

EDITORIAL

EUROCITIES 2010 Zaragoza



Vision and Identity' – could not be more appropriate.

The ingredients of a city's success are many: a thriving economy, talented people, a cohesive community, a growing population, an attractive environment, well-managed public services. But these alone are not enough. Enduring success also requires a clear sense of place, a positive reputation, a strong identity.

Mayors are both figureheads and ambassadors. They tell a story not just about where their city has come from and what makes it special, but also about where it is going, expressing their vision of its future role and identity. The really successful cities are those whose leaders have built on their identity to develop a strategic vision for the future, a clear sense of direction and ambition.

Many cities are using marketing to re-position their reputation and image. A brand is a promise of value; easy to make, but more challenging to deliver. To realise such a vision requires serious investment: investment by the city itself in economic development, in the skills base, often also in infrastructure and public space, as well as in cultural facilities and the environment. This in turn generates the virtuous circle of investment by the private sector in business, employment and development.

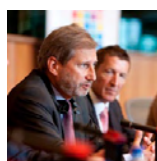
In Zaragoza we will be hearing how different city mayors have led the reinvention of their cities. How they have redefined their city's identity and created a compelling vision for the future. But most of all, how through leadership that wins hearts, minds and investment, they have made that vision a reality.

EUROCITIES 2010 Zaragoza runs from 3 to 5 November. See you there!

Paul Bevan
Secretary General, EUROCITIES

HIGHLIGHTS

Success of future EU cohesion policy rests with cities



Speaking at the high-level conference held by EUROCITIES, Brussels Capital Region and the European Parliament Urban Intergroup in Brussels on 14 September, EU Commissioner for regional policy, Johannes Hahn, said: "The place of cities in delivering 2020 is indisputable, they are where some of the EU's greatest assets lie... We want to close the policy gap by involving city administrators who best know the needs of the people."

[see p. 2](#)

Sign up for workshop on EU green financing



Join the Covenant of Mayors workshop on 3 November and find out how to successfully apply for financial assistance from the EU financial assistance facility, ELENA. A representative from the Province of Barcelona, which signed the first ever ELENA contract, will be on hand to share learnings. The workshop takes place during the EUROCITIES 2010 Zaragoza conference.

[see p. 6](#)

Genoa and Bologna win EU urban transport awards!



Two Italian EUROCITIES members, Genoa and Bologna, have been honoured by the European Commission for their outstanding work in promoting cleaner and better urban transport. The cities were awarded at a prize ceremony held during the annual CIVITAS Forum conference, which took place in Malmo on 25-27 September.

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Key developments



Success of future EU cohesion policy rests with cities

Speaking at our recent conference organised with the Brussels Capital Region and the European Parliament Urban Intergroup in Brussels, Commissioner Johannes Hahn voiced his support for the role of cities in the future EU cohesion policy:

"The place of cities in delivering 2020 is indisputable, they're where some of the EU's greatest assets lie. We need to constantly take into account the European urban agenda. The urban focus is the good way to bring policies closer to citizens; we want to close the policy gap by involving city administrators who best know the needs of the people," said the commissioner.

In the context of current EU budget discussions, Hahn added: "Urban development is a smart investment in the lives of millions of Europeans."

EUROCITIES' evidence has shown that cohesion policy has greater and longer-lasting impact when economic, social and environmental measures are combined. Such an integrated approach is best led by city governments because they are closest to the ground and are able to bring together all those with a stake in the area's future.

In his statements, EUROCITIES secretary general Paul Bevan said: "Integrated development is the way to combine and strengthen the objectives of Europe 2020. This is best done in our cities and functional areas, supported by a strong cohesion policy. Our message is clear: more urban, more impact."

Also commenting, MEP Jan Olbrycht, Chair of the European Parliament Urban Intergroup, pointed to issues skewing the debate on the future of EU cohesion policy: "Cohesion policy is about development, not simply redistribution. While, special attention is needed for those areas lagging behind, this should not overshadow the internationally extolled European model of urban development. Europe's thriving cities are the ticket to the EU's global competitiveness."

