XIV UBC General Conference

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

Parallel sessions summaries

24 October

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

Workshop *State of the Youth Guarantee in Baltic Sea Region* had four sessions that had a twofold aim. First of all, the intention of organisers was to bring together major organisations and platforms that are active in fields of education and labour market, and work transnationally. Second of all, the layout of the workshop intended to offer engaging and interactive sessions.

In total, four sessions took place during the workshop and they looked into:

1. The State of the Youth Guarantee in Baltic Sea Region by looking into latest statistical and analytical findings, as well as a case from Turku Region and their success of implementation of the Youth Guarantee was taken up,

2. Various existing platforms and organizations that are active in fields of education and labour market, and operate transnationally to have a discussion on how cooperation among

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Good to know:

- Total number of participants was 60.
- Four sessions took place.
- Eleven speakers shared their insights.
- Workshop was filmed and live-streamed. Video is available at the UBC channel on YouTube and [here](.).

various actors can be more effective. It was done by revealing their relevant activities and groups of people they focus their activities to,

3. Four different actions taking place in Germany, Estonia, Finland and Sweden that are a part of national attempts to prevent young people of leaving school too early and to reach out to those young people who are neither in education, employment or training.

4. A method of action planning that provides an analysis of possible causes for the effects that are met by actors engaged in integration and prevention activities in education and labour market.

The first session provided a short overview of the state of the implementation of the youth guarantee in Baltic Sea Region. The youth unemployment rate in UBC countries in mostly at or below EU average, and, moreover, same goes with the situation of NEETs (young people not in employment, education or training). Youth guarantee vision of the City of Turku was also introduced during the first session. A goal set in 2014 was that in 2017 the Youth Guarantee is reality in the Turku region. This entailed the following things:

- Every young person will be ensured sufficient support and guidance throughout basic education and during the following transitional stages, so that they can move forward in their lives after basic education, be it through further education or other meaningful activities.
- Young people in upper secondary education will, on the whole (over 90%), complete their studies and be prepared to move into the world of work or further education.
- Every unemployed young person will be found a job, place in education, place in a workshop, or rehabilitation.
- Young people will take active responsibility for their own lives.
- Parents will support young people in their efforts to reach their full potential, and parents themselves will receive sufficient support where needed.
- All involved, from officials to those in working life, will actively work together and focus on finding opportunities and developing new innovation.
- Active and effective steps will be taken to remove obstructive bureaucratic hurdles.

Survey done in Turku showed that there has been significant progress in all of these targets. For example, ten years ago in Turku about 6 % of those who finished their basic education did not continue to the secondary level next autumn. Now the number is 5 – not 5 %, but five individuals, who are known by their names. One of the main reasons for these excellent results is multi-professional cooperation between different actors and the good quality of guidance.

The second session provided a floor to seven speakers to elaborate in which ways it is possible to cooperate better. The session had interviews and a short panel discussion. To answer the main question of the session – how can we co-operate more effectively in the future, speakers put forward considerations like:

1. engage in your activities the group of people whose well-being you intend to improve,

2. transnational cooperation flourishes if its coordination is carried by personnel who has field expertise and skills in project management,

3. once specific areas of interaction/ cooperation are defined, various networks and platforms cooperate better,

4. exchange of information among actors is a success factor to establish fruitful cooperation and give a pathway for transfer of experience not only locally but also transnationally.

Whilst the third session was organized as a *speed dating* where four specialists presented their operations in two rounds:

• Estonia: Logbook, a digital solution that provides live-streamed data about activities where young people are engaged, as a part of their plan of integration into the labour market.

• Finland: Attractiveness of the VET and engagement of young people in setting up an attractive image of vocational education and training.

• Germany: Integration of young people in NEET situation who are out-of-reach for public welfare network.

• Sweden: Results from project Plug In 2.0 and how Skåne works with integration of young people in NEET situation at regional level.

The fourth session concentrated on NEETs and various measures developed for them. The key question in this session was what are their needs and is their prospective included in activities planned for them? The workshop focused on identifying the problem and cause behind the youngster becoming a NEET in order to have better understanding of the problems they are facing and how the causes of that problem are interconnected. Besides that, answering question "why" helps to establish whether further information, evidence or resources are needed to design better solutions for young people.

