

## EDITORIAL

### ¡Viva la ciudad!



There is good cause for cities to be optimistic about the Spanish Presidency of the EU. The Spanish Government has expressed its

commitment to actively support urban issues during its term in office in the first half of 2010.

When I met the Spanish Secretary of State for EU affairs, Diego López Garrido, last October he spoke of his vision for a decentralised Europe in which city governments have a key role in bringing the EU closer to the citizens.

The need for an integrated approach to urban regeneration is among the Spanish Government's top priorities. During its EU Presidency, Spain will consider three dimensions of urban development:

- **Environmental:** cities' role in meeting climate targets, delivering energy efficiency in the built environment and urban transport, as well as the need to prevent urban sprawl.
- **Economic:** cities as sources of green jobs; directly investing in deprived urban areas.
- **Social:** by connecting physical urban regeneration with comprehensive social programmes.

To these ends the Spanish plan a local government summit in February and a high-level conference on integrated urban development in Madrid in April. In addition two EUROCITIES events are included in the Presidency diary: the joint meeting of our Economic Development and Environment Forums in Madrid on 10-12 February, and our Social Affairs Forum in Murcia on 11-12 March.

The great challenges facing Europe – climate, recovery and inclusion – will be won or lost in Europe's cities. This is a view that EUROCITIES shares wholeheartedly with the Spanish Presidency.

Paul Bevan  
Secretary General

## HIGHLIGHTS

### Mayors and MEPs for urban development in Europe



The 'Cities4Europe' event held at the European Parliament in Brussels on 27 January was a resounding success, with the participation of almost 150 guests, including over 30 MEPs as well as 20 Mayors and politicians from across Europe.

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### EU Spanish Presidency Summit to feature cities' international work



Terrassa Metropolitan Area will host a conference on 24 February to look at the benefits of international activities gained by cities which are engaged in the EUROCITIES network. The event forms part of the 'European Summit of Local Governments', organised by the Spanish EU Presidency.

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### Fighting urban poverty and social exclusion in Europe



EUROCITIES' Inclusive Cities campaign for the 2010 European Year for Combating Poverty and Social Exclusion kicked off at our annual conference in Stockholm last November. See inside for information on our events and activities planned for the 2010 year, the first of which is taking place under the EU Spanish Presidency in Murcia next month.

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# Key developments



## After the Lisbon Strategy for Growth and Jobs – EUROCIITIES and EU 2020

The EU 2020 Strategy will be the successor to the Lisbon Strategy for Growth and Jobs, setting the strategic direction for the EU as a whole. The original Lisbon Strategy was criticised for relegating social and environmental issues to secondary importance. Another impediment to the Lisbon Strategy's success was the lack of meaningful local involvement in governance, leading to an ineffective top-down approach.

In late 2009 the European Commission presented a consultation document highlighting themes that may form the basis of EU 2020, to which EUROCIITIES submitted a response on 15 January. The Commission emphasised the importance of economic issues in its consultation, particularly following the recent EU wide recession. EUROCIITIES agrees that strong efforts must be made to move towards sustainable economic recovery, but policy

measures will have maximum impact if the following recommendations are acted on:

- EU 2020 should present an integrated policy framework, combining economic, social and environmental issues
- Local authorities must be involved in all stages of preparation of EU policies and national implementation plans
- The focus of economic and innovation policy must extend beyond industry, and should include the public and third sectors, as well as SMEs and other stakeholders such as Universities
- Whilst undoubtedly important, employment should not be seen as the sole foundation of social empowerment, and greater emphasis on service provision and local integration measures is needed

- Sustainability should not be limited to a green economy, and local approaches to procurement, energy saving, transport are just some examples of a wider approach needed

Following the release of the consultation document in 2009, the European Council itself voiced dissatisfaction. An informal European Council meeting was held in February, in which EU 2020 was a key point for discussion. The European Commission is expected to release its EU 2020 proposal in March. This will form the basis of discussions at the Spring Council meeting on 25-26 March, when Heads of State will seek political agreement on the core components of EU 2020. If this is achieved, the process will move to determining more exact form and content by Summer 2010 ■

European Commission EU 2020 consultation: [www.ec.europa.eu/eu2020](http://www.ec.europa.eu/eu2020)

EUROCIITIES EU 2020 consultation response: [www.eurocities.eu](http://www.eurocities.eu)

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## Mayors and MEPs for urban development in Europe

The 'Cities4Europe' event held at the European Parliament in Brussels on 27 January was a resounding success, with the participation of almost 150 guests, including over 30 MEPs as well as 20 Mayors and politicians from across Europe.

In his opening remarks, EUROCIITIES President, Jozias van Aartsen, Mayor of the Hague, (pictured right) stressed the need for clearer EU budget lines in the direction of cities, which would give way to greater potential for innovation in addressing climate change, economic recovery, and social inclusion.

MEP Jan Olbrycht, President of the EP Urban Intergroup (pictured left), during his intervention spoke of 'using the principle of subsidiarity in a different way' as an area that needed further consideration.

Also speaking at the event, the former EU Commissioner for Regional Policy, Danuta Hübner, MEP and Chair of the EP Regional Development Committee, expressed her admiration for cities - for



being pragmatic by working together and sharing knowledge to deal with such complex challenges. On behalf of her Committee, Ms Hubner expressed strong support to continue working with cities towards shaping a better future for Europe:

"Nothing can replace cities in shaping Europe's knowledge-based society. Cities are homes for innovation. They have the capacity and conditions to combine globalised aspirations with local potential...Cities are Europe's opportunity," said Ms Hubner.

