

## EDITORIAL

### Territorial advantage



As Europe's economic difficulties continue, the preoccupation of national governments and the Commission is to sustain economic recovery and to

coordinate better management of the eurozone. Pressure is already building on the EU budget as the planning begins for the next period from 2014 to 2020. One emerging view is to restructure EU spending along sectoral lines (climate, research, employment, etc.) so that EU funds are focused in future on co-financing the Europe 2020 objectives with member states.

EUROCITIES has opposed such an approach because more 'sectoralisation' of funds risks weakening cohesion policy, which is territorial rather than sectoral. We fear it would be even more difficult for cities to be supported for integrated urban development measures. Indeed, it is hard to see how sectoralisation would support Europe's goal of 'territorial cohesion' as adopted in the Lisbon Treaty.

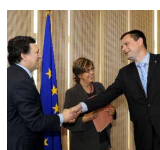
So it is good to know that there are EU institutional voices strongly opposing this move. When Johannes Hahn, the new European Commissioner for regional policy met the EUROCITIES executive committee recently, we were delighted to find that his key messages were closely aligned with our own. He echoed our own case that Europe's 2020 goals - for smart, sustainable and socially inclusive growth - will not be achieved without a more supportive focus on Europe's cities. The Commissioner in particular stressed the benefits of an integrated approach. To back this he foresees clear, mandatory urban priorities for future cohesion policy plus the delegation of funds towards, and management by cities.

This dialogue was a great start to a new working relationship. Commissioner Hahn is clearly a champion for cities. But the context is a challenging one and we will have to work hard to achieve our shared ambitions.

Paul Bevan  
Secretary General, EUROCITIES

## HIGHLIGHTS

### Commission President Barroso meets local and regional leaders



European Commission President Barroso met recently with Lars Weiss, Councillor of Copenhagen (pictured right), current vice-president of EUROCITIES. The meeting was held together with representatives of other European associations of local and regional authorities on 29 June in Brussels.

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### Burgas signs EUROCITIES Climate Change Declaration



At the EUROCITIES Environment Forum meeting hosted by Burgas on 9-11 June, Mayor Dimitar Nikolov (pictured middle) signed up to the EUROCITIES Climate Change Declaration. The Bulgarian city has become its 87th signatory.

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### EUROCITIES bid-writing service to help cities secure financing



EUROCITIES now offers a new, fee-based service to support members in putting together bids for European projects. Building on our track record of winning EU funding and our expertise in designing and delivering city-focused projects, this new service offers A to Z support for all aspects of bid development to help you secure EU project financing.

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# Key developments



## Regional policy Commissioner Hahn meets city mayors

Meeting with the mayors of EUROCITIES member cities on 18 June in Brussels, the EU Commissioner for Regional Policy, Johannes Hahn stressed that “cities should play a stronger role in the future EU cohesion policy.”

EUROCITIES took the opportunity to present to the Commissioner our case of ‘integrated local development’ in big cities, supported by a strong urban dimension in the future cohesion policy, which we argue is essential for Europe to address the challenges of globalisation, climate and inclusion.

Commissioner Hahn (pictured second from right) responded positively saying it would be important to have money for metropolitan areas in the future budget for cohesion policy and for cities to be really involved in the delivery of the policy.

“We see Hahn as a champion of cities”, remarked EUROCITIES President, Jozias van Aartsen, Mayor of The Hague (pictured right). “He clearly has a strong focus and interest in metropolitan areas. Based on these first discussions with the Commissioner, we are hopeful that future cohesion policy will develop positively.”

Mayor Frank Jensen of Copenhagen (pictured second from left), current vice-president of EUROCITIES, also commented: “Commissioner Hahn is proactive and wants to see how cities can participate in realising the Europe 2020 strategy. If we want more growth, the EU budget needs to be adapted so that cities – Europe’s growth engines – can run smoothly. We are pleased that the Commissioner spoke of clear resources directed to cities in the future.”

Joining the mayors for a briefing with Brussels-based journalists, EUROCITIES secretary general Paul Bevan (pictured left) outlined the three main aspects of EUROCITIES’ position on the future EU cohesion policy: multi-level governance; an integrated approach; and functional urban areas as the most appropriate level to take action.



The Commissioner’s regional directorate is expected to publish a fifth cohesion report later this year, along with a ‘Cities 2020’ analysis and strategy. Building on this important first dialogue with Commissioner Hahn, EUROCITIES will continue to be closely engaged in this work ■

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## Register now: EUROCITIES 2010 Zaragoza!

Zaragoza | 3-6 November 2010

This year’s conference theme ‘Successful Cities – Vision and Identity’ will focus on how cities use city branding and marketing to promote themselves both nationally and internationally.

Internationally recognised for hosting EXPO 2008, Zaragoza will share its experience to show the importance for cities to use marketing tools to encourage greater growth and prosperity. Other cities will share their experiences and there will be plenty of opportunities for all delegates to participate in the debates.

