

Proposal from the German Cities to the 79 UBC Executive Board Meeting::

raised at Meeting of the German UBC Member Cities in Bergen auf Rügen on 24 March 2017

concerning:

Guidelines / Rules

for attracting new UBC member cities to cooperation within the framework of our organization.

Cooperation is made by persons. Not all of them are gifted with the same power of initiative unless being convinced of the usefulness of a membership. On the other hand, very often, fresh members have to combat negative opinions towards an organization membership within their own political rows. So UBC should shine stronger into the new member cities, introducing them better and faster into our way of working.

Our proposal is to set a guideline or rules for acquiring or working with new members, which might look like as follows:

- 1 - Especially for new members there should be a short and clear description of ‚Who we are‘ and ‚What could you achieve (better) by being a member‘
- 2 - New members should be guided closely, perhaps by a mentor city, for a certain time (maybe for the first 2 years) helping them to get a first tangible outcome sooner. This should be compulsory.
- 3 - Attention to new members should be given actively and not only ‚on request‘.
- 4 - To get or keep members, presentations in local parliament sessions are considered as very helpful (should we have a speakers team?).
- 5 - Representatives of new member cities should have the chance of looking into all entities of UBC, watching, living and taking part from the beginning during the first two years. This could happen by inviting their representatives to the Executive Board Meetings as guests (without voting rights) as well as by inviting them directly to all Commission Meetings of interest in order to draw them into collaboration. Another way could be to offer being the host of such a meeting.

We propose such a procedure in order to enable the new members to involve themselves in a more effective, faster way.

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