Closing the event, EUROCIITIES Secretary General Paul Bevan (pictured middle) stressed that the three key challenges facing Europe – climate, recovery, inclusion – will be won or lost in Europe's cities:

"Climate, recovery and inclusion are EUROCIITIES' key priorities for 2010 and probably beyond. That is why this Parliament must in turn make cities the strategic priority for Europe...There is a value in European Parliamentarians working together in partnership with Mayors to ensure that policy properly addresses local needs, and not least to engage or re-engage our citizens in Europe."

Jointly organised by EUROCIITIES and MEP Jan Olbrycht, the Cities4Europe event provided an important opportunity for Europe's mayors, city politicians to meet and key Parliamentarians to discuss ways to work together in addressing Europe's priorities and challenges in the next five years.

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# Key developments



## Fighting urban poverty and social exclusion in Europe

**W**ith 2010 designated as the European Year for Combating Poverty and Social Exclusion (see p.9), the time is ripe for cities to highlight the urban dimension of poverty and exclusion.

The first of our events planned for 2010 will be held in cooperation with the Spanish Presidency of the EU. Taking place in Murcia on 10-11 March, this meeting will focus on social service provision and reaching the harder to reach members of society. The following seminars are also planned, each focusing on a different aspect of poverty and exclusion:

- Health inequalities – Ghent, 21-22 April
- Long-term unemployment – Katowice, 10-11 May

- Area-based approaches to social inclusion – Budapest, 14-15 June
- Child poverty – Newcastle, 30 September/1 October

In addition, EUROCITIES' four thematic forums will hold meetings to look specifically at aspects of exclusion and poverty related to their field of work. Based on the conclusions stemming from discussions at all these events, EUROCITIES' will submit a message to the Social Protection, Health and Consumer Affairs Council in Autumn 2010, advocating key issues that cities will want addressed in the National Action Plans on Social Inclusion 2011-2013.

A EUROCITIES research paper, 'Social Exclusion and Inequalities in European

Cities: Challenges and Responses' focusing on poverty and social exclusion in urban areas was published in January. Based on the input from over 20 cities, the paper explores issues such as unemployment, child poverty and digital exclusion. It also outlines concrete steps that cities are taking to respond to these challenges. It will guide EUROCITIES' awareness-raising debates, activities and events in 2010.

Just launched, the new 'Inclusive Cities' website contains news and information on our work in this area, as well as a calendar of events. It also provides a database of tried-and-tested strategies successfully implemented by cities to combat poverty and social exclusion ■

Inclusive Cities: [www.inclusivecities.eu](http://www.inclusivecities.eu); Anna Drozd, EUROCITIES Programme Officer - Social Inclusion: [anna.drozd@eurocities.eu](mailto:anna.drozd@eurocities.eu)

## EU Spanish Presidency Summit to feature cities' international work

### Terrassa Metropolitan Area | 24 February 2010

Terrassa Metropolitan Area is hosting a conference on 24 February to look at the benefits for cities of international networking through networks like EUROCITIES. The event forms part of the 'European Summit of Local Governments', organised by the Spanish EU Presidency.

Under the theme of international cooperation, the Terrassa conference

focuses on areas such as the development benefits linked to cities' role in promoting technology clusters, creative industries, urban mobility, green technologies, as well as migration and its implications for social inclusion. The event takes place on the last day of the Summit which will be held in different cities around Barcelona.

Local government representatives attending the conference will present a range of EUROCITIES policy activities, projects and campaigns in which their cities have taken a leading role. The presentations will highlight the 'added-value' generated by international city partnerships. Discussions will also look at the EU's role in supporting cross-border networking among cities.

Joan Chicón, Head of European and International Relations of Terrassa Metropolitan Area: [international@terrassa.cat](mailto:international@terrassa.cat)  
European Summit of Local Governments: [www.europeansummit2010.eu](http://www.europeansummit2010.eu)

## City mayors convene on migrant issues

The fourth INTEGRATING CITIES conference will kick off at London's City Hall on 22 February. The event has attracted participation from a high number of representatives across a wide range of cities in Europe.

Co-hosted by the Mayor of London, Boris Johnson, EUROCITIES and the European Commission, the conference will launch 'EUROCITIES Charter on

Integrating Cities', which attending mayors will be invited to sign. This charter underlines the commitment and leadership of Europe's cities in addressing migrant integration through their roles as policymakers, service providers, buyers of good and services and employers.

The event will also explore a shared vision on migrant integration through a series of thematic workshops. These will

allow participants to engage in more in-depth exchanges of experience.



To register now for the conference and workshops, email: [integratingcities@london.gov.uk](mailto:integratingcities@london.gov.uk)  
For the latest programme, visit: [www.integratingcities.eu](http://www.integratingcities.eu)  
Theresa Moloney, EUROCITIES Project Officer Migration and Integration: [theresa.moloney@eurocities.eu](mailto:theresa.moloney@eurocities.eu)



## Boosting city-university relations

EUROCITIES Culture Forum | Bologna | 10-13 March 2010



The next meeting of the Culture Forum will be hosted by the city of Bologna, seat of the oldest University in the Western world. The meeting's plenary sessions will focus on two main themes:

- 'UniverCity': how to encourage relations between cities' culture departments and universities, and the impact of students from abroad on a city's local cultural life
- Indicators for culture: all cities' culture departments need them, but there are no international standards, and simple numerical indicators such as number of visitors are not enough.

