



UBC Smart and Prospering Cities Commission

Action plan and budget application 2015 – 2016

1. Decision recommendation

The Executive Board

1. takes note of the action plan 2015 – 2016.
2. approves the budget application 2015 – 2016.

2. Budget application

2015

Activity	Budget in €
1st Strategy workshop	
External experts	2.300
Conference costs	1.500
Preparation	1.200
Total	5.000
2nd Strategy workshop	/
Place promotion & talent management seminar	
External experts	2.000
Site visits	500
Networking	1.000
Preparation	1.000
Total	4.500
Total 2015	9.500

2016

Activity	Budget in €
Place promotion & talent management seminar	
External experts	2.000
Site visits	500
Networking	1.000
Preparation	1.000
Total	4.500



Innovation seminar	
External experts	2.000
Site visits	500
Networking	1.000
Preparation	1.000
Total	4.500
Projects	
Go Green, Stay Global	
EmplInno	
BUF	
Sailing Network	
European Single Market	
Total	3.000
Communications	1.000
Secretariat	1.000
Total 2016	14.000

3. Explication

The UBC Smart and Prospering Cities Commission carried out a strategy workshop open to all UBC member cities on 26th May, 2015 in Malmö. From the results of the workshop and the decisions taken by the commission members, the thematic priorities, the action plan and the budget application 2015 – 2016 have been derived and approved by the members.

3.1 Administration

Chair Wolfgang Schmidt (Kiel, Germany)
 Vice Chair Lukas Wedemeyer (Kristiansand, Norway)

Steering group Jenny Broden (Karlstad, Sweden)
 Wolfgang Schmidt
 Lukas Wedemeyer

Gender Equality Officer Toril Hogstad (Kristiansand, Norway)

3.2 Communications officer

The position of a Communications Officer remains unfulfilled for the time being with an open invitation to delegates to express their interest. The commission has given the steering group the mandate to seek administrative support by the UBC management until a communications officer has been found.

3.3 Commission's secretariat

The task of a secretariat remains unfulfilled for the time being with an open invitation to member cities to express their interest. The commission has given the steering group the mandate to seek administrative support by the UBC management and find a solution for the case the secretariat will not be overtaken by a member city until the GC in Gdynia.



3.4 Thematic priorities

Main topics	Place promotion Talent management Innovation ecosystems
Subtopics	Smart cities Creative industries European markets Digitalization

3.5 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

3.6 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 (Emplnno)

Emplnno 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/or social innovations in urban areas and, thereby, supporting strongly the smart growth of BSR.

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.

5th June, 2015

Jenny Broden
Wolfgang Schmidt
Lukas Wedemeyer