Almost half of the audience were young people between 17-29 years old. Each group was a mixture of experts and young people, representing different Baltic Sea countries. During 40 minutes session the participants identified the causes of the problems "Why is it difficult to find/reach out young people in NEET situation?" and "Why available measures or activities do not bring young people closer to the labour market, education or training?"

The learning experience of this exercise was to go beyond the problem and consider what the causes of it are. And when designing activities of the project or method it's important to analyze, if those measures tackle the causes of the situation that the problem resulted in.

It was valuable to get inputs from the young people, who often have different prospective on the problem. In this specific case, they talked about lack of understanding and gap between measures developed and what the young person needs in reality. It was great to see how interested they were in this exercise and how equal they were with the adults.

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Interreg funding for glocal development in the maritime economy

The workshop on "Interreg funding for glocal development in the maritime economy" was divided into three parts related to the programmes, the projects and a discussion.

The first part combined presentations of three Interreg Programmes, providing funding for cross-border development in maritime economy sectors: the South Baltic Programme, the Öresund-Kattegat-Skagerrak Programme and the Central Baltic Programme. The presentations familiarised the audience with the idea of INTERREG funding and the concept of cross-border cooperation. The presenters also explained the geographies and the thematic areas supported by their Programmes, especially the ones related to maritime economy (e.g. transport, tourism, environment, innovation, etc.). Some of the funded projects exemplifying the contribution to development in the maritime sector were briefly outlined.

The next part was the presentations of three Interreg funded Projects:

- BBVET - Boosting Business Integration Through Joint Education – South Baltic project;
- INTERMARE – Internationalisation of South Baltic Maritime Economy – South Baltic project;
- Baltic Blue Growth - Baltic Blue Growth - Initiation of full scale mussel farming in the Baltic sea – Baltic Sea Region project

Each of the project presented in about 10 minutes:

- The goals and ambitions of the project – what is it about?
- How it is related to glocalisation, 'thinking globally and acting locally' in the maritime economy.
- What are the main activities and actions in the partnership and what is the current progress in the project.

The third part was a discussion in three groups, around the following topics:

- 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?
- 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?

As an outcome of the discussion in groups the following best practices, that are worth to be upscaled or transferred were identified:

- Promoting the recycling of PLASTICS, e.g. local community actions to clean the beaches (as cleaning the forests) from plastic garbage, attracting youth into this topic, incentives for recycling plastic
- Greening Transport measures – by shaping transport corridors, awareness raising through digital agenda

- Promoting cross-border cooperation between different stakeholders and awareness raising among youth in particular
- Establishing student companies and providing funding to ideas

As to conditions and drivers for transfer/upscaling of ideas, these were mentioned:

- open-mindedness
- changing the perspective
- involvement of local people, youth
- motivating by showing a bigger picture, showing the benefits
- meetings for exchange of information and idea;
- great, large scale actions in social media;

The main obstacles to transferring best practices were defined as:

- limited access to funding
- market entry barriers, and market response
- logistics
- different legal frameworks in different countries

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

1. The value of the ground in cities increases every day. What are the current ruling values when planning the use of the ground? Is it the direct economic revenue from selling/renting out ground, or is it the long-term revenue for instance health, interaction and tourism? These questions lead me as a landscape architect and a city planner to further questions:

Does open public space have an intrinsic value?
Where do we find social values in the dense city?
With a starting point in Växjö we have an exchange rather than a lecture.

Ida Karlsson; City planning and landscape architecture, Växjö Municipality

UBC | UNION OF THE BALTIC CITIES

Växjö kommun
The Greenest City in Europe

2. LGBT and sustainable development

A presentation on how Växjö Municipality works with diversity in general and LGBT in specific. The presentation is followed by a discussion around how working for an including society interacts with sustainable development.

Karin Hopstadius; Operations developer, Växjö Municipality

3. READY – EU funded project with focus on innovative energy efficient solutions but also with social aspects. READY is a five year project in Växjö and Aarhus that demonstrates affordable retrofitting of residential buildings and offices, development and demo of new solutions for low temperature district heating, large scale PVT systems, heat recovery from waste heat, visualization of energy use and much more with the aim to reduce energy use and carbon dioxide outlets.