Referring to the experience of Brussels Capital Region and other cities more generally, Evelyne Huytebroeck, Minister for urban renewal of Brussels Capital Region, EU Belgian Presidency, said: "The 'sustainable city' will not be built without major



investments in [city] neighbourhoods. This is another reason why an ambitious urban dimension of cohesion policy is needed."

The Commission's 5th Cohesion Report, to be published in mid-November, will contain first orientations on the future cohesion policy. EUROCITIES will issue a statement on the report in advance of its official presentation at the informal ministerial meeting in Liege on 22-23 November (see page 10) ■

Marie Ranty, EUROCITIES policy officer – economic development: marie.ranty@eurocities.eu

EUROCITIES position: More urban, more impact: the future of cohesion policy: <http://tinyurl.com/eurocitiesmoreurbanmoreimpact>

Flash forward: Your views needed!

As EUROCITIES Flash reaches its 100th edition, we're taking the opportunity to find out to what extent the newsletter is meeting your needs and expectations, today.

Flash, as you know, is EUROCITIES' members-only newsletter, which reports on the network's activities and key EU developments that directly affect or are of interest to Europe's big cities and local government.

For the last four years, we've been distributing Flash in its current format. Our aim with this survey is to take stock and gather your views on what features you like about it, what you don't like, and any changes you'd like to see introduced.

It's essential that we try to improve our information services, so your answers are important to us. We'd ask that you take 5 minutes to fill in our survey which you can access from the link below. The survey comprises a mix of questions – some dealing with Flash in its current form, others dealing with what you might like to see if Flash.

Any potential changes we make to the newsletter, based on your feedback, are set for early 2011.

We look forward to receiving your input!

Deadline for feedback: **1 November 2010**

Complete the EUROCITIES Flash survey: www.surveymonkey.com/s/EUROCITIESFlash2011

Róisín Hughes, EUROCITIES PR officer: roisin.hughes@eurocities.eu

Key developments



EU poverty reduction ambitions must prioritise cities

Long-term investments, strong political commitment and an integrated approach are needed to reduce the concentration of Europe's poverty found in cities. These are among some of the key recommendations stemming from the EUROCITIES 'Inclusive Cities for Europe' campaign.

Presenting the campaign results in Brussels on 12 October, Paul Tilsley, Deputy Leader of Birmingham City Council, the city lead for EUROCITIES said: "With 75% of Europe's population residing in cities, poverty and exclusion are predominantly urban phenomena. Our findings show that there are extreme pockets of deprivation even in Europe's most prosperous cities. We want to prevent the gap widening between urban rich and poor. But for that, local governments need greater power and more support both from national governments and the EU."

As part of the 2010 European Year for Combating Poverty and Social Exclusion, the EUROCITIES campaign toured eight European cities, involving over 600 local politicians and practitioners. The events provided on-the-ground insights into the urban dimension of poverty, both its causes and consequences.

The campaign's conclusions for the EU strategy for poverty reduction include:

1. The best approach to tackling poverty is an integrated one that joins up social, environmental and economic actions with a focus on people and place
 2. Integrated approaches must be better supported by EU policy and funding
 3. Better coordination is needed between different government levels and it should be mandatory that local government is consulted on National Reform Programmes and National Action Plans, for instance
 4. City practice needs to be reflected in key EU and national policies since they offer evidence on how policy operates on the ground
 5. Fighting poverty must be treated as an investment in human capital that promotes social cohesion and economic growth, saving public spending longer term
 6. Actions to fight social exclusion need political commitment at all government levels, including the EU
- EUROCITIES' recommendations were presented to over 100 delegates attending the European Cities against poverty and exclusion conference held with the EU Belgian Presidency. The recommendations will go to social and



employment ministers at their council meeting in December 2010.

Later on this year, the European Commission will present its flagship initiative the European Platform against Poverty and Social Exclusion, which aims to ensure economic, social and territorial cohesion as well as strengthening partnerships and integrated approaches ■

Inclusive Cities for Europe:
www.inclusivecities.eu

Anna Drozd, EUROCITIES programme officer -
social inclusion: anna.drozd@eurocities.eu

EUROCITIES welcomes two new hires



Mirte Kortbeek

Function: Social Policy Researcher (NLAO)

Nationality: NL

Working Languages: EN, FR, NL

Mirte Kortbeek will be involved in the NLAO research work (the EU-funded programme – Network of Local Authorities Observatories) in cooperation with Michele Corbetta. Mirte holds a Master's degree in European studies and worked as a project officer for the Eindhoven region representation office in Brussels.