Under this discussion topic, members will share experiences of setting up indicators and new ideas for the future. More broadly, the programme will also include:

- EUROCITIES Working Group on-site meetings featuring technical visits
- An on-site meeting of the EUROCITIES informal group on education and culture
- A new 'Open space' session for informal meetings, partner searches or presentations on specific themes
- Social events and cultural visits

A short online survey (see below) was developed to gather your contributions to the meeting agenda. There is still an opportunity to provide input if you haven't done so already ■

Please take 5 minutes to complete the survey at: [www.surveymonkey.com/eurocitiesbolognasurvey](http://www.surveymonkey.com/eurocitiesbolognasurvey)  
 Giorgia Boldrini, City of Bologna: [giorgia.boldrini@comune.bologna.it](mailto:giorgia.boldrini@comune.bologna.it)  
 Julie Hervé, EUROCITIES Policy Officer – Culture: [julie.herve@eurocities.eu](mailto:julie.herve@eurocities.eu)

## New Commissioner vows to boost student mobility and job skills

At her hearing in the European Parliament on 14 January, Cyprus's European Commissioner for Education, Culture, Multilingualism and Youth, Androulla Vassiliou said that providing better training and boosting the mobility of young Europeans were key to helping the EU emerge from the financial crisis.

Formerly the EU Commissioner for Health, Ms Vassilou pointed to the following areas she considered priority:

- Education and lifelong learning: modernising education and training to improve the quality and relevance of education; connecting education more

closely to the professional world and establishing deeper partnerships between universities and companies.

- Youth and mobility: stimulating interest among the young in matters concerning Europe and democracy; encouraging young people and teachers to be more mobile within the European Union.
- Culture: pressing for all EU Member States to ratify the UNESCO convention on cultural diversity; ensuring that the EU's programmes ensure access to education and culture for 'all', with an emphasis on those in disadvantaged

categories, including immigrants; encouraging conditions where creativity, innovation and cultural expression can flourish; and strengthening the European Agenda for Culture, among others.

Lastly, Ms Vassilou showed commitment to promoting the educational and social aspects of sport and to ensuring the protection of minority languages.



European Parliament Commissioner hearings: [www.europarl.europa.eu/hearings](http://www.europarl.europa.eu/hearings)  
 Julie Hervé, EUROCITIES Policy Officer – Culture: [julie.herve@eurocities.eu](mailto:julie.herve@eurocities.eu)

## Save the date! European Forum on Cultural Industries

Barcelona | 29-30 March 2010

Within the framework of the EU Spanish Presidency, the Spanish Ministry of Culture and the European Commission, in collaboration with the Chamber of Commerce of Barcelona, are organising the European Forum on Cultural Industries on 29-30 March in Barcelona.

During the meeting, the European Commission will present its 'Green Paper on Cultural and Creative Industries' and stakeholders will discuss future challenges for the sector. One of the main lines of discussion will be creativity and cultural industries in territorial development as well as in local and regional development programmes.

European Forum on Cultural Industries: [www.eu2010feic.org](http://www.eu2010feic.org)



# Economic Development



## Celebrating 20 years of EU urban policy

Looking at the past 20 years of urban development and in particular at how the EU's cohesion policy has played a part in helping cities grow was the core purpose of a meeting held by the European Commission on 4 February in Brussels.

EUROCITIES Secretary General Paul Bevan was among the invited speakers, including key figures such as the then Commissioner for Regional Policy Pawel Samecki, ex-Commissioners Monica Wulf-Matheis and Danuta Hübner, Director General Dirk Ahner, ex-DG Graham Meadows, academic Michael Parkinson,

and MEP Jan Olbrycht, Chair of the EP's Urban Intergroup.

In his contribution, Mr Bevan made the case for EU-wide cohesion policy and for cities to be at the heart of EU policy. For the future he presented arguments for both a new 'URBAN 3' community initiative to support the integrated regeneration of neighbourhoods and the need to ensure more effective mainstreaming of urban measures in structural funds. Other than a few exceptions, attendees noted that EU Member States had not mainstreamed under the current programming period as the Commission had wanted. To that,

Mr Bevan added, "we need to oblige or encourage Member States to focus serious EU and national resources to address what are both acute and strategically significant economic, social and environmental urban challenges."

The event concluded optimistically, encouraged by the prioritisation of cities expressed by Mr Samecki at the event and also by the incoming Commissioner for Regional Policy, Johannes Hahn at his recent European Parliament hearing. There is seen to be the opportunity for a 'fresh start' on urban policy from the Commission building on the past 20 years of experience ■

European Commission Regional Policy: [www.ec.europa.eu/regional\\_policy](http://www.ec.europa.eu/regional_policy)

Marie Ranty, EUROCITIES Policy Officer - Economic Development: [marie.ranty@eurocities.eu](mailto:marie.ranty@eurocities.eu)

## New Regional Policy Commissioner gives hopes to cities

Commentators said that the Austrian Commissioner Johannes Hahn impressed MEPs with his competence and knowledge on issues central to the EU's regional policy during his hearing at the European Parliament on 14 January 2010.

The new Commissioner referred to regional policy as "a success story of European integration" and said it should remain as a priority for the EU. On the future of the cities, EUROCITIES welcomed Mr Hahn's emphasis on finding new urban policies aimed at improving the contribution of European cities to regional development goals. Mr Hahn

insisted on the need to take subsidiarity seriously. Different cities face different challenges, he argued, and a more proactive urban policy was needed to bring regional cities into the planning process.

