



UBC Smart and Prospering Cities Commission

Activity Report October 2013 – October 2015

1. Summary

The reporting period is particularly marked by the merger of the former Commissions on Business and Tourism in 2013 and the establishment of the current Smart and Prospering Cities Commission in 2015 in connection with the restructuring of the UBC commission's system.

Six meetings open to UBC member cities and external professionals from business, academia and administration were held Mariehamn (Finland), Gdańsk (Poland), Kristiansand (Norway), Kiel (Germany), Malmö (Sweden) and Oslo (Norway). Seminars, projects and contacts in relation to business and tourism were provided. The commission has contributed to the UBC wide processes of restructuring and communication.

Actually the following cities are members of the Smart and Prospering Cities Commission: Bergen, Elva, Espoo, Gavle, Gdańsk, Greifswald, Jēkabpils, Jurmala, Jyväskylä, Karlstad, Kaunas, Kemi, Kiel, Kolding, Kotka, Kristiansand, Kristianstad, Liepaja, Malmö, Naestved, Oskarshamn, Rostock, Siauliai, Tampere, Tartu, Tartu, Tukums, Turku, Vaasa, Vaxjo, Soderhamn.

2. Activities 2013

October

Commission's meeting Mariehamn

The Commissions on Business and Tourism decided to merge to the new Commission on Business and Tourism. The commission's strategy, current and future actions were discussed. New members could be won.

Workshop on youth unemployment Mariehamn

In cooperation with the Commissions on Education and Youth Issues a workshop on "How to prevent & fight unemployment among youth" was run. The participants had the chance to compare experiences and share good practices. The Workshop has given an overview of the current situation in Europe and the Baltic Sea Region, presented successful examples from UBC member cities and gave room for a discussion about possible ways out of the crisis by cooperation between cities, businesses, social partners and institutions.

December

Steering Committee meeting Gdansk

Several initiatives and projects in connection with the aim of the commission - to provide a platform for policy development in the fields of economic recovery, long term economic development and employment - have been discussed. The following priorities were defined: knowledge society, marketing, talent attraction, smart cities.

Projects

Enjoy South Baltic

The project Enjoy South Baltic (ESB) aimed to develop joint actions promoting the South Baltic area as a tourist destination. The goal was to strengthen the image and competitiveness of the South Baltic region defined as the "rising star" among other international tourist destinations and to improve the quality of tourist offer and services throughout direct cooperation to private sector.

Baltic Culinary Route

The project Baltic Culinary Route (BCR) aimed to prepare a final tourist product with the involvement of the UBC member cities. It should promote the Baltic Sea Region, its traditions, customs and current tourist offer.

3. Activities 2014

March

Steering Committee meeting Kolding

Preparation of meetings and activities 2014. Discussion about how to professionalize the administration and the communications and marketing of the commission.

April

Commission's meeting Kristiansand

The meeting was hosted by the City of Kristiansand (Norway). The main topic was talent attraction and place branding with regards to both workforce and tourism. Globalization means for companies, regions and cities to fight the daily battle for talents. The participants and external experts from business and academia presented and discussed ways to attract young and well educated workforce.

September

The projects UBC Baltic Sailing Camp and Improvement of Higher Maritime Education as well as the strategy 2015 have been discussed.

Projects

UBC Baltic Sailing Camp

The City of Kiel is home of the world's largest sailing event Kieler Woche and the Camp 24/7. Run by Kiel Marketing since 2002 the unique Camp 24/7 gives more than 9,000 participants per year an opportunity to get familiar with sailing in over 30 different courses. The sailing camp is an ideal platform to show children, adolescents and family's the proper handling of the ocean while leading them to water sports. An extensive, free-of-charge land programme rounds up this genuine Baltic Sea project.

With support of experts from Kiel Marketing and starting from 2015 a spin-off sailing camp should be send on tour to present the concept in different cities – always in collaboration with local authorities and associations. The sailing camp would stay in each city for a period up to one week, inviting local schools to participate in the program. To kick-start the cooperation and create an even closer bond between the participating cities, we suggest a youth exchange program based on the concept of the sailing project Camp 24/7.