As in past years, delegates can look forward to the EUROCITIES awards ceremony, panel debates, speednetworking sessions, the mayors debate, workshops, side events and social activities, plus city guided tours organised by the host.



EUROCITIES 2010 Zaragoza: [www.eurocities2010.eu](http://www.eurocities2010.eu)

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## EUROCITIES bid-writing service to help cities secure financing

EUROCITIES now offers a new, fee-based service to support members in putting together bids for European projects.

Building on our track record of winning EU funding and our extensive expertise in designing and delivering city-focused projects, this new service offers A to Z support for all aspects of bid development to help you secure EU project financing.

You can benefit from a complete bid-writing service dealing with a wide range of areas including consortium-building, project design, content development and fine-tuning in line with EU policy objectives, as well as budget management and administrative procedures.

Members can also benefit from specific assistance for selected aspects of project development. Fees will be calculated on a case-by-case basis, taking into account the envisaged grant amount.

Upcoming opportunities for members to put forward bids include various INTERREG IV B programmes which are expected to launch calls during the autumn. The next EUROCITIES funding forecast, due out at the end of July, will provide an overview of other upcoming calls that may interest you.

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# Key developments



## Urban ministers adopt declaration on sustainable cities

**T**wo significant outcomes from the informal ministerial meeting on urban development held on 21-22 June in Toledo, Spain, have given huge impetus to the case for fully involving cities in the EU policy making process and delivery on Europe 2020 goals.

The first of these - the Toledo Declaration - was signed by urban development ministers, who agreed to commitments and aims towards promoting integrated urban regeneration as key to smart, sustainable and socially inclusive urban development. The declaration expresses ministers' commitment to strengthening the urban dimension of EU cohesion policy. For the signatories, this means greater involvement by cities in shaping and implementing future operational programmes.

An intervention by regional policy Commissioner Johannes Hahn marked

the second step forward for the urban agenda: "From the European Commission's point of view, the place of cities in delivering the [2020] strategy's priorities is undisputable," he said.

Pointing to issues of economic deprivation, energy supply and consumption, social exclusion and poverty, the Commissioner argued that both the challenges and solutions are found in cities.

Representing EUROCITIES, Mayor Gábor Demszky (pictured top row, second from left) congratulated the ministers on



their initiative, saying that "now is the time for a new beginning." He stressed that integrated development is key to achieving territorial cohesion and the Europe 2020 goals. And he contended that the greatest impact will be achieved only if cities are more directly involved. His message from EUROCITIES was: "more urban, more impact." ■

Read the full article on the EUROCITIES website: [www.eurocities.eu](http://www.eurocities.eu)

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## The urban agenda under the Belgian EU Presidency

Belgium took over the rotating EU presidency from Spain on 1 July. EUROCITIES has established several areas with the presidency to address the urban agenda during the coming six months:

- **Innovation and cities | Brussels | 7 July:** This event gathered together policy makers and opinion formers in Brussels to look at the role of cities in fostering innovation. Most important, it raised the profile of social innovation and public sector innovation against more traditional technological innovation, which tends to dominate the R&D agenda.
- **More urban, more impact; the added value of the urban dimension of cohesion policy | Brussels | 14 September:** Please join for this event which will bring together representatives of the European institutions and member states as well as colleagues from cities and regions across Europe.
- **EUROCITIES Social Affairs Forum | Brussels | 11-12 October:** The meeting will also mark the close of the EUROCITIES

2010 campaign year on combating poverty and social exclusion. The Belgian presidency is lending support for the event.



- **Methodologies for integrated urban policies | Liege | 2-3 December:** EUROCITIES is providing speakers and practical examples of good city practice for this high-level conference organised by the Belgian EU Presidency. The event will explore the re-enforcement of an integrated approach to sustainable urban development by developing appropriate instruments and methodologies at all levels of governance. This is Belgium's main priority, as stated in the programme on urban development published by the Trio Presidencies (Spain, Belgium and Hungary).

Belgian EU Presidency: [www.eu2010.be](http://www.eu2010.be)

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## How culture can address poverty and social exclusion

**T**he latest meeting of the EUROCITIES Culture Forum held in Vilnius on 16-19 June put special emphasis on the role of culture in addressing poverty and social exclusion.

The meeting outcomes will contribute to the conclusions of the EUROCITIES 2010 campaign being run as part of the 2010 European Year for Combating Poverty and Social Exclusion. The main conclusions developed by cities, for cities, were as follows:

- o **Multiculturalism is key to encouraging social cohesion and fostering a vibrant cultural life:** cities should integrate bottom up initiatives in what will become top-down decisions.

- o **Encouraging young people to get involved in cultural activities:** the role of education is crucial; it is important to stimulate integrated plans binding culture and education, for example partnerships between teachers and artists.