The Commissioner strongly supported the need for an integrated approach for regional policy, arguing that without a shared model of management, progress and concrete results would be difficult to achieve. He stressed the need for investing more into research, education and innovation. Mr Hahn supported the simplification of funding rules

and procedures, and advocated 'zero tolerance for errors' in the use of EU money.

Mr Hahn also recognised the need for improvements in support of urban environmental policies. He cited funding provisions for energy efficient housing as a possible solution to the current energy waste manifesting in cities across Europe.

EUROCITIES will make arrangements to meet with the Commissioner in the coming months to discuss ways in which to involve cities in developing the future cohesion policy.

European Parliament Commissioner hearings: [www.europarl.europa.eu/hearings](http://www.europarl.europa.eu/hearings)

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## EU Spanish Presidency addresses economic challenges

The Spanish Presidency of the EU has taken the lead at a crucial time when the EU is slowly recovering from the financial crisis and aware of the need to encourage sustainable growth. One of the presidency's main objectives is to drive the EU out of the crisis by resuming job creation and moving towards fiscal consolidation. The Spanish believe that support measures should be

withdrawn once the crisis is over, since they have eroded the fiscal position of most EU Member States.

As underlined in the new EU 2020 strategy (See Flash - Key Developments), EU economic development must be based in innovation and knowledge. For this reason, the Spanish Presidency will concentrate on promoting corporate

research, development and innovation, and technological development. Collaboration between public and private sectors will be crucial to implementing information technologies and fostering innovation within SMEs.

The presidency will strive to move towards a low carbon economy to fight climate change, as well as providing new sources for

economic growth. Renewable energy and increased energy efficiency are fundamental objectives, not least to create more jobs in this field.

The EU Spanish Presidency faces wide-ranging economic challenges, which will impact the strategies of subsequent presidencies aimed at leading the EU towards a sustainable and balanced economy.

EU Spanish Presidency: [www.eu2010.eu](http://www.eu2010.eu)



## ELENA: new grant facility for local government sustainable energy projects

**T**he European Commission and the European Investment Bank (EIB) have launched an initiative to help city and regional authorities invest in renewable energy and energy efficiency initiatives.

The European Local Energy Assistance (ELENA) facility can cover up to 90% of the costs associated with technical assistance for preparing large sustainable investment programmes, which may also be eligible for funding from the EIB. The ELENA facility has a budget of €15 million for its first year of operation.

In particular investments in public and private buildings, urban transport and local energy infrastructure such as smart electricity grids, energy efficient ICT and charging points for electric cars, would potentially qualify for ELENA assistance. Ideally the proposals are different from the mainstream investment programmes, this can be achieved by increasing the scale for example.

Only investment programmes contributing to the '20-20-20' EU objectives; a 20% reduction of greenhouse gases, 20% increase of energy

efficiency and 20% of the energy used is renewable energy compared to 1990, are eligible.

Applications for ELENA assistance run through the EIB and the European Commission. The assistance facility is open to signatories and non-signatories to the Covenant of Mayors. Only public bodies in eligible countries can apply, other entities can be involved to implement the investment programme ■

ELENA: [www.eib.org/elena](http://www.eib.org/elena); email: [elena@eib.org](mailto:elena@eib.org)

## Promote your work on the Covenant of Mayors website

Signatories of the European Commission Covenant of Mayors initiative are invited to showcase their best practice in energy efficiency on the project's website. Each signatory can place up to three good practices on the website's 'Benchmarks of Excellence catalogue', which promotes the exchange of good

practice and visibility for local level action. Over 80 EUROCIITIES member cities have signed up to the Covenant of Mayors, thereby underlining their commitment to reducing CO<sub>2</sub> emissions through energy efficiency. EUROCIITIES is officially recognised as a 'Supporting Structure' to the Covenant of Mayors. In this role, it will

continue to support EUROCIITIES members, facilitate exchange of experience between signatories and candidates to the Covenant of Mayors, and help members to promote their involvement in this ambitious EU initiative.

Covenant of Mayors: [www.eumayors.eu](http://www.eumayors.eu)

Dion Wierds, EUROCIITIES Communications Officer - Climate Change, Energy & Covenant of Mayors - [dion.wierds@eurocities.eu](mailto:dion.wierds@eurocities.eu)

## Be smart, be sustainable – Restructuring the city of tomorrow

Welcoming participants at the joint EUROCIITIES Environment-Economic Development Forum event in Madrid on 10-12 February, the Mayor of Madrid, Alberto Ruiz-Gallardón demonstrated how cities are finding ways to promote both growth, through a more efficient use of their resources, and sustainable development.

The meeting was held under the auspices of the Spanish EU Presidency, which was represented by Carlos Carnero, Spanish Special Ambassador for European Integration. Mr Carnero highlighted that cities' voice needs to be heard now in the EU agenda if the EU wants to be a union of citizens. Underlining the role of the local level as recognised in the Lisbon Treaty, he insisted that cities need to

be more involved in the design of EU economic, social and environmental policies.

Participants looked at strategies that cities are adopting to address climate targets and improve economic performance. Various local measures were discussed in workshops such as investments in green jobs, eco-innovation, greening SMEs and use of appropriate planning tools to maintain and improve standards of sustainable and economic development.

