been running for over a year and would be ready to connect with the international stakeholder community. The Växjö event would be a great opportunity for the research team to present some findings and to discuss their implications in terms of policy options.

The URMI consortium proposes to host workshop sessions in Växjö, with the following structure.

1) Presentations by the URMI team members: (15+30+15 minutes)

- Immigration as a driver of urbanisation in the Baltic Sea Cities: What is the big picture of international mobility? How significant was the recent growth in the number of asylum seekers for the Baltic Sea cities?

Tuomas Martikainen, Institute of Migration & Kaisa Schmidt-Thomé, Demos Helsinki

- Urban strategies (of Finnish municipalities) in the era of complex mobilities: How do cities cope with the current challenges? How do they address the questions of sustainability?

Pekka Kettunen, Åbo Akademi

- Socio-economic and ethnic segregation: What are their interrelationships based on the case studies of the URMI project?

Timo Kauppinen, National Institute for Health and Welfare

2) Invited comments & Questions & Answers -session

- Invited comments (one per presentation) from city representatives and other selected participants

- Open floor for questions and answers with the help of the online tool screen.io that collects comments and questions

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