In 2015/2016 the commission in cooperation with Kiel Marketing and the hosting city will run 2 to 3 seminars on the connection of waters sports location marketing tourist attraction and investment

promotion. Participants will get the chance to present their cases. The exchange and the development of similar projects in UBC member cities is made possible. The construction of a network and the close cooperation between interested cities is sought. The project funding for each stopover can be generated by the involvement of local partners from the public or private sector. As a further development to the cooperation and the sailing camp, we are contemplating to implement a sailing regatta between the participating cities in order to show the close bond between the partners.

In the long term the cooperation could lead to a common EU project with the purpose to develop a toolbox about how to use water sports for location marketing, tourist attraction and investment promotion.

Improvement of Higher Maritime Education

The commission and the Department Maritime Systems (MTS), Faculty of Interdisciplinary Research, University of Rostock have agreed to improve higher maritime education and to strengthen the co-operation between academia and the maritime sector.

This cooperation project recognizes the importance of the maritime sector for the Baltic Sea Region economy and is fully aware of the need to balance blue growth, resource efficiency and the protection of the marine environment. It has examined the need to strengthen higher maritime education and the need to improve match-making between university graduates and potential employees within the maritime sector. It recognizes the need to establish a distinctive panel or network pooling information on the development of higher maritime education in the South Baltic Region and adjoining regions. The partners intend to identify possibilities to promote and strengthen co-operation between academia and the Maritime Sector regarding the development of higher maritime education; Exchange experiences and best practices aiming at the further development of maritime related study programmes. Intend to mutually inform the other parties about new developments regarding higher maritime education, conferences, future projects and other matters related to higher maritime education.

The Department Maritime System will build up a contact data base available to all parties of the Generation BALT Network/Maritime Alliance. The parties agree to minimize data traffic by only exchanging information relevant to the issues Blue Growth, Maritime Economy in relation to training and education.

4. Activities 2015

May

Strategy workshop Malmö

The new UBC Smart and Prospering Cities Commission chose during its first strategy workshop “Attractive Cities” and “Innovation Ecosystems” as focus areas for the period of 2015-2017.

Attractive Cities: Following a broad approach of cities’ attractiveness this focus area shall embrace strategies and actions targeted at both talents, businesses and visitors. Systematic, strategic development of cities attractiveness is taking into account both the attraction, development and retention of these target groups. Important elements of this focus area are therefore talent management, investment promotion and destination marketing.

Innovation Ecosystems: There are different systems aiming to foster innovation in all of UBCs member cities. The different development agencies largely differ with regards to administrative level (local, regional, national), mandate, modus operandi, target groups etc. Besides the institutional

ecosystem, also the Commissions approach to Smart Cities at the intersection of energy, transport and ICT will be important for the commission's efforts under this focus area.

To achieve maximum benefit for our UBC member cities and external partners UBC Smart and Prospering Cities Commission will run strategic workshops in May and October 2015 and seminars on Attractive Cities in December 2015 and in spring 2016 and on Innovation Ecosystems in autumn 2016. The seminars are planned from lunch to lunch with professional input from a consultant, best practice presentations of member cities and site visits at promotion agencies and private companies. The project topics subtopics and further projects shall be developed in working groups and presented during the commission's meetings.

To foster knowledge sharing between meetings a LinkedIn group for all members of the commission will be created. This will serve both as a bulletin board for idea suggestions and knowledge sharing on current projects on individual members as well as easy sharing of member database with picture and contact information. The members are encouraged to work with other members bilaterally wherever applicable.

Projects

Go Green, Stay Global

The goal of "Go Green, Stay Global" is to provide a platform for local firms and industries to strengthen their ability to act on global market opportunities in environmental-sound and sustainable areas of business without cannibalizing on existing technical and organizational competences.

This platform will target small and medium sized globally-oriented SME's that based on their technical expertise have the potential to become, strong international players in a global and green value chain but that face challenges while transitioning to these new market areas.

The actions will address these resources constraints and lack of competences to identify and enter new growth markets, creating awareness for market opportunities and attracting venture capital finance. Simultaneously, the project aims to act as a learning environment for local public government on how to interact with these firms and their transition to greener markets.

S3-Empowering for Innovation and Growth in Medium-Sized Cities and Regions

EmplInno fosters the implementation and improvement of research and innovation strategies for smart specialisation (RIS3) in medium-sized cities and regions in the BSR. It exploits the transnational value of mutual learning and joint networking in common priority areas.