Jan Johansson; Energy manager, Växjö Municipality

4. Chemicals in products – how can we handle them?

Welcome to a discussion about how the increasing knowledge of how chemicals and plastics affects health and environment influence actions in public organizations. What can we do to reduce the risk for residents and the environment? Can and should we go ahead of the legislation? How do we value risks? What actions are reasonable to take?

Pernilla Bodin; Coordinator for chemical management, Växjö Municipality

5. Electric vehicles are more and more frequently used in the transport system nowadays, in Växjö as well as in many other cities. In Växjö there are about 75 charging points for electric vehicles, but it is not enough. In this workshop we will discuss and share experiences about strategies for improving the charging infrastructure.

Henrik Johansson; Environmental coordinator, Växjö Municipality

6. Globalization and Digitalization will change the Life for all of us – Do you know in what ways?

Two megatrends in our contemporary world are globalization and digitalization, and these phenomena have enormous impact on societies, mankind and the field of art and culture. Växjö Municipality is, just like so many other municipalities, trying to find strategies and build capacity to interact with these forces. Welcome to a discussion about our future as human beings!

Fredrik Sandblad; Officer, Culture and Leisure services, Växjö Municipality

7. Växjö Municipality has, like a lot of other cities, targets to increase the sustainable transport mode. In public transport has the city succeeded and raise the passengers with almost 50% from 2012 to 2016. But with bicycle has the city not achieved any significant change according our metering system. Bicycle lane has been build, problems along the bicycle lane has been fixed, mobility campaigns has been done but no sign of more cyclist along our bike lanes were we have our cycling counters. Växjö has a high number of cyclist and according our latest travel (2012) survey 19 % of all personal travels.

We like to discuss this issue and learn more from participating cities of suitable solutions to raise the number of cyclist in this workshop.

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City Branding in the Baltic Sea Region – UBC Communications Network

During the XIV UBC General Conference on 24 October 2017 at 15.30–18.00, UBC Communications Network held a joint seminar and workshop "City Branding in the Baltic Sea Region". Altogether 24 participants attended the seminar and the workshop.

The seminar (15.30–17) explored current trends in city branding, led by **Pärtel-Peeter Pere, CEO and** co-founder of Future Place Leadership. Main topics in the seminar were place branding, place making, talent attraction and change leadership, followed by a workshop.

The workshop and brainstorming session **(17–18.00)** focused on developing the work of UBC Communications Network for the next 1–2 year period, led by UBC Communications Manager **Irene Pendolin**.

Branding a place is a strategic process

"Fifteen years ago, 80 percent of people said they chose the company before the city. Today, 64 percent choose the city before they choose the company or the job". – Charles Landry

In other words, most professionals nowadays choose to relocate to a specific city, not necessarily a company or country. Pärtel-Peeter Pere introduced examples from strategic branding by nations (Sweden, Finland), regions (Pomerania, Nordic Council of Ministers) and Baltic Sea Region cities (Helsinki, Copenhagen, Gothenburg, Tampere, Aarhus). In addition, the concept of a Baltic Sea Region Brand was discussed.

Branding a place is not marketing but a strategic process that should be connected to everything that the city/country/region does. Place branding is social, about reputation and what you have to offer:

- Stakeholder involvement and becoming part of the local fabric are the keys
- Using architecture and design (city centres, parks etc.)
- Measuring effects
- Engaging the community
- City government enabling bold experiments
- Regular people ("the local taxi driver") becoming involved and acting as ambassadors for the place/city/country/region.

Battle for global talent

Attracting talented professionals requires attracting also the spouses and families. Significant factors include possibilities for the spouse to work, day-care and schools for children (including costs), working culture and hours, and the balance of professional and personal life, possibilities for hobbies and outdoor activities, social networks and activities, safety etc.

Key question is also how to make the talent and e.g. foreign students stay and continue to live and work in your city. To enable this, companies, cities, regions and countries use for example creative campaigns and trainee programmes.