A political statement adopted at the meeting underlines that cities can take the lead in creating a low carbon society which will deliver sustainable economic development. It adds that a new approach is needed involving policy makers at all levels.

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## EUROCIITIES recommendations to Commission on Noise Directive

Responding to the European Commission's Environmental Noise Directive (END), EUROCIITIES' Working Group Noise has submitted a position paper to the Commission putting forward 14 recommendations on areas for review. Of particular importance, the group has recommended that the Commission:

- makes the END more effective by including targets and/or limits;
- makes noise action plans more SMART (Specific, Measurable, Acceptable, Realistic and Time bounded);
- starts the next round of noise mapping at 40 dB (day) and 35 dB (night), irrespective of accuracy issues that will arise at these relatively low levels;
- broadens the scope of the END to account for other noise sorts such as construction noise, neighbourhood noise etc.

The working group will, over the coming months, lobby Members of the European Parliament to see that these issues be addressed.

Henk Wolfert, Chair of EUROCIITIES Working Group Noise: [henk.wolfert@dcmr.nl](mailto:henk.wolfert@dcmr.nl)



## New digital agenda Commissioner, Neelie Kroes

**N**eelie Kroes (pictured left), the Dutch Commissioner and associate of EUROCITIES President Jozias van Aartsen, Mayor of The Hague (pictured right), has convinced Members of European Parliament (MEPs) that she is up to the job of commissioner for the EU's 'Digital Agenda', according to parliamentarians who were involved in her hearings.



According to her written answers to the parliament, Ms Kroes will focus on four priorities during her five-year term:

1. Giving all Europeans access to basic broadband by 2013 and stimulating rapid and widespread upgrade to new generation networks over the next five years

2. Working to develop a real single market for a digital economy, by creating a single market for digital content and work on key EU policies such as the reuse of public sector information and eliminating current fragmentation

3. Continuing efforts to avoid digital divides and ensuring the participation of all citizens in the information society

4. Generating more and better targeted support for ICT research and innovation, through the improvement of private investment conditions, accessible funding for SMEs and the support of new public private partnerships in the ICT field. And, revising ICT-focused aspects of the Research Framework Programme and the current Competitiveness and Innovation Programme (CIP).

As Europe's outgoing competition commissioner, Neelie Kroes built a sound reputation over the past five years, particularly in her handling of antitrust prosecutions of Microsoft, Intel and European asphalt and energy producers ■

European Parliament hearings: [www.europarl.europa.eu/news/public/default\\_en.htm](http://www.europarl.europa.eu/news/public/default_en.htm)

## ICT Policy Support Programme 2010 presented

The European Commission has published its final work programme 2010 for the ICT Policy Support Programme (ICT PSP). The programme supports the wider distribution and adoption of ICT and ICT-based services and features several thematic objectives which should interest EUROCITIES' Knowledge Society Forum members:

1. ICT for a low carbon economy and smart mobility: using ICT e.g. smart metering, smart lighting etc. for greater energy and water efficiency in European social housing; establishing a stakeholder forum to share experience and build consensus on the potential of ICT for improving water management efficiency; creating energy efficient cooperative transport management systems to facilitate the uptake and best use of cooperative mobility services in Europe, leading to a set of specifications for cities for the procurement, testing, installation and monitoring of cooperative traffic management.

2. ICT for health and inclusion: through a thematic network, scaling up eHealth services in Europe to develop a roadmap for making

interoperable eHealth services operational at a large scale in Europe.

The network should involve key stakeholders and relevant experts across borders, at levels of public authorities, researchers, ICT industry and users.

3. Open innovation for future Internet-enabled services in 'smart cities': with each pilot combining the three following elements:

- User-driven open innovation ecosystems, such as Living Labs, that aim to bridge the gap between the development of Internet-based technologies and their rapid uptake in new services.

- A cross-border network of 'smart' cities that supports the sharing of experiences and best practice in implementing open platforms for new Internet-based services in a set of key areas for cities.

- Innovative Internet-based services based on an appropriate combination of technologies such as mobile and location based technologies, broadband and high speed networks.

## Sign up for Smart Cities workshop at EU Sustainable Energy Week!

Brussels | 22-26 March 2010



As part of the European Union Sustainable Energy Week (EUSEW) 2010, EUROCITIES is holding a 'Smart Cities' session on 24 March 2010.

Organised together with DIGITALEUROPE, a Brussels-based representative network of digital industries, the session will convene leading experts from the ICT sector, cities and researchers to discuss possibilities to make cities 'smarter', future-proof, and how ICT can make energy use more informed and efficient.

A panel of experts will review case studies on the measurement, visibility and comparability of emission and energy data, and in particular on the potential of smart grids and smart metres. This will be followed by an open debate on approaches towards a sustained change in business and citizens' behaviour and how public-private models of cooperation can assist in the process.

In parallel, cities across Europe will organise their own locally-held energy days throughout the week.

EUSEW: [www.eusew.eu](http://www.eusew.eu)  
Jan Vandermosten, EUROCITIES Environment Forum:  
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ICT Policy Support Programme Work Programme 2010: [ec.europa.eu/information\\_society](http://ec.europa.eu/information_society)  
Jan Franke, EUROCITIES Policy Officer - Knowledge Society: [jan.franke@eurocities.eu](mailto:jan.franke@eurocities.eu)



## Launch of EUROCITIES 'Barrier-free Cities for All' Working Group



At the initiative of the city of Berlin, a new 'Barrier-free Cities for All' Working Group will be set up under EUROCITIES' Mobility Forum.