- o **Local cultural institutions fostering greater access to culture:** emphasis was put on the important role played by municipal libraries. Adequate information on cultural opportunities should be provided to all groups.



Picture taken by Audrius Zygavicius

- o **Reaching neighbourhoods and developing culture in neglected urban areas:** using means to encourage people from different neighbourhoods to mix and including social cohesion through cultural projects in urban development strategies

One of the main conclusions of the session was that the EU should take into account both the role of culture and local authorities in tackling social exclusion and poverty ■

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## New EUROCITIES report on access to culture

The EUROCITIES Access to Culture Working Group has just finalised a report showcasing good practices from 16 cities. The report highlights concrete policies and initiatives implemented by cities in order to foster access to culture, thus ensuring equal opportunities for all groups.

Chaired by Riga, this working group was created in 2007 with the aim of defining, identifying and comparing culture accessibility issues in cities. The group focuses on sharing

views and practice aimed at improving the accessibility of cultural spaces and services and the participation of different social groups in local cultural life.

The group takes various aspects of access to culture into consideration: social, cultural, intellectual, physical and financial.

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## EU Belgian Presidency to focus on cultural and creative industries

During the EU Belgian Presidency's six month term which began on 1 July, the EU Council will highlight the contribution of the cultural and creative industries to GDP, growth and employment. It will pay special attention to policies to be implemented in order to develop and support cultural and creative industries and to the role of SMEs. Other priorities of the Belgian Presidency include:

- o The new European Heritage Label: discussions will focus on its adoption by the European Parliament and the Council.

- o Culture as a tool to fight poverty and social exclusion: Council conclusions on the link between cultural policies and the fight against poverty and social exclusion will be prepared.

- o The Council's work plan for culture: the current one (2008-2010) will be evaluated and a new post-2010 work plan will be prepared.

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# Economic Development



## Cohesion policy key to delivering Europe 2020, says EU Council

**A**t the EU Foreign Affairs Council on 14 June 2010, EU member states adopted conclusions on the Commission's 2010 strategic report on cohesion policy. This report assesses the rate of progress of each country towards delivering cohesion policy objectives. The Council's conclusions stress the need for the policy to play a key role in the implementation of the Europe 2020 strategy as cohesion policy fosters structural change across Europe and supports key investment priorities.

The Council also stated that while being concentrated on the least prosperous regions, cohesion policy should continue to foster competitiveness, innovation, employment and economic, social and territorial cohesion across the whole of the EU. Council members insisted on the real added value generated by one strategic approach and by common implementation rules for the European Regional Development Fund, the Cohesion Fund and the European Social Fund, within the general framework of cohesion policy.

This year, the Commission will publish a communication on the contribution of cohesion policy to the Europe 2020 strategy. It will in addition make first proposals on the future cohesion policy for 2014-2020 in the 5th Cohesion Report, which is due out in autumn 2010. The Committee of the Regions will issue an opinion on how cohesion policy can help deliver Europe 2020.

In June, EUROCITIES published its position paper on the issue arguing that the future cohesion policy must have cities at its core to help make Europe 2020 a success. We will continue to feed into these debates ■

Council conclusions: <http://tinyurl.com/2a5wkmh>

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## Have your say: EU state aid rules on services

The European Commission has opened a consultation aimed at gathering the views of public service providers, public services users, stakeholders, citizens and all interested

parties on the application of state aid rules to Services of General Economic Interest (SGEI).



The purpose of state aid rules is to ensure the smooth functioning of the internal market while preserving the general interest. In 2005 the Commission adopted the SGEI package which defines conditions under which state aid in the form of public service compensation does not have to be notified and approved by the Commission. Public service providers are allowed to receive compensation to cover all their net costs in the provisions of SGEI, possibly including a reasonable profit. On what is exempt, one example is compensation of less than €30 million per year where the beneficiaries have an annual turnover of less than €100 million, and all compensation granted to social housing undertakings and hospitals, provided certain conditions are met.

**Deadline for contributions:** 10 September 2010

Commission consultation: <http://tinyurl.com/276r97z>

## Clusnet lands in Barcelona

The latest Clusnet peer review analysed cluster and entrepreneur support in Barcelona 16-18 June.

Participants looked at how the city's new Barcelona Design Innovation Cluster is being implemented in a policy framework geared towards driving success in entrepreneurship and innovation.



The cluster departs from the usual sectoral approach to focus on bringing together stakeholders from all areas, united by their shared interest in design as a cross-cutting element of the modern economy. In doing so the initiative challenges usual policy conventions that can create divisions across the city, and there is great hope that this integrated approach can drive forward widespread economic recovery. With innovation at the very core of its objectives, the initiative is at the forefront of enabling businesses from any field to get a competitive edge.