- Case example: Carlsberg – The Danish Way: https://www.youtube.com/watch?v=1v8n7lL-frA
- Case example: Grundfos, Danish pump manufacturing company, who work actively with UN's Sustainable Development Goals to differentiate themselves and attract talent.
- Case example: Helsinki and Supercell – "Helsinki has all the benefits of city life while still being small enough to walk around, voted one of the world's most liveable and creative cities"
- Youth ambassador programmes, e.g. Youth Goodwill Ambassador Network of Denmark (YGA)

Workshop: Involving stakeholders in BSR city branding

In the workshop part of the seminar, participants discussed in groups for 20 minutes the following themes to form key words and themes:

- Leadership for the future: who needs to act and how to work with sustainability?
- How can you play an active part in city branding, UBC's communication, image building / brand ambassadors?
- What can you do as individuals, students, organisations, NGOs or as city representatives

After their discussion, the groups presented their key words, themes and ideas:

Group 1

- Gain trust, change mindsets
- Sustainability, all in – practical solutions, conferences etc.
- Vision: simple to understand, easy to follow

Group 2

- Everyone needs to act. Who leads?
  - Youth is the future
  - Local enterprises
- Have a plan, include everyone
- Cities need to like and share the UBC in their social media

Group 3

- #real – there needs to be something real about the branding, everybody involved in doing things and sharing and believing in the stories
- #strategy – change comes from the citizens, not the officials – we need "the local taxi driver"

Group 4

- Everybody involved
- Strategy – long term but flexible, small steps to keep it authentic, storytelling and narratives – every place has a story that the local people relate to

Group 5

- Ecosystem
  - Cities, companies, citizens, NGOs, third sector
  - Everybody needs to speak the same language
  - UBC is an ecosystem – share whatever is sharable
- Sustainability – social pressure
- We cannot dictate the brand, but we can facilitate – cities as facilitators

Planning the future work of the UBC Communications Network

In the beginning of the brainstorming session, UBC Communications Manager Irene Pendolin talked about the purpose of UBC Communications Network and its activities in the past couple of years. The brainstorming session consisted of three parts that focused on the question **"What should Communications Network do in the next 1–2 years so that it would benefit your work?"**

The participants brainstormed individually for 2–3 minutes, then joined colleagues in groups of 4–6 to summarize, and came up with five ideas or themes that the Communications Network could realize in the next 1–2 years. The ideas were written down on post-it notes and collected by Irene Pendolin, who formed main themes according to the ideas on the notes. The group then studied the themes together.

The themes that emerged were "Sharing", "Visibility", "Technics" and "JFK" ("Ask not what UBC can do for you, but what you can do for UBC").

At the end of the session, all participants voted for three favourite ideas or themes that UBC could realize in the next 1–2 years:

Theme **Sharing** included the following ideas/themes:

- Sharing good practices of the cities (11 votes)
- Video competitions in YouTube about different topics (5 votes)
- Platform for sharing good news (e.g. Instagram) (3 votes)
- Linking information on events in member cities (2 votes)
- Developing video content (2 votes)
- Sharing videos (0 votes)

Theme **Visibility** included the following ideas/themes:

- Sharing good practises of the cities (9 votes)
- UBC projects on the website (5 votes)
- Clear communication of UBC potential, goals and best practises (2 votes)
- Common campaigns (2 votes)
- More visibility for commission work (2 votes)
- Online exchange about good practise cases (2 votes)
- Infographics (1 vote)
- External communication – support and lobbying of bigger projects (0 votes)

Theme **Technics** included the following ideas/themes:

- #competitions (6 votes)
- Publishing and distributing information on youth participation (5 votes)
- Bulletin – more simple version, more themes (2 votes)
- Post subjects and questions early enough (email, website etc.) (1 vote)
- Place in social media for everybody (0 votes)

- Promotional information on participants (0 votes)
- Sharing social media accounts for a week (0 votes)
- Sharing of information internally (0 votes)
- Using advertisements for promoting social media accounts (0 votes)

Theme **JFK** ("Ask not what UBC can do for you, but what you can do for UBC") included the following ideas/themes:

- Active communications network (1 vote)
- Sharing and promoting success stories (1 vote)
- One week for every city to post news (1 vote)
- Cities should promote UBC more (0 votes)
- Pro-active communications network (0 votes)
- UBC as a window to UBC cities' web pages (0 votes)

The most popular ideas/themes according to the vote were Sharing good practises of the cities (9 votes), Simple platform for sharing stories (8 votes) and #competitions (6 votes). A plan will be made on how to execute these ideas/themes in the near future. The results of the vote and a summary of the seminar will be sent to the seminar participants and the whole UBC Communications Network by the end of November 2017.