The working group will bring together interested stakeholders to promote developments in the fields of planning, building, and transport aimed at achieving a barrier-free city. Conceptually, this would mean working

to remove the stigmas and special solutions related to people with physical disabilities and moving towards urban designs that cater for everyone. In practice, this is something the group would like to achieve in all cities across Europe.

Join for the launch of the new working group in Berlin on 10-12 March! ■

For more information and registration: [Barbara.Berninger@senstadt.berlin.de](mailto:Barbara.Berninger@senstadt.berlin.de)  
Vanessa Holve, EUROCITIES Policy Officer - Mobility: [vanessa.holve@eurocities.eu](mailto:vanessa.holve@eurocities.eu)

## Financing urban mobility

EUROCITIES Mobility Forum | Munich | 2-4 March 2010

The upcoming EUROCITIES Mobility Forum (EMF) meeting will combine policy work and exchange of best practice relating to both financial and marketing aspects of urban mobility, with site visits to discover the international city of Munich.

The plenary session will review costs and new financing options for urban mobility, looking specifically at the biggest challenges faced by cities in financing sustainable urban transport; how the

EU can help mobilise more funds to develop sustainable urban mobility; and where the shortfalls in funding lie.

Speaker representatives from EU institutions, European cities and businesses, will take part in the meeting's plenary session. A mobility project, 'AENEAS' (Attaining Energy-Efficient Mobility in an Ageing Society), will also be presented at the end of the meeting.

EMF Munich 2010: [www.muenchen.de/verticals/Traffic\\_Transport/Eurocities/375980/index.html](http://www.muenchen.de/verticals/Traffic_Transport/Eurocities/375980/index.html)  
Vanessa Holve, EUROCITIES Policy Officer - Mobility: [vanessa.holve@eurocities.eu](mailto:vanessa.holve@eurocities.eu)

## EU Commissioner for transport wants clear benefits for citizens

In his three-hour hearing before the European Parliament's Transport Committee, the Estonian Commissioner Siim Kallas set out his plans for a sustainable European transport policy that strikes a balance between profitability and quality of service for users. Among other areas, MEPs quizzed Kallas on the transport sector's greenhouse gas emissions and rail liberalisation.

The Commissioner spoke of seven areas where he planned to "take concrete measures", namely abolishing obstacles to the proper functioning of the transport market; ensuring appropriate regulation for competition; and reducing the sector's carbon footprint.

In his view, this last priority is "an ultimate goal [which is] not

debatable", as part of his foreseeable "green agenda" that would involve the internalising of transport costs, setting Intelligent Transport Systems (ITS) in place without neglecting the external dimension, developing infrastructures including also the Trans-European Transport Network (TEN-T). Kallas emphasised the need to ensure that EU enlargement has a better place in transport policy. He also alluded to the possibility of setting up of an 'Ad-hoc European Transport Fund' and creating a 'Single European Transport Area'.

Kallas concluded with commitments to continuing his predecessors' previous initiatives, for example, introducing a new 'White Paper on European Transport' with concrete goals.

## Spanish EU Presidency priorities for transport

The Spanish Presidency believes transport will play an influential role during the European economic recovery. Notable projects planned during its six month term will deal with the environment, innovation, and transport security. It is hoped that these issues will also be included in the adjustment of the White Paper on Transport and the Trans-European Transport Networks (TEN-T) Guidelines. Railways will be promoted as a 'green' alternative to road transport for the movement of people and goods. An informal meeting of transport ministers taking place in February will also look at the EU Urban Mobility Action Plan.

Other areas to be targeted by the presidency include that of Intelligent Transport Systems (ITS) and greater collaboration with Mediterranean countries.

EU Spanish Presidency on transport:  
[www.eu2010.es/en/unioneuropea/politicas/transporte/index.html](http://www.eu2010.es/en/unioneuropea/politicas/transporte/index.html)

European Parliament hearings: [www.europarl.europa.eu/hearings](http://www.europarl.europa.eu/hearings)



# Social Affairs



## EU launches 2010 campaign to combat poverty and social exclusion

**A**s the level of government closest to on-the-ground issues, local authorities are best placed to address problems of poverty and exclusion. But to do so effectively, they must be supported by national governments, in terms of financing for social inclusion policies and involvement in regular dialogue aimed at improving the design and delivery of policies that work.

These were some of the main conclusions that came out of the opening conference of the 2010 European Year for Combating Poverty and Social Exclusion, which gathered over 300 delegates from all over Europe in Madrid on 21 January.

Speakers included European Commission President José Manuel Barroso, President of the Spanish government José Luis Rodríguez Zapatero and Vladimir Špidla, EU Commissioner



for employment, social affairs and equal opportunities. All agreed that although employment strategies are the basis of any anti-poverty policy, they must be accompanied by a guaranteed minimum income and access to services. They added that social policies will only function if supported by strong economic growth and participation of people who are living in poverty. A combination of various programmes to tackle multiple deprivation, especially in cases of Roma

exclusion, were seen as one way of dealing with inherent problems.

The speakers highlighted the EU's role in addressing unemployment, child poverty, old age poverty and the integration of migrants, among other associated issues. They also pointed to the wealth of experience and knowledge as one of the EU's most important assets that could help develop a new strategy for tackling poverty and exclusion.