To staff members John Dodd, Theresa Moloney and Anke Thiel, who have recently left the network, we wish them all the best in their future endeavours.



Nuria Tello Clusella

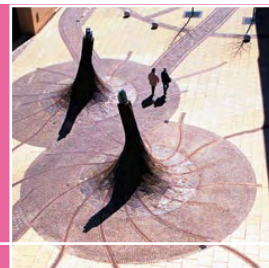
Function: Policy Officer – Cohesion Policy and EU budget

Nationality: ES

Working Languages: EN, ES, FR

Nuria will take over our work on EU budget from Bernardo Rodrigues who will take a leave of absence from October 2010 to April 2011. She will also support EUROCITIES' work on cohesion policy. She is specialised in regional policy and worked on this at the Spanish permanent representation to the EU in Brussels during the Spanish EU Presidency. Bernardo's other tasks will be taken on by Marie Ranty, who will take a break from cohesion policy to work on our institutional relations and EU Presidencies, and by Soraya Zanardo who will give support to EUROCITIES working group on European governance and partnerships.

Olivier Baeselen, EUROCITIES finance, HR and office manager: olivier.baeselen@eurocities.eu



Contribute to EUROCITIES' response on the future EU culture programme

EUROCITIES would like to incorporate your views into the response we are preparing for the European Commission's consultation on its future culture programme.

The consultation aims to gather intelligence on the next round of the culture programme for the period 2014-2020, in particular its objectives, activities and types of support.

We are expecting the new programme to focus on three or four key objectives, one of which is the promotion of urban and regional development through culture. Crucial to EUROCITIES' response is whether we should ask for one of two options:

- Urban and regional development as a key objective of the future culture programme; or
- An 'urban and regional development' strand that would apply to all of the programme's objectives.

The EUROCITIES resources for culture working group will work on a first draft and circulate among EUROCITIES Culture Forum members for additional comments before finalising. Among its preliminary recommendations, the working group is advocating that the EU:

- maintains a strong culture programme;
- better publicises the outcomes of co-financed projects and makes them more easily available to stakeholders;



- provides more support services for applicants;
- continues to simplify the culture programme; and
- improves financial rules to allow more stakeholders to benefit from the programme

Next steps after the consultation involve a public meeting with participating organisations in Brussels next February 2011. In mid-2011 the Commission will then adopt a draft decision of the

European Parliament and Council to establish the future programme.

Deadline for members' comments to EUROCITIES' response: **22 October 2010**

Deadline to respond to consultation: **15 December 2010** ■

Consultation on future EU culture programme: <http://tinyurl.com/cultureprogramme2014>

Julie Hervé, EUROCITIES policy officer – culture: julie.herve@eurocities.eu

Pilsen named European Capital of Culture

Pilsen, a western Czech city, has been selected to be the 2015 European Capital of Culture. A full member of EUROCITIES, it will share the title with the Belgian city of Mons. The nomination has yet to be formally approved by EU leaders in May 2011.

Europe's culture capitals put on a full year of cultural events and have a chance to draw funds to revamp their culture infrastructure. 'Open up!' is the motto of Pilsen's project which brings a new message to Europe: countries of Central and Eastern Europe are opening up and offering their own recipe to overcome the totality in our minds through creativity. The goal of the Pilsen 2015 project is to shift values from material to spiritual ones, to achieve the mental transformation of a closed mind into an open and learning one. Culture should be the generator of this change.

The first Czech European culture capital was Prague in 2000.



Pilsen European Capital of Culture 2015: www.plzen2015.net

Bringing Europe's cultural heritage online - public hearing

Brussels | 28 October 2010

The Reflection Group on Bringing Europe's cultural heritage online has been set up by the European Commission to provide recommendations on how best to speed up the digitisation and online accessibility of cultural material. A consultation is currently open (see Flash 98).

Applicants wishing to speak and to be interviewed by the reflection group should email the address below.