RIS3 specialists will mobilise companies and other innovation actors by networking, disseminating and working on concrete project ideas for the respective action plan. Regional authorities as strategy owners receive feedback and guidance for a better delivery of the RIS3.

In the partners' RIS3 six overlapping priority areas are identified, in which innovation and growth will be enhanced via R+D transfer workshops and training courses for SMEs as well as transnational empowering (pooling, delegation trips, cluster cooperation, matchmaking). In doing so, the project contributes to higher institutional capacities of innovation intermediaries and regional authorities, improved R+D transfer and higher competitiveness of SMEs.

Baltic Sea Region Urban Forum for Smart Cities (BUF)

The objective of BUF project is to strengthen the innovation capacities of BSR local authorities and related innovation actors for the implementation of sustainable urban development by providing the model for smart city early dialogue model and implementation throughout the BSR.

The underlying rationale is that cities and towns are increasingly becoming focal points for development and application of new technologies and innovations and it is particularly important to support cities and towns in pursuing innovations that enable green growth and sustainable development.

The project helps to identify, adapt and multiply good practices in order to build capacity and exchange knowledge, thus enabling the cities to become truly smart. This will happen by facilitation of dialogue, experience sharing and joint action on identification and application of existing and new green technologies and social innovations in urban areas and, thereby, supporting strongly the smart growth of BSR.

UBC Baltic Sailing Camp

See above.

The bigger picture

We want to draw attention to smart regions beyond the Baltic Sea Region. In terms of business, tourism and higher education one of Europe's smartest regions is Region Cote d'Azur, France. Over 160 different nationalities live and work on the Cote d'Azur, forming a unique multicultural environment. This has led to an array of services aimed at foreign residents and the highest concentration of international schools in France after Paris. The Cote d'Azur is home to the 3rd largest concentration of management professionals in France: a pool of expertise that is constantly evolving. After Sophia Antipolis, Europe's leading science and technology park dedicated to IT, the Cote d'Azur Eco-Valley at the gateway to Nice is entirely devoted to developing cleantech and smart cities.

Together with the UBC Executive Board and other commissions we aim to organize a smart city delegation trip to Region Cote d'Azur.

Creative Ports

The cultural and creative industry stands for growth and innovation. It is an important driving force in every knowledge society and stands behind its economic strength. A particular characteristic of the cultural and creative industries is the small size of their corporate structure. A low capital intensity and a high heterogeneity of the markets allow for low market-entry barriers and high start-up dynamics.

The main goals of CREATIVE PORTS are to boost mobility, knowledge transfer, networking and internationalization of young cultural and creative entrepreneurs in the Baltic Sea Region. This means increasing institutional knowledge and competence of CCI support centres and universities by developing an online platform for cultural and creative entrepreneurs. Training and mentoring, enhancing the capability of cultural and creative entrepreneurs to work in transnational environment by promoting entrepreneurial skills - online and offline. Developing an international network and professional contacts. Offering a platform for showcases, pitching and matchmaking, potentially leading to an international market access.

Wolfgang Schmidt
Chairman

23 September 2015

Action Plan

To achieve maximum benefit for the member cities the commission will run seminars on place promotion and talent management in December 2015 and in spring 2016 and on innovation ecosystems in autumn 2016. The seminars are planned from lunch to lunch with professional input from a consultant, best practice presentations of member cities and site visits at promotion agencies and private companies.

The subtopics and further projects shall be developed in working groups and presented during the commission's meetings.

The steering group in cooperation with the Gender Equality Officer will draft the strategy 2015 – 2017 and discuss it in the 2nd strategy workshop during the UBC General Conference in Gdynia in October 2015.

To foster knowledge sharing between meetings it is recommended to create a LinkedIn group for all members of the commission. This will serve both as a bulletin board for idea suggestions and knowledge sharing on current projects on individual members as well as easy sharing of member database with picture and contact information. The members are encouraged to work with other members bilaterally wherever applicable.