In his remarks, Vladimir Špidla observed the already considerable progress achieved in the field, but noted that given the complexity of the problem, greater time investment was needed to see both tangible and durable results. He added that any anti-poverty strategy would require the long-term commitment of all stakeholders - public authorities, social partners and NGOs ■

EY10: [www.2010againstopoverty.eu](http://www.2010againstopoverty.eu)

See page 3 for more information on EUROCITIES campaign

## Recovery, gender, migration – an outlook to the Spanish Council Presidency

The Spanish government will make job creation and recovery the top priority of its Council Presidency, which covers the first semester of 2010.

In the field of social affairs, the EU Spanish Presidency set a strong focus on gender issues. According to announcements of the Spanish Minister of Equality to the European Parliament, this includes proposals on a European approach to fighting gender-based violence to be submitted to the Employment, Social Policy, Health and Consumer Affairs Council (EPSCO) in March 2010. Proposals on how to remove obstacles for a higher participation of women in the labour

market and on how to close the wage gap between men and women will also be presented.

On migration, the Spanish Presidency will host the forth Ministerial Conference on migrant integration on 16 April 2010 in Zaragoza and will present a report on migration developments in EU Member States at the Council in June. Member States had committed themselves to this monitoring exercise in the European Pact on Immigration and Asylum.

See Flash – Key Developments for information on EUROCITIES activities planned for the Year, and those taking place under the EU Spanish Presidency.

EU Spanish Presidency: [www.eu2010.es](http://www.eu2010.es)

## MEPs approve use of structural funds for social housing

On 10 February the European Parliament voted in favour of a report by MEP Lambert van Nistelrooij (EEP) on a proposal to modify the European Regional Development Fund (ERDF). The objective is to open up the eligibility of housing interventions for marginalised communities, including Roma people, to all 27 EU Member States and not only to those that joined the EU on or after 1 May 2004.

The amendment favours the use of the European Regional Development Fund to invest in housing renovation and housing replacement with the aim of increasing the sustainable integration of marginalised communities. This will help local authorities, together with other stakeholders, to carry out the necessary investments

to provide socially excluded communities with adequate and affordable homes.

Before the vote EUROCITIES, together with CEMR (the Council for European Municipalities and Regions) and CECODHAS (the European Network for Social Housing) issued a joint statement calling MEPs to support the report by MEP van Nistelrooij.

"Our cities are increasingly faced with the challenge of ensuring access to decent housing, especially for marginalised groups at risk of social exclusion", said Paul Bevan, EUROCITIES Secretary General. "We support the idea of strengthening the role that ERDF, and thus Europe, can play in tackling the critical problem of housing exclusion", he added.

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# Participation & Cooperation



## EUROCITIES members among 2010 RegioStars finalists

**E**UROCITIES member cities, Vilnius (Lithuania) and Ljubljana (Slovenia) are among the finalists of RegioStars 2010 with respective projects on 'Social Integration of Individuals suffering from dependency on psychoactive substances' and 'Successful integration of Roma children'.

RegioStars – the awards for innovative projects - recognise and reward original and innovative projects supported by EU cohesion policy which could be attractive and inspiring to other regions. RegioStars 2010 has received a record 87 applications from project promoters, regions and cities from all 27 EU Member States. From these, the RegioStars Jury, under the chairmanship of Jan Olbrycht MEP, also



President of EP Urban Intergroup, selected 24 finalists in the following 6 categories:

- **CityStar themes**

1. Innovative use of brownfield sites in an urban context
2. The integration of migrants or marginalised groups in urban areas

- **ICT Themes**

3. ICT applications for e-inclusion
4. ICT applications by or for SMEs
5. Broadband coverage in less developed regions or rural areas

- **Information and Communication category**

6. Websites offering quality information and showing the European added-value

The finalists presented their projects in Brussels on 27 January 2010. Winners will be announced during the 'Regions for Economic Change' conference, scheduled to take place in Brussels on 20-21 May 2010 ■

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RegioStars 2010: [www.ec.europa.eu/regional\\_policy/index\\_en.htm](http://www.ec.europa.eu/regional_policy/index_en.htm)

## Making the most of city identity

Around 60 participants from 35 cities attended the first meeting of the new Working Group on Branding management and city attractiveness that took place on 2-3 February in Lyon.

Chaired by Grand Lyon and reporting to the EUROCITIES Executive Committee, the group's main objective is to look at how cities combine strategic visions for their future with branding and marketing tools in a bid to reinforce growth and attract investment, business and people.

In Lyon, Working Group members discussed their understanding of marketing strategies and their experience in developing brands for their cities. The main topics addressed included urban marketing, the creation of a brand for a city (such as the 'ONLY

LYON' programme), economic governance models and the difficulty of transforming the image of a city. Budapest, Lublin, Rotterdam, Utrecht and Zaragoza also presented their branding strategies.

Members suggested three overall themes for the next meetings of the group: leadership and governance issues; promotion and evaluation; and impacts of marketing strategies. Meetings are planned to take place in April, June and September. The main conclusions will be gathered in a report on good practice in local area marketing that will be made available for 'EUROCITIES 2010 Zaragoza', the theme of which will be 'Successful cities – vision and identity'.

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## Commission launches consultation on EU Strategy for the Danube Region

As part of preparations of the EU Strategy for the Danube Region, the European Commission throughout February 2010 is organising a series of conferences to gather views and input from concerned stakeholders that would like to get involved in the process. The next meeting in Budapest on 25-26 February will focus on socio-economic aspects of the Danube strategy as well as prosperity and cultural identity of the Danube region.