Bringing Europe's cultural heritage online: INFSO-COMITE-SAGES@ec.europa.eu

Economic Development



Commissioners ask Barroso for better coordination of EU funds

The four EU commissioners responsible for regional policy, maritime affairs and fisheries, employment, social affairs and inclusion, and agriculture and rural development have sent a letter to Commission president Barroso, requesting a common 2014-2020 strategic framework to be applied to four important EU funds.

The funds in question include the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Fisheries Fund.

In the views of the commissioners, such a common strategic framework would limit the fragmentation of these different instruments and related policies, thereby ensuring greater clarity for member states and beneficiaries, as well as cutting back on red tape. What's more, "it would set the example for a more coordinated approach at national, regional and local level", according to the commissioners.

In the current period, local and regional authorities have found it tough to address social, environmental and economic problems efficiently and in an integrated way, often burdened by exhaustive administrative procedures. The introduction of common rules for these EU funds would make the process much smoother.

EUROCITIES will provide updates on president Barroso's response to the request and that of the EU Council ■

Marie Ranty, EUROCITIES policy officer - economic development:
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Economic Development Forum welcomes Reims metropole

The metropolitan area of Reims, situated in the east-northeast of France is the latest member to have joined EUROCITIES' Economic Development Forum (EDF).



The metropole recently reinforced its policies in the area of European and international relations. For the first time ever, Reims is benefiting from structural funds support for the period 2007-2013 under the urban strand of the Champagne-Ardenne regional programme.

Reims metropole is also engaged in European cooperation programmes such as URBACT and INTERREG. The city has started to develop partnerships with cities in Eastern Europe, for example Debrecen in Hungary.

By joining the EDF, Reims will continue to build on its European affairs activities.

James Winter, EUROCITIES contact officer, Reims Metropole:
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Cohesion policy is paramount for EU economic growth, says MEP

"Cohesion policy is the motor of growth and the wisest solution to the economic crisis", according to MEP Danuta Hübner, the former EU commissioner for regional policy

Ms Hubner was speaking at a workshop held on 15 September by the European Parliament's special committee on the financial, economic and social crisis. She added that future cohesion policy should offer regions good practice models in a more robust way to enable those less competitive to open up to global competition without protective measures. In her view, this could be achieved by helping regions to identify measures they could use to increase innovation, productivity and competitiveness.

Also present, the current EU commissioner for regional policy, Johannes Hahn, highlighted the need for cohesion policy investments to focus on key Europe 2020 projects.

Comments made by MEP Othmar Karas seemed to support this: "An effective cohesion policy will sustain a well-functioning internal market and the smooth circulation of people. Cohesion policy is a key element of our response to the financial and economic crisis and should be a cornerstone of the European exit strategy," he said.

The workshop's panelists underlined that the impact of the crisis had been territorially asymmetric and some countries had suffered more than others. The effects of the crisis could thus result in weakened territorial cohesion unless they are countered by policies targeting specific problems in a differentiated manner.

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Environment



EUROCITIES, MEPs and Commission discuss financing city climate action

Supporting cities for sustainable solutions was the topic of debate at the 15 September high level conference held in the European Parliament, with Ronan Dantec, Vice-president of Nantes-Metropole, representing EUROCITIES.

There is no doubt that cities are at the forefront of sustainable development but the big question is how to reconcile sustainable development with economic growth. As conveyed during the event, the key support pillar that cities lack is adequate financing. Where should the money come from? Principally structural and cohesion funds, the conference heard.

In his intervention, Mr Dantec highlighted: "Cities need tools, legislation

and new financial mechanisms to be able to respond to environmental issues, in particular climate change", adding "We are open for discussion with the EU institutions and we are proposing different solutions such as the use of revenues linked to the emissions trading system (ETS) to finance climate action in cities."

Both the European Parliament's environment committee chair, MEP Jo Leinen and EU energy commissioner Günther Oettinger suggested that under the next budget European financial support could be tied to conditions in line with the EU's energy and climate goals. EU ETS auctioning revenues were named as another potential source of money.

