

UBC Smart and Prospering Cities Commission Network I Learn I Do

Activity report November 2015 – November 2016

Summary

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.

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 (Copenhagen 20, Hamburg 40) and the internal and external visibility of the UBC could be increased significantly.

With the ongoing applications of two EU funding projects from the Europe for Citizens (30.000 EURO) and INTERREG (170.000 EURO) programs, we strive to acquire external funding.

For 2017 two meetings in Munich and Växjö and a joint meeting with the Planning Cities commission and a stronger participation of the Youthful Cities commission are in planning.

The main challenges for 2017 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.

Thematic focus

As a result of our strategy workshop the UBC Smart and Prospering Cities commission deals with the topics of cities attractiveness and innovation ecosystems.

Cities attractiveness: We develop strategies targeting at talents, businesses and visitors. We derive measures for talent management, investment promotion and destination marketing.

Innovation ecosystems: We develop strategies targeting at business development agencies, science parks and accelerators. We derive measures for energy, transport, ICT, creative industries and soft landing.

Network

Globalization increasingly effects the economic development of cities. Competition is growing and challenges have become more diversified. Regional cooperation and collective action is

the key for future success. We offer a reliable network of administration experts, entrepreneurs and scientists.

Learn

We run seminars on attractive cities and innovation ecosystems. Our lunch to lunch meetings come with professional input, best practice presentations and site visits.

Innovation Ecosystems Copenhagen May 2016

- Copenhagen Capacity
- Youth social entrepreneurship
- Copenhagen Science City
- Cross-border business settlement promotion

Attractive Cities Hamburg September 2016

- Talent management and place promotion – Executive seminar
- 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

Do

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.

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, art-based 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).

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<http://www.ubc.net/commissions/smart-and-prospering-cities>

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