



UBC BUSINESS COMMISSION

ACTION PLAN / BUDGET APPLICATION 2013

Action Plan 2013

1. Framework

The economic development of the UBC member cities is more and more effected by the increasing globalization. It has brought the world new opportunities, along with new challenges. Power balances are shifting, competition is growing and threats have become more diversified and less predictable. In the light of the global financial crisis, the need for regional cooperation and collective action has become even more evident. The more integrated the global economic and financial system becomes, the weaker the ability of individual cities to steer their domestic economic and financial development. For this reason, leadership can only be shared and must be based on cooperation among cities and regions. The Business Commission supports UBC member cities in discovering these challenges and departs from there to elaborate long term strategies for growth and competitiveness.

2. Priorities 2013

The aim of the Business Commission is to provide a platform for policy development in the fields of economic recovery, long term economic development and employment. In 2013 we work along 3 complementary strands of activities that characterize our priorities

- Knowledge Society
- Marketing
- International Cooperation

3. Initiatives 2013

In 2013 we will organize a number of commission meetings and win more cooperation partners from the BSR Region and beyond. Through the active use of the new UBC Communication and Marketing Strategy, we want to become even more popular and effective. We will try to expand our services for the UBC member cities. For this purpose, if possible, additional external funding will be acquired. All meetings are open to politicians, experts and entrepreneurs from UBC Cities.

4. Meetings Business Commission 2013

Berlin Meeting 21-22 May 2013

The first meeting of the UBC Business Commission in 2013 in Berlin (Germany) concentrates on Science Parks, Creative Industries and City Branding.

Science Park Berlin Adlershof

Meet the General Management of Science Park Berlin Adlershof and discover the park. Adlershof is Germany's leading science and technology park and the capital's # 1 location for business and media. Eleven non-university research facilities, six institutes of Humboldt University, over 900 companies in a modern technology and entrepreneurial center. www.adlershof.de/en/willkommen/

Aufbau Haus Berlin

Discuss with the Managing Director of Aufbau Haus Berlin and discover this European role model for support for entrepreneurs from the creative industries. Aufbau Haus Berlin is an extraordinary synergy between contemporary artistic and creative industries. It is an innovative new presence on Berlin's creative and cultural landscape. www.aufbauhaus.de/aufbau-haus-english-summary

Berlin Partner

Inform about the world known "be Berlin" campaign and business support in Germany's capital. Berlin Partner is Berlin's corporation for economic development and location marketing. Its business promotion divisions assist investors who wish to start businesses in the city while supporting Berlin companies in their efforts to expand, internationalize and secure their economic futures in Berlin. Berlin

Partner markets the city's strengths and potential, regionally, nationally and internationally, and uses the "be Berlin" campaign to promote the capital as a strong brand.
www.berlin-partner.de/?id=1243&L=1

Malmö Meeting September 2013

The second meeting of the UBC Business Commission is planned in Malmö (Sweden). The focus will be on Science Parks, Industrial Transformation and Business Development. The participants of the meeting will be given the opportunity to inform about the initiatives and institutions of the City of Malmö.

Malmö is the commercial centre of southern Sweden and an international city. Malmö is also undergoing a transition from being an industrial city to a city of knowledge. Older industries have been replaced by investments in new technology and training programmes of high calibre. Malmö University, which opened in 1998, is Sweden's latest venture in the field of higher education, accommodating some 15.000 students. The strongest sectors in Malmö are logistics, retail and wholesale trade, construction, and property. There are also a number of well-known companies within biotechnology and medical technology, environmental technology, IT, and digital media fields. Co-operation between colleges, science parks, and companies provides a sound basis for entrepreneurs and creative development in Malmö. The City of Malmö is enhancing an attractive business environment and a dynamic business community. Over the last years the City of Malmö has received many international awards for its focus on sustainable city development and pilot projects such as Augustenborg and the Western Harbour.

Mariehamn Meeting 3 October 2013

The third meeting of the UBC Business Commission will be held during the UBC General Conference in Mariehamn (Finland). We will use the chance to promote the work of the Commission and attract new members. Also the strategy, current and future actions will be discussed.

Mariehamn Workshop 3 October 2013

At the UBC General Conference all participants will have a chance to discuss the most pressing challenges in relation to youth unemployment and marginalization. The Business Commission organizes in cooperation with the Commissions on Education and Youth Issues a workshop on "How to prevent & fight unemployment among youth". During the workshop the participants will have an opportunity to compare experiences and share good practices.

One of the tragic outcomes of the euro crisis is the high youth unemployment rate in Europe in general and in the Baltic Sea Region in special. More than half of the young people in Greece and Spain are looking for work. Many countries in the BSR are affected by high youth unemployment between 20-30%. Europe is facing a "lost generation" which experiences long periods of unemployment or unstable jobs during their first working years, with serious long-term consequences. The Workshop aims to give an overview of the current situation in Europe and the Baltic Sea Region, present successful examples from UBC member cities and give room for a discussion about possible ways out of the crisis by cooperation between cities, businesses, social partners and institutions.

5. Cooperation projects Business Commission 2013

Baltic Development Forum

The Baltic Development Forum (BDF) is an independent non-profit networking organisation with members from large companies, major cities, institutional investors and business associations in the Baltic Sea Region. BDF works with a wide range of partners, including businesses, governments, regional organisations, research and media institutions. The network involves more than 7000 decision makers from all over the region and beyond. The mission of Baltic Development Forum is to promote the Baltic Sea Region as an integrated, prosperous and internationally competitive growth region.

Already in 2012 the UBC Business Commission has organized a meeting in connection with the annual BDF Summit and was partner to the Baltic Business Arena, a matchmaking event for enterprises. BDF has expressed the interest in long term cooperation with the UBC Business Commission. Possible fields of concrete cooperation projects are to be discussed in 2013.

International Association of Science Parks

The International Association of Science Parks (IASP) is the worldwide network of science parks and areas of innovation. IASP connects the professionals managing science, technology and research parks (STPs) and other areas of innovation and provides services that drive growth and effectiveness

for their members. IASP members enhance the competitiveness of companies and entrepreneurs of their cities and regions, and contribute to global economic development through innovation, entrepreneurship, and the transfer of knowledge and technology.

In 2012 the IASP was partner to a meeting of the Business Commission on Science Parks. A cooperation treaty with the IASP shall be sought to increase the strength of Science Parks, which are also members of the IASP.

Sophia Antipolis Science Parks

One of the topical issues of the UBC Business Commission is the implementation and management of Science Parks. Sophia Antipolis, situated at the French Riviera, near the City of Nice, has served as a model for Science Parks, worldwide. It has developed at a continuous manner for more than 30 years. Today there are more than 1.414 companies, around 30.000 jobs, 5.000 students and 4.000 researchers. A meeting of the Business Commission was held in 2011.

The fruitful cooperation with Sophia Antipolis shall be continued and brought into a cooperation agreement. A joint meeting of the UBC Executive Board and the Business Commission in cooperation with the City of Nice in spring 2014 shall be discussed.

Budget Application 2013

Project	Activity	Travel	
Berlin Meeting	2.000 €	300 €	
Malmö Meeting	2.000 €	750 €	
Mariehamn Meeting	500 €		
Coop BDF	1.000 €	750 €	
Coop IASP	1.000 €	1.500 €	
Coop Sophia Antipolis		1.500 €	
Miscellaneous	700 €		
Total	7.200 €	4.800 €	12.000 €

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