Beyond clustering initiatives, participants explored the comprehensive system for entrepreneurship support in Barcelona. Large-scale infrastructure is linked to interventions that allow people to access business advice, training on all aspects of setting up and running a business, and post-start up support. In an innovative move, all services are available in English, improving the internationalisation of the local economy.

Clusnet is an INTERREG IVC funded project that brings major cities, EUROCITIES Brussels office and the Stockholm School of Economics together to analyse and improve cluster support policies.

Clusnet: [www.clusnet.eu](http://www.clusnet.eu)

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# Environment



## Commission to relaunch talks on EU carbon tax

**E**U Commissioner for taxation and customs union, Algirdas Semeta, supported by the Commissioner for climate action, Connie Hedegaard and Janez Potočnik, Commissioner for environment, has relaunched the debate on a possible EU carbon tax.

The envisaged tax would cover energy for heating and motor fuel and would

apply to those households and sectors of the economy that are currently not covered by the EU's emission trading scheme.

Sweden, Denmark and Finland already apply carbon tax at national level and France is highly supportive of the idea. The UK and Ireland have both firmly

rejected such a tax on the basis of national sovereignty protection.

EUROCITIES will continue to monitor and report on developments in the area ■

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## Burgas signs EUROCITIES Climate Change Declaration!

At the EUROCITIES Environment Forum meeting hosted by Burgas on 9-11 June, city Mayor Dimitar Nikolov (pictured middle) signed up to the EUROCITIES Climate Change Declaration. The Bulgarian city has become its 87th signatory.

Launched in October 2008, the declaration highlights the important role of local authorities in the fight against climate change as well as their readiness to take actions and prepare long-term policies in this area.

The meeting looked at the challenges of financing environmental policies in today's economic circumstances. Conclusions focused on the need for an appropriate European funding and regulatory framework and how to better involve citizens and SMEs in the fight against climate change.

A workshop dedicated to the EUROCITIES 2010 campaign on poverty and social exclusion as part of the European year,

highlighted links between the environment, health and poverty. City projects were presented that showed how environment policy impacts on the well-being of citizens.



EEF next meeting: 14-15 October 2010 in Copenhagen. The EUROCITIES Working Group Climate Change and Energy will meet on 13 October alongside the EEF.

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## European Future Energy Forum

London | 19-21 October 2010

Join for what is expected to be one of Europe's largest debates on the future of energy: the European Future Energy Forum taking place in London on 19-21 October. EUROCITIES is an official partner of the event.

Participants can expect opportunities to network with high-level international decision-makers, as well as a series of expert debates, workshops and round tables sessions, international exhibitions, and a wide range of social activities.

Main discussions will focus on low carbon financing across Europe, EU policy, regulation and finance, the strategic role of cities, as well as transforming and empowering cities.

As an event partner, EUROCITIES members registering through our Brussels office will qualify for the special partner rate of £495/€600 + VAT (usual rate £795/€965) for a three day pass. The pass includes access to all keynote and roundtable sessions, networking breaks, evening functions and the exhibition which will feature over 200 companies.

For information and to register at EUROCITIES' partner rate: [www.europeanfutureenergyforum.com/pceur10](http://www.europeanfutureenergyforum.com/pceur10)

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## New report shows emissions can be cut by 30% at no cost

A new study shows that a more ambitious objective of reducing greenhouse gas emissions by 30% could be met without additional costs.

Conducted by Ecofys, the study shows that a reduction of up to 45% of current CO2 emissions is feasible without further costs. The way to achieve this potential is to replace all energy-related equipment in the EU at the end of its economic life with energy-efficient and low-carbon technologies.

As the EU 2020 strategy was adopted during the EU summit on 17-18 June, leaders say that a 30% emissions cut by 2020 would only be possible if the world's major economies would be prepared to take on their fair share of the effort under a global climate change agreement.

Ecofys study: [www.ecofys.com](http://www.ecofys.com)

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# Knowledge Society



## Sign the EUROCITIES Green Digital Charter at EU Open Days!

Brussels | 5 October 2010

**A**s previously announced, the European Commission's directorate generals for information society and regional policy have invited EUROCITIES to organise a joint session on 5 October during the 2010 Open Days – the European week of cities and regions.

Our session will be shaped around the theme of Smart Cities & EU funding and will also feature another signing ceremony of the EUROCITIES Green

Digital Charter. As well as city mayors, high representatives of the Commission and from EU member states participating in the sustainable cities framework will be invited to take part in the session.

Open Days has become an annual key event for cities and regions to showcase their capacity for creating growth and jobs, implementing EU cohesion policy, and proving the importance of the local level for good European governance. The event encourages debate and networking among Europe's experts and decision-

makers in regional and local development. This year, it expects to attract a record 245 regions and cities from 34 countries as event partners ■

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## Local government best positioned to ensure digital inclusion

As part of the EUROCITIES 2010 Inclusive Cities campaign under the European Year against poverty and social exclusion, we organised a workshop on digital exclusion on 9 June where experts from academia, NGOs and the EU institutions gave insights and reactions to city work in this area.