The next communications event of the UBC will take place during the UBC Conference on Integration of New Citizens on 12–14 March 2018 in Rostock. One of the workshops during the conference will be on communication. More: http://ubc.net/ubc-events/ubc-conference-integration-new-citizens-save-date

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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

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

On 25 Oct BDF organized a workshop together with Union of Baltic Cities (UBC) at the UBC Annual Conference in Växjö, Sweden. The aim was to inspire cities in their work with start-up communities and digitalisation and to inspire new city-to-city collaborations across borders.

Connecting cities and digital start-ups

The Baltic Sea Region (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 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" 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 more concrete pilots are needed 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?

Summary of workshop

The State of the Digital Region report 2016 from Top of Digital Europe (www.topofdigital.eu) set the stage as *Professor Martin Andersson*, *Blekinge Institute of Technology & Lund University* – co-author of the report - explained how cities can connect places and people across borders by combining "local buzz" with "global pipelines".

Four inspirational cases from Turku, Gdansk and the Växjö area gave examples on how cities in the BSR can support their digital start-up communities and help local entrepreneurs to connect with other actors and cities:

The SparkUp initiative, *Marko Puhtila, Director of Growth and Development Services, Turku Science Park*

A new innovation cross-border start-up platform "SparkUp" aims at accelerating the development of new knowledge-intensive businesses in close cooperation with local universities and businesses. New startups coming out of this process have better understanding and capabilities of working in international markets and are already familiar working with cross-border partners. SparkUp focuses on generating new business ideas and startup companies, and supporting their operating prerequisites, growth and internationalisation.

Growing start-up community in Gdansk, *Magdalena Smolak, Start-up community manager & Tomasz Szymczak, CEO, Starter Gdansk*

Six years' expertise in running business Incubator STARTER recognizable in CEE region – ups and downs. Building community is one of the key factors that is the fundamental pillar of thriving startup ecosystems. Best practices – supporting startups on the way; from entrepreneurial education for kids and youth, through live-in Incubator (CLIPSTER) and at the end global expansion.

IEC: A successful triple-helix infrastructure for digital entrepreneurs in the Linnaeus region,

Lars Hornborg, Project Manager, IEC 2020

Seven years ago, IT researchers at Linnaeus University decided to do something about the lack of a stable collaboration structure between academy and industry in the IT sector. A year later, the "Information Engineering Center" was launched. This EU project, owned by Linnaeus University and co-funded by ERDF, two regions, two municipalities and industry, has grown a network of 230 member organizations, an industry association, a research institute, and a successful model for collaboration and innovation, contributing to making this one of the strongest IT regions in Sweden

How we support digital start-ups in the Kronoberg region, *Helena Collin, CEO, Företagsfabriken AB*

A case on business incubators in Sweden and the knowledge and experience working with digital start-ups, with a focus on The Business Factory in Kronoberg and the specific context in the Kronoberg region (entrepreneurship and the start-up scene). An example was emphasized: The start up "My Say" that takes digital thinking into the physical shops in our city centres.

The discussion

touched upon questions like:

How (and why) to encourage local entrepreneurs to connect abroad? Should a city develop value propositions emphasizing uniqueness and strong ecosystems in order to attract start-ups from other cities? How to balance the competition between cities in attracting talents with a structured exchange of entrepreneurs?

Selected quotes:

"We should focus on local values. When the entrepreneurs are ready they go abroad by themselves".

"BSR: Making the cake bigger together means everyone can get a bigger piece!".

"It's a question of building competitive advantages together in the region"

"We need more exchange programmes for start-ups in BSR and structured actions between cities"

In the second part of the workshop, two inspirational cases focused on Digitalisation in city development. They exemplified how cities can work visionary and structured with digitalization in order to empower development and change in order to keep and increase service:

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

The CitiCAP project (citizens' cap and trade co-created) to reduce emissions from transport, collect and make available digital data on mobility, develop new transport services for citizens and experiment with a personal carbon trading scheme for mobility. Lahti Light Way – the public transport interface – a new and a low cost solution for digital passenger information modelled for smartphones. "Porukka" mobile app for better interaction between inhabitants and city officials.