Actions 2015

May	1 st Strategy workshop
October	2 nd Strategy workshop
December	Place promotion & talent management seminar

Actions 2016

April	Place promotion & talent management seminar
October	Innovation ecosystems seminar

1.1 Projects

Go Green, Stay Global

The goal of "Go Green, Stay Global" is to provide a platform for local firms (and industries) to strengthen their ability to act on global market opportunities in environmental-sound and sustainable areas of business without (or limiting) cannibalizing on existing –often strong– technical and organizational competences.

This platform will target small and medium sized (globally-oriented) enterprises (SME's) that based on their technical expertise are, or have the potential to become, strong international players in a global and green value chain but that face challenges while transitioning to these new market areas.

The actions proposed in this project will address these resources constraints and/or lack of competences to identify and enter new growth markets these organizations and vary from creating awareness for green market opportunities to attracting venture capital finance, both national and international, that has expertise in green markets, i.e. "smart money".

Simultaneously, the project aims to act as a learning environment for (local) public government on how to interact with these firms and their transition to greener markets.

S3-Empowering for Innovation and Growth in Medium-Sized Cities and Regions (EmplInno)

EmplInno fosters the implementation and improvement of research and innovation strategies for smart specialisation (RIS3) in medium-sized cities and regions in the BSR. It exploits the transnational value of mutual learning and joint networking in common priority areas.

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UBC – Kiel Sailing Network

The City of Kiel (Germany) is home of the world's largest sailing event Kieler Woche and the Camp 24/7. Run by Kiel Marketing since 2002 the unique Camp 24/7 gave more than 70.000 participants an opportunity to get familiar with sailing in over 30 different courses. The sailing camp is an ideal platform to show children, adolescents and family's the proper handling of the ocean while leading them to water sports. An extensive, free-of-charge land programme rounds up this genuine Baltic Sea project.

Based on this experience, the UBC – Kiel Sailing Network is composed of the following modules

- Get the Camp 24/7 for a week in your city
- Young sailors exchange program
- Implementation of a Baltic Sea Regatta

With support of experts from Kiel Marketing we'd like to send a spin-off sailing camp on tour to present the concept in the different cities – always in collaboration with local authorities and

associations. The sailing camp would stay in each city for a period up to one week, inviting local schools to participate in the program.

To kick-start the cooperation and create an even closer bond between the participating cities, we suggest a youth exchange program based on the concept of the sailing project Camp 24/7.

As a further development to the cooperation and the sailing camp, we are contemplating to implement a sailing regatta between the participating cities in order to show the close bond between the partners. Starting from Kiel, the yachts will sail from participating city to city. For the interested spectators, it will be possible to follow the race via live tracking system and join the teams at each stopover.

European Single Market

The UBC Smart and Prospering Cities Commission and the General Secretariat aim to organize a joint meeting of the UBC Executive Board and the Commission in Nice, France. The City of Nice shall be won as host. The meeting shall partly be financed by the budget of the Commission.

In terms of business, tourism and higher education, the most interesting market in Europe is France and especially the region Cote d'Azur. The former UBC Business Commission had many years of partnership with this region.

The City of Nice, capitol of the region, has expressed a deeper interest to come in contact with the Baltic Sea Region.

Nice is the fifth most populous city in France. The urban area extends beyond the administrative city limits with a population of about 1 million. Nice has the second largest hotel capacity in the country and it is one of its most visited cities, receiving 4 million tourists every year. It also has the third busiest airport in France.

Nice is the seat of the Chambre de commerce et d'industrie Nice Cote d'Azur. It manages the Airports Nice and Cannes, as well as the Port of Nice. Investors from France and abroad can also benefit from the assistance of the Cote d'Azur Economic Development Agency Team Cote d'Azur.

After Sophia Antipolis, Europe's leading science and technology park dedicated to IT, the Cote d'Azur Eco-Valley at the gateway to Nice is the first French operation of national interest (OIN) to be entirely devoted to developing cleantech and smart cities. Over 160 different nationalities live and work on the Cote d'Azur, forming a unique multicultural environment. This has led to an array of services aimed at foreign residents and the highest concentration of international schools in France after Paris. The Cote d'Azur is home to the 3rd largest concentration of management professionals in France: a pool of expertise that is constantly evolving.

Jenny Broden
Wolfgang Schmidt
Lukas Wedemeyer

5 June 2015