There was broad acknowledgment that local governments and their partners are delivering the bulk of actions aimed at supporting digital inclusion and that they are in the best position to identify and target local digitally excluded profiles. It was suggested that councils could act as 'inclusion platforms' by streamlining and coordinating digital inclusion activities that are being designed and delivered by various actors, e.g. local companies, universities etc. operating in the city.

A number of conditions were recommended in this regard including strengthening third sector organisations and social enterprises and getting the buy-in from the private sector to play a lead role in enhancing the accessibility of online services, as well as for applications such as mobile phones or cash points(ATMs).

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Workshop report coming soon: [www.eurocities.eu](http://www.eurocities.eu)

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## Advancing smarter growth in smarter cities

EUROCITIES Knowledge Society Forum  
Birmingham | 19-20 October 2010

Just weeks after a successful forum event in Linköping, the planning for the next EUROCITIES Knowledge Society Forum (KSF) gathering has already got underway. Birmingham will be our host for the autumn event taking place on 19-20 October 2010.

Under the draft theme 'advancing smarter growth in smarter cities', participants can expect to:

- gain an insight from senior EU representatives on the role of cities in delivering EU 2020 smart growth and the EU Digital Agenda and how these EU level strategies impact cities;
- speak with senior EU representatives about ways in which cities are currently delivering smart growth and the type of flexibility and finance mechanisms needed at EU level to help them go further;
- share thinking on what constitutes a 'smart city'; and
- exchange good practice and ideas on cities' initiatives to foster smart growth.

So far, Birmingham City Council's deputy leader Paul Tilsley and Ken Ducatel, European Commission head of unit responsible for the Digital Agenda, have been confirmed as speakers.

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KSF Birmingham 2010: <http://events.digitalbirmingham.co.uk/eurocities>

Interested in taking part? Contact Jennifer Crisp, Birmingham City Council:  
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## The European Parliament's vision of the future of transport

On 1 June 2010 the European Parliament transport committee unanimously adopted an own-initiative report responding to the European Commission's communication on the future of transport. The report, which was adopted in a plenary session on 5 July 2010, will serve as a basis for the revision of the white paper on transport due in November 2010.

The European Parliament called for an efficient 'co-modality' in the transport sector, including a reallocation between different transport modes, leading to a shift towards a more sustainable transport sector. Safeguarding public transport as well as investing in prioritised infrastructure, such as the TEN-T projects and technical interoperability, remain crucial for MEPs.

Furthermore, research on clean, innovative, energy-efficient and intelligent transport systems should be enhanced. The report also suggests the creation of a European Transport Fund. This fund would combine existing means that form part of structural and cohesion policy funds, and other financial instruments.

More specifically, the committee recognised the importance of urban transport, and in particular soft modes. It also stated that there was a need to link local and long-distance transport and to invest in missing infrastructure links. The text also proposes to double the number of buses, tram and rail passengers, and

set a 20% increase target for funding soft transport modes. Finally, the report calls for the European Commission to introduce sustainable urban mobility plans for cities of more than 100 000 inhabitants.



EUROCITIES generally welcomes this report since it acknowledges the role of cities in the European transport strategy and addresses key issues such as funding. However, a prescriptive approach to sustainable urban mobility plans in urban areas is seen as counter-productive from a city point of view, and goes against the principle of subsidiarity ■

TRAN Committee newsletter: <http://tinyurl.com/2u9szhk>

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## News from the European Road Safety Charter

Within the context of the Belgian EU Presidency and as part of the European Road Safety Charter National Charter Tours, a flagship event was organised in Brussels on 6 July 2010. The event was hosted by Matthias Ruete, director general of the European Commission DG MOVE and Etienne Schouppe, the Belgian State Secretary for Mobility.

The European Road Safety Charter was launched in 2004 by the European Commission. It aims to develop a pan-European platform of organisations (NGOs, private companies, research bodies, public authorities, etc.) willing to help cut the death-toll on European roads. Some of the goals set out by the charter include information sharing, implementing road training, and giving high quality assistance to road victims.

Up to now, about 1,700 entities, including EUROCITIES members, have signed the charter. We encourage our members to renew their commitment to the charter and for new members to also sign up.

European Road Safety Charter  
[www.erscharter.eu](http://www.erscharter.eu)

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## Council conclusions on urban mobility: a milestone for cities

On 24 June 2010, the Transport Council of the EU unanimously adopted conclusions on the European Commission's Action Plan on Urban Mobility. These conclusions represent a milestone for urban transport and an achievement for EUROCITIES work in this area, since the Council has finally acknowledged the importance of the urban dimension in the EU's transport strategy. The Council's conclusions reflect the positions on urban mobility developed and promoted by the EUROCITIES Mobility Forum in the past few years.