The second big problem cities face is the lack of skills and resources to lay claim to this. One step forward was made recently when the European Parliament industry, research and energy committee approved plans to boost green investments in cities. This is supported by EUROCITIES as it will enable the local level somehow to get funding from the unallocated funds of the European Energy Programme for Recovery (EEPR). EUROCITIES will continue to monitor developments regarding the EEPR's unspent funds ■

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Applying for EU green financing

Covenant of Mayors workshop | Zaragoza | 3 November 2010

Take part in the Covenant of Mayors workshop on 3 November and receive an update on the initiative's latest developments from European Commission representative, Roman Doubrava.

Taking place during the EUROCITIES 2010 Zaragoza conference, our workshop will offer you information on how cities can successfully apply for financial assistance through ELENA. Established by the European Investment Bank and the European Commission, ELENA (European Local ENergy Assistance) is a financial assistance facility that partially covers costs made for developing investment programmes in sustainable energy at the local level.

This year, the Province of Barcelona signed the first ever ELENA contract. Ferran Vallespinos from the Province of Barcelona will take part in the workshop to share his experience and learnings on how to successfully apply for ELENA assistance. At present 91 EUROCITIES members are involved in the covenant.

You can also use the occasion to bring your opinion to the debate with other signatory cities and the European Commission. Tell us what you expect from the covenant: how you see it developing and whether you would consider mentoring other signatories.



Be part of the largest EU sustainable energy week ever!

Europe-wide | 9–17 April 2011

Would you like EU recognition for your local energy efficiency work? Would you like Europe-wide media attention for events in your city that are promoting a cleaner and more sustainable future? Then join the EU Sustainable Energy Week (EUSEW) 2011!

Between 9 and 17 April 2011 hundreds of events organised across Europe will showcase, promote, discuss and celebrate energy efficiency and renewable energy – and you can be a part of it by organising one or more energy related event.

Energy days can be any event or happening to promote energy efficiency or renewable energy – from exhibitions, conferences, online events, performances to guided tours, open door days, workshops, media campaigns, concerts and much more.

EUSEW 2011: www.eusew.eu/pdf/EnergyDays2011.pdf

Dion Wierts, EUROCITIES communications officer - climate, energy & Covenant of Mayors dion.wierts@eurocities.eu

Register now: www.eumayors.eu/calendar/registration_125/index_en.htm

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Commission spells out new broadband action plan

In its action plan published on 30 September, the European Commission has outlined how best to encourage private and public investment in fast and ultra-fast broadband networks. What's more, the action plan includes a number of activities involving regional and local authorities:

- The plan aims to encourage regional and local authorities to promote investment by reducing costs. It is estimated that around 80% of the costs of deploying new infrastructure are civil engineering costs and these can be greatly reduced by town planning and

coordination measures and setting the right regulatory environment.

- It announces plans by the European Commission and the European Investment Bank to bring forward broadband finance instruments. Concrete proposals for new instruments will be unveiled by spring 2011.

- It plans to promote direct investment in infrastructure by public authorities in line with state aid rules.

- It aims to investigate better use of the EU's structural and rural development funds for broadband roll-out.

The EUROCITIES working group on broadband will aim to involve cities in the preparations and discussions of the different actions ■

EU broadband action plan:
<http://tinyurl.com/EUbrobandactionplan>

Jan Franke, EUROCITIES policy officer - knowledge society: jan.franke@eurocities.eu

Join our new working groups!

Two new working groups have been proposed under the EUROCITIES Knowledge Society Forum as of 2011.

Smart Cities: From Barcelona and Manchester, the proposed 'Smart Cities' working group would create a dialogue space to discuss the conceptualisation of smart city strategies and policies in Europe and outside European borders. The initiative will also build on work done by the ICT for energy efficiency working group led by Manchester, which to date has focused on smart energy and collaboration with the 'Living Labs' movement through the European Network of Living Labs.

EU services directive: The second working group, which would be chaired by Dresden, would look at the implementation of the EU services directive, and compare the different administrative procedures and technicalities e.g. backoffice reorganisation, digital service delivery and one-stop-shops that cities deal with under this legislation. The group would compare methods and results by European cities that have implemented the directive. Member cities would also be invited to develop joint positions and perspectives for the future.