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*

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.

Alessandro Cenderello, Ernst&Young, concluded in his wrap-up that the BSR, one of the most integrated and interconnected regions in the EU, can serve as an accelerator for innovation and growth as well as a platform for new smart city solutions. He

encouraged more cross-border experiments between cities to provide joint solutions on joint problems and cross-border programmes to support collaboration between start-up ecosystems at different levels.

A brand new EU programme, "Digital Cities Challenge", was shortly introduced by Pärtel-Peeter Pere, CEO & Partner, Future Place Leadership: http://digitallytransformyourregion.eu/dcc/. The programme supports cities in their work with different aspects of digitalization.

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

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Data collection principles for civil protection prevention activities

During XIV UBC General Conference in Vaxjo UBC Safe Cities Commission organized Commission meeting and workshop "Data collection principles for civil protection prevention activities. Together we can."

In the UBC Safe Cities Commission meeting took place together with youth representatives who participated in the UBC Youth Conference. Youth representatives were introduced with UBC Safe Cities Commission developed animation movies about safety at home. After discussions about the animation movies, a task for youth representatives were given – to develop various animation movie scenarios which would be used for education youth in the Baltic Sea Region about safety, as well various safety issues were discussed. Discussions showed that the youth are most worried about their virtual safety, respectively – their safety in internet. However, other safety issues were important to, all youth representatives agreed, that street safety is one of the key issues, i.e. drunk driving, using mobile phones while driving. Following safety issues were safety at

home in various ways – electrical problems, fire and other emergencies. One of the key issues were violence threats – domestic violence, sexual abuse and bullying. Finally yet importantly mentioned problems were drug usage and disasters – natural and terrorist attacks. In discussions with youth representatives various solutions how to prevent these risks were discussed and analyzed.

All the discussions lead to safety animation movie scenarios, which mainly all included previously discussed risks and dangers with more specific views on what to pay more attention. However, the youth involvement in UBC Safe Cities Commission work gave the possibility to view various issues from the youth perspective and gave more insight in the youth thoughts regarding safety issues and gave ideas for possible collaboration in future.

In the following day UBC Safe Cities Commission organized workshop "Data collection principles for civil protection prevention activities. Together we can" where it was planned for work groups to develop general data collection principles for civil protection prevention activities. Even though the topic of the workshop was complex, few youth representatives took active part in it. Because of the small number of participants, the workshop was carried out more as a discussion where youth representatives were involved. Discussions began with setting the common understanding for civil protection and what it includes. Basic ideas about on which data it would be important to focus were discussed and it was decided, that the specific discussions need more time and the civil protection topics should be divided more specific for each discussion, i.e. traffic improvement, citizens knowledge and preparedness, collaboration between emergency services, etc. Key point for the data gathering is the data analysis, so if the data is collected, it is necessary to know how to analyze them, how to connect them with other data sources and ways and what to do with the generated data to improve the prevention activities. Outcome of this workshop will help UBC Safe Cities Commission for next activities.

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26 October

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

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

During the workshop the Working Group members and guest participants were discussing the crucial articles of the Charter that relate specifically to their local practices to find what works and what are the most urgent issues to be confronted with our local policies, according to Charter. In the background we were discussing the cases of Gdańsk, Helsinki, Kalmar and other cities in the Baltic Sea Region that have already signed the Charter and the ones in the process of preparation to this act.

The initial discussion based on introductive presentation provided by Ann-Sofie Lagercrantz – one of the Group coordinators and representative of the City of Kalmar. Ann-Sofie Lagercrantz discussed consecutive articles of the Charter and then focused mainly on recent evaluation of its first 10 years of proceedings and practice in particular European cities. The presentation led from the historical background of the Charter's constitution to its practical implementation in the Union of Baltic Cities.

Ann-Sofie Lagercrantz mentioned the principle goals of the Charter funded on the assumption that the case of equality of women and men should be considered as the fundamental right, widely stated on the Pan-European level.