Specifically, the Council welcomes the integrated approach presented in the action plan and reaffirms its support for cities that are aiming to deliver on it. It also promotes the development of sustainable urban transport policies, while respecting the principle of subsidiarity. The Council encourages the development of sustainable urban mobility plans by cities on a voluntary basis, as well as the promotion of soft modes and public transport.

The council recognises that local and regional transport infrastructures should be improved and that they should be properly interconnected with national long-distance networks and the Trans-European Transport Networks (TEN-T). It also supports the Commission's initiative to identify available resources specifically for urban mobility within the existing financial framework. Potential funding opportunities for attaining sustainable, healthy and safe urban mobility should be explored.

The Council has invited the European Commission to ensure that the new white paper on transport, to be published by November 2010, contains targets and policies for promoting more efficient, sustainable and safe and healthy urban mobility.

Council Conclusions on Action Plan on Urban Mobility: <http://tinyurl.com/36s9hfe>

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# Social Affairs



## European Council debates poverty reduction within Europe 2020 targets

**T**he European Council adopted the Europe 2020 strategy for jobs and smart, sustainable and inclusive growth at its meeting on 16/17 June.

The Council's adoption was preceded by intense debate regarding poverty reduction targets in the EU. The European Commission's proposal focused on reducing the number of people who are at risk of poverty in the EU by 20 million. Member states will be able to use three indicators: people at-risk-of poverty; people living in material deprivation; and people living in jobless households.

Five headline targets were approved to measure Europe's success over the next ten years. These include raising the

employment rate from 69% to 75%, particularly through greater participation of young people, older workers, low-skilled workers and migrants. School drop-out rates are set to be reduced from 15% to 10%. Education gets a further boost through the aim to increase the number of people entering third-level education from 31% to 40%.

In its conclusions, the European Council encouraged member states to define national targets within the European strategy and to identify ways to overcome the main obstacles in attaining the new European goals.

Member states have to develop national reform programmes for meeting

the objectives of the Europe 2020 strategy by the end of 2010, while the Commission will make proposals on the flagship initiatives, such as the European platform against poverty and social exclusion by autumn 2010 ■

Council conclusions: <http://tinyurl.com/265njto>

## The future of the European Social Fund

The European Social Fund (ESF) should contribute to achieving EU policy objectives and should be fully aligned with the Europe 2020 strategy, according to László Andor, Commissioner for employment, social affairs and inclusion.

Speaking during a conference on the future of the ESF at the European Parliament on 23 June, the Commissioner acknowledged the ESF's significant contribution to employment and training in the EU, with over one million citizens benefiting from it annually.

The ESF could be improved upon by being more results-orientated and demonstrating its added-value. It should contribute to economic, social and territorial cohesion. For this reason, future debates have to focus on how to ensure complementarity with other funding mechanisms, such as the European Regional Development Fund (ERDF) and the Lifelong Learning Programme (LLP).

The European Commission will present its views on the future of European policies and instruments in September.



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## Cities promote integrated approach to tackling urban poverty

An integrated approach is the best way to tackle complex problems of deprived urban neighbourhoods. These actions, however, should not be carried out in isolation but should be linked to broader development strategies to ensure coherent priorities and actions. Cities have a crucial role in implementing integrated approaches and are willing to share their experience with other stakeholders at EU and national levels.

These were the key conclusions from three seminars organised by EUROCIITIES and the cities of Katowice, Ghent and Budapest. The seminars were organised in the framework of the 2010 European Year for Combating Poverty and Social Exclusion.

Cities stressed that applying an integrated approach is often difficult due to the fragmentation of services. This can be resolved through partnerships involving a broad range of actors, including local communities and NGOs. One example of an integrated approach is area-based programmes that link people-based policies with place-based interventions. These programmes have to be linked to wider development strategies at city, regional and national levels so as to ensure the coherence of priorities and actions.

The conclusions will feed into the EUROCIITIES message to the Social Protection Committee in December 2010

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# Participation & Cooperation



## Commission President Barroso meets local and regional leaders

European Commission President Barroso met recently with Lars Weiss, Councillor of Copenhagen (pictured right), current vice-president city of EUROCITIES. The meeting was held together with representatives of other European associations of local and regional authorities and the Committee of the Regions on 29 June in Brussels.

During the exchange of views, the delegation raised three main issues with the Commission president:

- How to ensure that the cities and regions are more fully involved in the EU 2020 strategy

- Local and regional perspectives on future cohesion policy
- The implementation of the new EU objective of territorial cohesion and the future EU budget

President Barroso (pictured left) acknowledged that local authorities have an important role to play in all of these areas. He went on to ask cities and regions to join the Commission in efforts against the renationalisation of funds and towards an adequate EU budget for the period after 2013 ■



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## Test phase starts for European sustainable city framework

EU ministers responsible for urban development have commended the European Reference Framework for Sustainable Cities (RFSC), which EUROCITIES has been helping to develop together with a group of EU member states, institutions and cities. At their meeting in Toledo on 21-22 June, the ministers agreed to now move the framework into its testing phase.