The proposals for both working groups will be finalised by the end of the year. If you are interested in joining either, please get in touch.

Smart Cities: Julia Lopez Ventura, Barcelona: jlopezve@bcn.cat

EU services directive: Michael Breidung, Dresden: MBreidung@dresden.de

Jan Franke, EUROCITIES policy officer - knowledge society: jan.franke@eurocities.eu

Local sustainable ICT actions feature at Open Days 2010

EUROCITIES secretary general Paul Bevan moderated the workshop on ICT for sustainable cities and regions held during the Open Days 2010 on 5 October in Brussels.

During the workshop the cities of Genoa and Stockholm presented their 'green ICT' actions in the framework of the EUROCITIES Green Digital Charter.

The charter commits cities to work towards reducing carbon dioxide emissions and increasing energy efficiency through ICTs. Currently, 23 cities have signed the charter, thereby pledging to undertake five pilot actions in this field within their territory.

Elsewhere, the cities of Amsterdam and Manchester shared their plans and ICT greening activities during the workshop on 'Cities success stories: using ICTs to deliver carbon reductions in Europe'.

What became clear from both sessions is that energy efficiency in the ICT sector is increasingly addressed by cities as part of their climate plans. And so too, the number of collaboration opportunities for cities in frameworks such as the German 'e-Energie' initiative, increases.

By engaging in practical, innovative and bottom-up initiatives like the Covenant of Mayors and the EUROCITIES Green Digital Charter, EUROCITIES continues to facilitate cooperation between Europe's biggest cities and the European Commission.



Jan Franke, EUROCITIES policy officer - knowledge society: jan.franke@eurocities.eu



Changes ahead for Eurovignette?

Having been pushed up the EU agenda by the Belgians, changes are in store for the Eurovignette directive.

Presented in 2003, the directive proposes a harmonised EU framework for charging heavy goods vehicles on European motorways. It caused controversy among member states at the periphery of main freight routes (Portugal, Estonia, Malta) and those with high infrastructure costs (Austria, France, Germany). A compromise, tabled by the Czech EU Presidency in 2008 on proposed environmental charges for trucks was rejected by member states, mainly due to the recession.

During its EU presidency this year, Belgium is keen to make progress on the directive by clarifying the positions of different stakeholders and addressing logistics in a different way. The backdrop to these ambitions is a new report which claims that the negative price impacts on hauliers caused by the directive would be reduced by the overall benefits of charging vehicles for their external costs.

Issued by the European Commission, the report further claims that only two EU member states would see a budget surplus if

the so-called Eurovignette levy were imposed on heavy goods vehicles for using road networks, whilst 16 others would lose out. The two countries are Germany and France, thanks to their landlocked location, would be the only two countries to possibly make a profit from the charges via tax rebates. Countries on the EU's periphery such as Spain and the Netherlands would possibly be the biggest losers according to the study.

Another study carried out by transport consultancy group, ProgTrans, shows that including congestion as an 'external cost', as for environmental damage and noise, could place a €414 billion burden on the EU economy each year.

The findings of both reports are sure to influence negotiations between transport ministers expected this month. The aim of the Belgian presidency is to reach an agreement on a directive revision in the December Council ■

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European cities promote active travel

On 16-22 September 2010, hundreds of towns and cities across Europe took part in the latest edition of European Mobility Week (EMW), the biggest global event dedicated to sustainable urban travel.

The 2010 campaign theme – Travel Smarter, Live Better – aimed to highlight the detrimental effects of urban transport on citizens' health and to encourage local authorities to promote alternatives to the car. EUROCITIES, responsible for coordinating the campaign since 2002, encouraged its members to get involved. Here's a snapshot of events.

The German city of Chemnitz organised a bicycle tour in the city's industrial heritage zone and participants also had a chance to try out some astronaut training! The week was made complete with exhibitions, documentary films, guided tours and a discussion about 'shared space'.

EUROCITIES member Porto inaugurated real-time information screens for public transport passengers and sidewalk sensors for the visually impaired. To celebrate the Car Free Day on 22 September, one of the city's main avenues was closed for a solar car race.

Brno in the Czech Republic developed a range of activities focusing on the promotion of (Nordic) walking, cycling and inline skating. It also launched a Mobility Information Centre and new infrastructure for cyclists and pedestrians.

