



UNION OF THE BALTIC CITIES GENERAL CONFERENCE - WORKSHOP ON GREEN GROWTH FOR UBC CITIES

Thursday October 3 2013, 10.00 – 12.30
Report from the WORKSHOP

Co-arranged by UBC Commission on Environment and Commission on Urban Planning
Moderator: Mr Risto Veivo
Rapporteur: Esther Kreutz

No. of participants: around 45

The workshop focused on the challenges and possibilities for cities in the Green Growth target of the EU 2020 strategy. It stressed the importance of the local to cooperate with business and industry to take concrete measures towards a greener economy

Emma Dahlén Director from the city of Mariehamn and **Jan Westerberg**, the former Head of Environment in Mariehamn opened the workshop with some welcoming words and a short introduction into Mariehamns role in UBC.

Green Growth is one of the priorities of the EU, the green industry is growing, already now 3,4 million people are employed in this sector. **Cities play a central role** and together with the industry they are creating the circumstances to accelerate green growth.

City cases

Both the city of Malmö and the city of Århus were presented as good examples in the workshop, showing that investing in greening a city also triggers private investments, e.g. introducing trams in both Malmö and Århus

Århus as a university city also aims to nurse the young and well educated people with possibilities to create innovation and to become entrepreneurs and in that way keep them bound to the city.

The city of Rakvere was presented as an example of a smart and green city in Estonia and showed off the achievements in CO2 reduction within the Covenant of Mayors initiative.

The free public transport in Tallinn was presented as a way to motivate citizens to skip the car and use public transport for saving emissions.

Kaliningrad promoted regional energy solutions and the promotion of bio economy and clean tech



The business perspective

Jyri Arponen from SITRA introduced us to the term of **industrial symbiosis** and stressed the importance of an integrated approach meaning sustainability with a real integration of the economic sector and the industrial symbiosis thinking.

Industrial symbiosis means the sharing of services, utilities and resources among industries in order to add value, reduce costs and improve the environment.

“One company’s waste can be another ones resource” illustrates this term very well.

Siemens added the business perspective on the topic of Green Growth in the Baltic Sea Region. Actors in the region should focus on what we are good at in the Baltic Sea Region, to define those issues and develop those further!

Krista Kampus from Baltic 21 then added the strategic, regional perspective. She stressed that cities are **drivers and testing fields** for green industry and therefore should take initiative in topics like green economy.

She claimed that there are a lot of possibilities for cooperation on this field opening up within the framework of the EUSBSR

She ended the workshop with quoting a poster made by participants of the youth conference which nicely summed up the workshop results:

“why to milk a cow when you can milk creativity?”

We need a new and courageous way of thinking and more creativity to further develop Green Growth in the Baltic Sea Region