The prototype presented in Toledo will initially be tested by a small group of European cities, and then among a

broader group of 70 as of 2011. The final tool will be available in most EU languages by the end of 2011. This first group of cities will be led by Leipzig as the leader partner of the LC-FACIL, an URBACT project created to help develop the RFSC.

The new framework will help users develop integrated urban planning and assess the sustainability of their urban strategies. The idea behind its development is to have in place a common tool across Europe that would



encourage the exchange of practice and comparability of results. Use of the tool will be on a voluntary basis.

RFSC: [www.rfsustainablecities.eu](http://www.rfsustainablecities.eu)

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## Raising city profiles through media strategies

Members of the EUROCITIES Working Group Branding Management and City Attractiveness met in Tampere on 22-24 June to discuss media, promotion, targets and tools within the framework of city branding and marketing efforts.

Two main questions were discussed: how to exist at a global level and be attractive? And at the same time, how to think local and involve citizens? Presentations, in particular the Tampere case, were given on the strategies that cities are employing to develop their branding and attractiveness. The working group's third and last meeting will take place in Valencia on 26-17 September and will focus on evaluating the impacts of branding strategies.

In autumn 2010, the working group will deliver the following:

- A best practice guide focusing on issues of city identity, governance, media management, and evaluation. The document will be based on the experiences of group's member cities.
- A mapping document that measures the attractiveness of European cities in the eyes of key stakeholders in the knowledge economy.

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## Odessa meeting reviews innovative city partnerships

The EUROCITIES Working Group European Neighbourhood Policy (ENP) and Enlargement met in Odessa, Ukraine on 9-11 June for an exchange of views and experience on innovative partnerships in city development.

Despite recent positive developments in EU programmes targeted at the region, namely with the CIUDAD programme, cities are still finding it hard to obtain EU funding to support cooperation between EU and ENP cities. This has prompted cities like Odessa to run city development projects through creative collaboration with partner cities as well as with local private and public actors.

Other working group members presented similar strategies that they are developing, the aims of which are vast - from attracting expat communities to developing the city's economic potential and its surroundings, to encouraging university students to continue living and working in the city after graduation.

The group agreed to step up lobbying efforts for the creation of further opportunities that can increase the impact of such initiatives.

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# Projects



## Get involved in new mobility project 'SEGMENT'

**E**UROCITIES is a partner of the new project SEGMENT - Segmented Marketing for Energy Efficient Transport. EUROCITIES members either working in or interested in mobility management, sustainable transport and marketing are invited to take part in a survey that is being carried out as part of the project.

SEGMENT is a three-year project, which will test the use of consumer market segmentation techniques in persuading people to change their travel behaviour. It has the aim to maximise the impact of mobility campaigns by targeting consumers undergoing lifestyle changes that cause them to question and reconsider their travel habits.

The project's kick-off meeting took place on 15-16 June in London at which its seven partner cities - Almada, Athens, Gdynia, London, Munich, Sofia

and Utrecht - gave presentations on how segmentation could help achieve the transport objectives in their cities. Particular attention was given to increasing the cost-effectiveness of communications and behaviour change campaigns that encourage energy efficient travel methods. Transport for London presented examples of how such approaches can be linked to geo-demographics so as to shape a campaign design for small urban areas.

SEGMENT will start with a survey of 25 cities aimed at assessing interests and needs for marketing sustainable transport. Members interested in taking part can learn specific information about the project's achievements, and benefit from opportunities to provide feedback on the methodology as well as attend SEGMENT training workshops and site visits .



segmented  
marketing for  
energy efficient  
transport

To take part in the survey, contact  
Melanie Leroy ■

SEGMENT: [www.segmentproject.eu](http://www.segmentproject.eu)

Melanie Leroy, EUROCITIES project officer- mobility  
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## Travel smarter, live better

European Mobility Week | 16-22 September 2010

Take part in this year's European Mobility Week (EMW) and have the chance to be in the running for the EMW Award 2010.

The EMW – an annual campaign on sustainable urban mobility coordinated by EUROCITIES – will this year focus on the relationship between health and travel behaviour.

Under the tagline, 'Travel Smarter, Live Better', participating cities and towns are invited to promote active travel to tackle the issue of physical inactivity, excess weight and obesity, and at the same time improve both the physical and mental wellbeing of citizens. Furthermore, health and sustainable mobility should be emphasised as a combination that enhances the quality of life in cities, helping to reduce air and noise pollution, accidents and congestion and to bring back more space for living rather than for driving.