Details of all activities carried out by EUROCITIES members during the EMW are listed on the official campaign website.



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Web link: www.mobilityweek.eu

The future of urban freight transport

EUROCITIES Mobility Forum | Utrecht |
25-27 October 2010

If you are interested in learning more about sustainable mobility, urban freight transport, or EUROCITIES and CIVITAS, then please join for the EUROCITIES Mobility Forum in Utrecht!



Beginning on 25 October, the forum's working groups – international accessibility; road safety; transport & energy efficiency; and developing a new mobility culture – will hold meetings until the following day.

The afternoon of 26 October will feature a debate on urban freight transport after which politicians of the CIVITAS MIMOSA cities will participate and sign a policy statement on urban freight transport. An in-depth technical workshop on 27 October will gather experts from The Netherlands and the rest of Europe.

Participants will also enjoy creative sessions on construction logistics, urban bundling concepts and good flows to consumers as well as interesting site visits to see Utrecht's prize-winning emission-free goods transport projects, Cargohopper and Beer Boat.

Register now: www4.utrecht.nl/smartsite.dws?id=345125

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Concluding EUROCITIES 2010 campaign poverty and social exclusion

Brussels | 12 October 2010

The first analysis carried out by the EUROCITIES-Network of Local Authority Observatories (NLAO) has reinforced the point that cities, national and European stakeholders together with policymakers should continue to raise awareness on active inclusion.

The analysis involved a EUROCITIES-NLAO focus group and a survey among all EUROCITIES Social Affairs Forum members to determine their knowledge and priorities in the European active inclusion strategy.

According to findings, the majority of respondents have some knowledge of the European active inclusion strategy although only a minority considered themselves very familiar with the concept. Interestingly, respondents indicated that both participation in the EUROCITIES Social Affairs Forum and involvement in



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

European projects and conferences has helped them get a better understanding of the European active inclusion strategy. The survey and focus group findings also revealed that the European strategy on active inclusion is generally in line with social inclusion objectives at the local level.

The analysis was undertaken by the new and enlarged EUROCITIES-NLAO

which comprises 10 cities working together on active inclusion: Barcelona, Birmingham, Bologna, Brno, Copenhagen, Krakow, Lille-Roubaix, Rotterdam, Sofia and Stockholm ■

Mirte Kortbeek, EUROCITIES social policy researcher – NLAO:
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Belgian presidency reviews EU social coordination

The Belgian EU presidency's high level conference held in September gathered together member states, local governments, academia, social partners, civil society and political leaders together to review social policy coordination at European level.

EUROCITIES was invited to attend and was tasked with reporting on the main messages stemming from the conference workshop that focused on better coordination between national, regional and local levels. The main conclusions from this workshop were:

- The local level has much to contribute to social policy development, in terms of identifying new and multiple risks of social exclusion, as well as innovative practices to deal with social challenges;
- Coordination between different levels of government is crucial to ensure effective social policies as social inclusion takes place at the local level; and
- National governments have to take the lead in creating adequate tools for coordination, consultation and partnership approach.

Belgian EU presidency conference:
http://socialsecurity.fgov.be/eu/en/agenda/14-15_09_10.asp

September 2010 report: Labour market trends in Europe

The European Union is slowly beginning to recover from the world wide economic crisis. This is one of the main findings of the latest European Commission monthly monitor on the EU's employment situation and social outlook of September 2010.

The economic crisis has seriously impacted on the EU labour market. Over 23 million people across the EU are currently unemployed, which is 5% more than the year before, and 45% more than in March 2008. Unemployment is expected to reach 10% of the labour force and stay at that level until at least 2011.

The social situation trends in different member states reveal that the impact of the crisis on young people, migrants, low-skilled and men, has been particularly severe. This makes these groups especially vulnerable to poverty.

The EU employment target of 75% by the year 2020 will help EU member states focus on the need to promote effective employment strategies. The Europe 2020 Strategy for smart, sustainable and inclusive growth and jobs, aims to increase the job rate among 20-64 year olds to 75% by 2020, marking a 7% increase.



