

ACTIVITY REPORT

SMART AND PROSPERING CITIES COMMISSION

November 2015 – October 2017

1. General description

Chairman

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Vice Chairman

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Secretariat

The commission's secretariat is run by Wolfgang Schmidt and fully financed by the City of Kiel.

Aims & goals

The UBC Smart and Prospering Cities Commission focuses on strategy development, innovation ecosystems and cities attractiveness.

Concrete goals are:

- Develop a vision of a smart and prospering city
- Identify opportunities and challenges of this long-term goal
- Deduction of key areas and concrete measures for practical implementation
- Increase the degree of recognition among the UBC member cities and relevant macro-regional stakeholders and bind them more closely to the commission
- improve internal and external communications significantly
- Recognize the chances of gender equality and diversity and identify measures for implementation
- Find ways to achieve sustainable cooperation with the other UBC commissions and ensure a genuine participation of the UBC youth

In 2016, we held two events on the subject of innovation ecosystems (Copenhagen, May 2016) and attractive cities (Hamburg, September 2016). The results are very convincing and we have 90% positive feedback from the participants. The number of participants and the internal and external visibility of the UBC could be increased significantly.

2. Meetings/seminars/conferences

Copenhagen May 2016

Number of participants
20+

Short description

There are different systems aiming to foster innovation in our member cities. The different development agencies largely differ with regards to administrative level (local, regional, national), mandate, modus operandi, target groups etc. We consider institutions like agencies, science parks and accelerators. Learn about successful strategies and proven measures from the fields of smart cities, cooperation of business, academia and administration, digitalization, energy, transport and ICT, creative industries and soft landing. Our seminar in Copenhagen has given the participants the opportunity to meet world class experts from Copenhagen Capacity, Copenhagen Science City and Technology Region Aachen and to learn about successful strategies on innovation, investment promotion and cross border business settlement. The seminar was directed at administration experts, entrepreneurs and scientists.

Outcomes

- Investment Promotion
- Innovation & New Bizz
- Youth Social Entrepreneurship
- Commission strategy 2016/2017
- Cross-border business settlement promotion
- Copenhagen Science City

Hamburg September 2016

Number of participants

40+

Short description

The UBC Smart and Prospering Cities Commission seminar on Attractive Cities was a great success. More than 50 participants from nearly all countries of the Baltic Sea Region joined a free executive seminar on talent management and place promotion, run by northern Europe's # 1 place marketing consultant firm. They had the chance to experience designxport - the City of Hamburg's exhibition and event center for current design. The secret of success of the Hamburg strategy and brand management was uncovered. Modernity means gender equality. This was brought up by the Gender equality officer of the commission, Toril Hogstad from Kristiansand. She showed that gender equality is a potential for cities in the Baltic Sea Region. We have learned from an international executive consultant about executive search, HR consulting and business coaching. The participants met practitioner from Hamburg Kreativ Gesellschaft, the municipal institution to promote Hamburg's creative industries.

Outcomes

- Talent management
- Place promotion
- designxport Hamburg site visit
- Hamburg Marketing – strategy and brand management
- Gender equality as a potential
- Executive Search, HR Consulting, Business Coaching
- Hamburg Kreativ Gesellschaft site visit

Rostock May 2017

Number of participants

50+

Short description

The workshop was a joint approach to guide a growing Baltic city into a great Baltic city. UBC Commissions on Planning and Smart and Prospering Cities and INTERREG Project Network JOHANN had invited to Rostock.

Outcomes

- How can the Hanseatic City of Rostock meet their resident's needs even better? How can economic growth and innovation capability be ensured in the future?
- What concrete answers can a holistic city planning and development provide to the mayor and the people?
- How to make cruising tourism with small ships to the future response for the historical heart of the city?

3. Projects

Creative Ports

The Cultural and Creative Industries (CCI) represent a leading opportunity area of the Baltic Sea Region (BSR). With strong emphasis on innovation it has a significant ability to solve problems through utilization of creative working methods. This potential needs to be strengthened to create a spillover effect into other sectors. Pursuant to the EU Innovation Union Scoreboard 2015 however there is an unbalanced development within the BSR. Sweden, Finland, Denmark and Germany are categorized as Innovation leaders, Estonia, Lithuania, Latvia and Poland are seen as Moderate Innovators respectively. Creative Ports aims at establishing the institutionalized macro-regional space for non-technological innovation in the entire BSR, facilitated by increased business sophistication of the CCI actors and their interactions with the policy-making level. The change achieved by the project will benefit the Region by increasing number of highly needed innovations making the Region more competitive. The application process continues.

Exchanges for All

Youth-Exchange is the word used by European Union's Erasmus+ program (as well as previous "Youth in Action") for an international youthcamp, international mobility, according to the rules of these EU-programs. In the context of "Exchanges for All" it is an international, artbased on-campus project, at which 40-50 young people of same age from 3-5 different countries live, eat and work together during a week according to an approved program of basically music, dance, drama, circus & visual art. Exchanges for All will research on learning-outcome from participating in an internal, artbased youth-exchange. Make models for implementing low-cost, but still high-quality, youth-exchanges and export such youth-exchanges to the schools as learning-tool for 8th grade students (age 13-15).

4. Cooperation with other organisations

- Baltic Development Forum
- Goethe Institut
- Swedish Institut
- STRING

- INTA International Urban Development Association

5. Communications

We strive to get awareness for the UBC, its objectives and its activities through diverse communication measures against relevant target groups.

6. Other activities

In connection with the restructuring of the UBC commissions, we have developed a strategy for the years 2016 to 2017. Therefore numerous member cities participated in an externally moderated strategy workshop in 2015 and agreed on midterm objectives, topics and projects. The implementation of the future topics gender equality and diversity are in the discussion and are promoted energetically by our gender equality officer. With the realization of the Exchanges for All project an active integration of the former commission for education is on a good path. Overall the restructuring process has been successfully completed for the commission.

The main challenges for the years to come are closer ties to the Presidium and the Executive Board, integration into the UBC's overall strategy, improvement of communication and marketing and strengthening the commitment of the member cities.

Wolfgang Schmidt

26.09.2017