Local authorities interested in participating can take advantage of a range of tools and manuals that can be downloaded from the campaign website. These include thematic guidelines, a handbook, a best practice guide and a communication toolkit with the EMW logos, designs and templates.

All participating cities are encouraged to sign the EMW Charter and to register their campaigning activities online. Cities that have completed these procedures and meet the charter's criteria - organising a week of activities on 16-22 September; introducing or promoting new permanent measures; and organising a car free day event - are eligible to enter the EMW Award 2010 scheme.

If your city is interested in participating in the EMW 2010, get in touch!

European Mobility Week: [www.mobilityweek.eu](http://www.mobilityweek.eu)

Peter Staelens, EUROCITIES project officer – mobility: [peter.staelens@eurocities.eu](mailto:peter.staelens@eurocities.eu)



## Register now for CIVITAS Forum Conference 2010!

Malmo | 27-29 September 2010

CIVITAS, the European Commission initiative aimed at promoting cleaner and better transport in cities, is getting ready for its annual event, this year taking place in Malmo on 27-29 September.

'Sustainable Mobility and Growth...Achieving both' will be the leitmotif of this three-day conference, which will offer an exceptional programme, ensuring plenty of opportunities for networking and exchange among participants. Opening the event are Ilmar Reepalu, Mayor of Malmo and Zoltan Kazatsay, European Commission deputy director-general for mobility and transport.

The programme will feature a plenary session, a series of roundtables and technical sessions, which will showcase the latest experiences of European cities in areas such as alternative fuels, road safety and less car dependent lifestyles. Roundtables will offer a platform for discussing and learning about emerging issues such as the success of public bicycle schemes or mobility in an ageing society.

EUROCITIES is collaborating with the CIVITAS initiative and the organisation of the 2010 event in Malmo through the CIVITAS VANGUARD.

CIVITAS 2010: [www.civitas.eu/forum\\_conference\\_2010](http://www.civitas.eu/forum_conference_2010)

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# Events



Date / Place	Name of Event	More information
<b>22-25 July 2010</b> Florence, Italy	<b>Everyday life in the segmented city</b> Organised by Romualdo Del Bianco Foundation	<a href="http://www.fondazione-delbianco.org">www.fondazione-delbianco.org</a>
<b>13 –14 September 2010</b> Budapest, Hungary	<b>Effects of demographic change on urban structures</b> EUKN 2010 conference	<a href="http://www.eukn.org">www.eukn.org</a>
<b>14 September 2010</b> Brussels, Belgium	<b>More urban, more impact: the added value of the urban dimension of cohesion policy</b> Organised by EUROCITIES under the Belgian EU Presidency	<a href="mailto:bernardo.rodrigues@eurocities.eu">bernardo.rodrigues@eurocities.eu</a>
<b>29-30 September 2010</b> Brussels, Belgium	<b>World Climate Solutions - Green Growth in Cities</b> Organised by the city of Copenhagen with the think tank and media house Mandag Morgen	<a href="http://www.kk.dk/greengrowth">www.kk.dk/greengrowth</a>
<b>30-1 October 2010</b> Newcastle, United Kingdom	<b>Cities Against Poverty and Exclusion: Child poverty</b> Organised as part of the 2010 campaign for combating poverty and social exclusion	<a href="http://www.inclusivecities.eu">www.inclusivecities.eu</a>
<b>3-4 October 2010</b> The Hague, The Netherlands	<b>2010 Cities of Migration International Conference</b> An Opportunity Agenda For Cities	<a href="http://conference.citiesofmigration.ca">http://conference.citiesofmigration.ca</a>
<b>4-7 October 2010</b> Brussels and Europe-wide	<b>OPEN DAYS 2010 – European Week of Regions and Cities</b> Objective 2020: Competitiveness, cooperation and cohesion for all regions	<a href="http://ec.europa.eu/regional_policy/conferences/od2010/index.cfm">http://ec.europa.eu/regional_policy/conferences/od2010/index.cfm</a>
<b>5th October 2010</b> Brussels, Belgium	<b>EUROCITIES Green Digital Charter signing ceremony</b> Organised as part of Smart Cities/Regional funding Open Days session	<a href="mailto:jan.franke@eurocities.eu">jan.franke@eurocities.eu</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.plurek.net/Default.aspx?id=87">www.plurek.net/Default.aspx?id=87</a>
<b>20-22 October 2010</b> The Hague, The Netherlands	<b>European Green Capital Conference</b> Intelligent urban solutions and European cooperation on a local level	<a href="http://www.stockholm.se/international">www.stockholm.se/international</a>
<b>3-6 November 2010</b> Zaragoza, Spain	<b>EUROCITIES 2010 Zaragoza</b> Successful cities – vision and identity	<a href="http://www.eurocities2010.eu">www.eurocities2010.eu</a>

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