Drawing closely on the experience of the EU's Baltic Sea Region

Strategy, the European Council requested the Commission to draw up a strategy for the Danube Region by the end of 2010. Challenges already identified are improving transport and energy networks, reducing pollution and tackling flooding.

Following the consultation, the Commission will propose an Action Plan, highlighting priority projects, to be formally adopted in December 2010 in the form of a Communication on the EU Strategy for Danube Region.

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More information: [ec.europa.eu/regional\\_policy/cooperation/danube/index\\_en.htm](http://ec.europa.eu/regional_policy/cooperation/danube/index_en.htm)

# Projects



## NICHES+ national seminars to promote uptake of innovative transport solutions

**N**ICHES+ is a European research project which studies and promotes twelve innovative transport solutions in the field of accessibility, infrastructure and interchanges, traffic management and automated transport systems. In order to move from theory to practice, seven 'Champion Cities' – Artois-Gohelle, Burgos, Cork, Daventry, Skopje, Trondheim and Worcestershire - have been selected to develop implementation scenarios with the help of external transport experts. Within the NICHES+ consortium, EUROCITIES is responsible for publishing and disseminating the results.

Throughout 2010 and 2011, EUROCITIES will assist these Champion Cities to organise seminars in Ireland, France,



Macedonia, Norway, Spain and the UK in order to promote NICHES+ at the national level. The aim is to encourage the uptake of the innovative transport concepts that are studied within the project. The NICHES+ events specifically target local authorities, national transport

administrations, transport experts, research institutes and user organisations. Event programmes will mainly focus on the implementation process, local challenges, feasibility and context conditions and also include site visits and opportunities for political exchange.

The first seminars will be organised by Cork, Worcestershire and Trondheim as part of the European Mobility Week, taking place on 16- 22 September 2010. More information will be provided in the April 2010 NICHES+ newsletter ■

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NICHES+: [www.niches-transport.org](http://www.niches-transport.org)

## Take part in an employment and training seminar near you



**Network of Local Authority  
Observatories on Active Inclusion**

Representatives of EUROCITIES members are invited to join for one of the following five 'National Review Seminars' which will look at employment & training services for the active inclusion of vulnerable people:

- Stockholm on 22 March
- Bologna on 24 March
- Prague on 24 March
- Rotterdam on 29 March
- London on 29 March (affiliated with LAO Southampton)

These cities are host to the EUROCITIES Local Authority Observatories (LAOs) and work within the EUROCITIES-Network of Local Authority Observatories on Active Inclusion (EUROCITIES-NLAO). Each have started a review of their main local and national frameworks under which employment and training services operate and how national policies are interpreted locally. They are focusing particularly on the role of the municipality in the design and delivery of employment and training services and how they cooperate with employers in programmes to get workless people into employment. The overall

objective of the study is to assess how the EU's Strategy on "Active Inclusion of people furthest away from the labour market" is implemented and works at local level.

On the basis of draft reports prepared by the LAOs, the National Review Seminars will involve discussions with external experts on governance arrangements and quality management tools operated by the municipalities and will draw up recommendations based on the evaluation of EU principles on access to quality social services from the city perspective.

The EUROCITIES-NLAO is financially supported by the European Commission and it will run as a pilot initiative until mid 2010, with potential for a roll-out after 2010.

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# Events



Date / Place	Name of Event	More information
<b>14-16 April 2010</b> La Coruña, Spain	<b>The Sustainable City 2010</b> Sixth International Conference on Urban Regeneration and Sustainability	<a href="http://bit.ly/8xUJtT">http://bit.ly/8xUJtT</a>
<b>18-20 May 2010</b> Vienna, Austria	<b>15th International Conference on Urban Planning, Regional Development and Information Society</b> Cities for Everyone, Liveable, Healthy, Prosperous Promising Vision or Unrealistic Fantasy?	<a href="http://www.corp.at">www.corp.at</a>
<b>19-21 May 2010</b> Dunkerque, France	<b>6th European Sustainable Cities and Towns Conference</b> How can local sustainability respond to current economic, social and climate challenges?	<a href="http://www.dunkerque2010.org">www.dunkerque2010.org</a>
<b>20-21 May 2010</b> Bergen, Norway	<b>Worldwide Government Solutions Forum</b> Delivering sustainable citizen services in the new economy	<a href="http://www.governmentsolutionsforum.com">www.governmentsolutionsforum.com</a>
<b>20-21 May 2010</b> Newcastle/Gateshead, UK	<b>EUROCITIES Cooperation Platform</b> Networking event for EUROCITIES contact officers	<a href="http://www.eurocities.eu">www.eurocities.eu</a>
<b>24-26 May 2010</b> Pecs, Hungary	<b>Regional Responses to Global Shifts: Actors, Institutions and Organisations</b> Future regional development against today's global economy	<a href="http://www.regional-studies-assoc.ac.uk">www.regional-studies-assoc.ac.uk</a>
<b>4-7 July 2010</b> Istanbul, Hungary	<b>ENHR 2010 Conference: Urban Dynamics and Housing Change</b> Crossing into the second decade of the third millennium	<a href="http://www.enhr2010.com">www.enhr2010.com</a>
<b>18-21 October 2010</b> Copenhagen, Denmark	<b>Managing the Urban Rural Interface</b> Strategies and Tools for Urban Development and Sustainable Peri-urban Land Use Relationships	<a href="http://www.plurel.net">www.plurel.net</a>

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