In the given context, the participants were about to share and discuss their local concerns regarding principles of the Charter, considering the recent backlash happening also in many European countries as well as the challenges of the contemporary world, to begin with the so called refugee crisis discussed in the perspective of gender equality, the efforts to preventing violence against women and the principles of inclusiveness based on wide representation of variety of different age, social and ethnic groups. Participants expressed their view on the crucial areas where the Charter could be seen as the tool or a part of more complex process of social change.

During the workshop the Design Director of Helsinki, Anne Stenros came up with examples on how *Women and Tech* – event consisting of 1000 participants this year – started as an informal gathering of only couple of women interested in sharing their experience. Deeds, not words! – as the Stenros' massage proclaims.

Other components of the workshop included the view on the processes going on in Gdańsk nowadays – to mention only the international conference on Charter, the declaration of the mayor on implementing the Charter, the latest initiatives such as the Citizen's Panel on equality and more, discussed briefly by Julia Gierczak, representative of Network of East West Women and UBC WG on Gender Equality, with the contribution of the former

leader of the Group and the well recognized expert, Hanna Maidell from Helsinki, who also added remarks from the local and international perspective.

The practical result and the planned follow up of the workshop would be the recommendation transferred to the UBC Executive Board by the WG members, proclaiming that UBC should also sign the European Charter on the wide, organizational level. That could give a good aim to the coming year to get all member cities to sign and also the action plan needed after signing covers implementation in the work of the UBC commissions. City of Kalmar is ready to apply EUSBR funds to run a project with this aim.

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Culture – key to sustainable leadership. Culturability

The session consisted of two short presentations and discussion. Ms. Jaana Simula told about the role of culture as the fourth pilar in sustainable developement and to role of culture when making your city more inclusive one of the tools being cultural planning.
More info http://www.ubc.net/sites/default/files/www.ubc_.net_8705_1.pdf

Mr Olaf Gerlach Hansen presented hands –on methods in cultural planning such as Minecraft and Block-by-Block with some examples. These examples showed how youth can be included in cultural and city planning and making the city more inclusive.
More info https://blockbyblock.org/, http://culturability.lv/new-video-on-minecraft/

More about the goals http://www.un.org/sustainabledevelopment/sustainable-development-goals/

In the discussion also matter of measuring culture was brought up. One of the new tools is The Cultural and Creative Cities Monitor. The tool is created by EU Science Hub - Joint Research Centre and it aims to map cultural and creative assets and measure their value and impact in a systematic and comparable way across Europe. The monitor measures cultural vibrancy, the creative economy amongst other points.

More info http://europa.eu/rapid/press-release_MEMO-17-1804_en.htm

The work shop was run by:
Olaf Gerlach Hansen, Senior Advisor, the Danish Culture Institute. Danish Cultural Institute is a selfgoverning institution, that has since 1940 been engaged in fostering mutual understanding between
people and cultures.

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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

Baltic regions appreciate the importance of communication and cycling tourism.
The most important goal is to build infrastructure and then take action on the preparation of the tourist offer and its promotion.
EV bike trails can combine Baltic cities built with infrastructure and the co-operation in the preparation of joint actions based on the development of bicycle tourism. This direction will allow us to build the BSR tourist offer and, consequently, its tourism brand.

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

Based on the URMI project (http://www.urmi.fi) presentations two main discussions came up. One rotated around the necessity to attract migrants to Europe and further to the Baltic Sea Cities. All comments from the audience stressed the fact that, due to the demographics, there is great need for young labour force to sustain our ageing societies. It was also stressed that integrating the newcomers at the receiving end has to be a high priority. Anything else is pure waste of societal resources - and against the principles of open societies.

The other discussion theme was local government strategies. After the presentation, which highlighted the institutionalization of sustainable development in Finnish municipalities, the discussion turned into general observations of local strategies. There were examples of strategies, which are not followed up systematically, and of cases, in which strategies lead to operational measures - as good strategies ought to.

For the URMI project (Urbanization, mobilities and immigration, funded by the Academy of Finland Strategic Research Council) the workshop was a great opportunity to connect with the international stakeholders. We would very much like to maintain this connection, to discuss the policy related findings of the project with the UBC community. After the workshop, at the dinner tables of the Concert Hall, many brought up the need to bring more science in the UBC context. Please feel free to turn to the URMI people to make this happen.

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