Monthly labour market monitoring report:
<http://tinyurl.com/labourmarketEU>

Participation & Cooperation



Making multi-level governance a reality

Liege | 2 December 2010

Following the Spanish EU presidency's emphasis on integrated urban regeneration, the Belgians are reviewing governance models for an integrated urban development approach. Specifically, this will be the theme for the upcoming EU Belgian presidency conference at which EUROCIITIES secretary general Paul Bevan is to speak.

Entitled 'New methods for an integrated urban development strategy on all levels of government', the event is expected to attract 400 participants with expertise in local governance as well as urban policy and planning. EUROCIITIES members are encouraged to take part.

Beginning on the afternoon of 1 December, delegates will have an opportunity to visit urban sites and projects, both in the north and south of the country. The conference

on 2 December will deal with the implementation of the Leipzig Charter in sustainable European cities. Since 2007 and the adoption of the Leipzig Charter, various EU presidencies have concentrated on integrated development as a key condition for sustainable cities. Building on this work, the Liege conference will pay particular attention to new methods and strategies for the coordinated involvement of all government levels in pursuing integrated urban development.

The emphasis will be on the implementation of multi-level, integrated urban policy, via methodologies such as transverse action plans, monitoring, exchange of information, etc. It intends to provide an insight into the transverse approach which has already been implemented in the countries of the EU in the course of the last decade.

Discussions around this topic have already begun and the Belgian presidency invited experts to prepare reports on different aspects that are to be discussed at the conference. These papers and the conference outcomes will then help draft a road-map for multi-level governance.

The conference will be preceded by URBACT's annual conference, due to take place also in Liege on 30 November and 1 December.

The conference will provide simultaneous interpretation in English, Dutch, French and German ■

Event webpage:
<http://tinyurl.com/EUtriobelLiege2010>

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New EU report: World and European Sustainable Cities

The European Commission has just published a report which highlights European research activities designed to reconcile urbanisation with the need for sustainable and inclusive growth.

The report entitled 'World and European Sustainable Cities' gives an overview of the current state of urbanisation in the world and in Europe, focusing on issues like migration, poverty

and exclusion, urban sprawl and green urban planning.

Moving towards a more urbanised world, the report stresses the need to step up efforts for an integrated city management, not only within the borders of a city but with surrounding areas. The report finds that this alone can guarantee cities and territories' sustainability in the long-term.

The report is rich in current practices including many examples from EUROCIITIES members as well as references to EUROCIITIES work in the area of integration.

Report:
http://cordis.europa.eu/fp7/ssh/library_en.html

Lisbon Treaty and its impact on cities

Brussels | 19 October 2010

At its next meeting in Brussels on 19 October, the EUROCIITIES working group on European governance and partnerships will exchange views on the first draft of our analysis on the impact of the Lisbon Treaty in cities. This work is being developed by the city of Vienna.

Members will further discuss the network's activities carried out with present and future EU presidencies. In particular, we will look at plans for the forthcoming Hungarian Presidency which will begin in January 2011.

Finally, the group will hold elections for the working group's chairmanship and will discuss priorities and activities for next year

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Developing and managing urban brands

Members of the EUROCIITIES working group branding management and city attractiveness met in Valencia on 16-17 September to discuss leadership and governance within the framework of city branding and marketing.

Two main questions were discussed: why and how to build an urban brand? And how to manage an urban brand? Presentations were given on the strategies that cities are employing to develop and implement branding strategies.

The working group is currently finalising:

- 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. Working group members are invited to participate in the mapping. To do so, email: py.nury@cmn-partners.com

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Projects



Genoa and Bologna win EU urban transport awards!

Two Italian EUROCITIES members, Genoa and Bologna, have been honored by the European Commission for their outstanding work on promoting cleaner and better urban transport. The cities were awarded at a prize ceremony held during the annual CIVITAS Forum conference, in Malmo, Sweden, which took place on 25-27 September.

Bologna won the CIVITAS technical innovation award for its intelligent transport system (ITS) that integrates traffic monitoring and rule enforcement. Genoa won the CIVITAS City of the Year award, which recognises the CIVITAS network member which has been most active, responsible and progressive in developing sustainable mobility measures. The award for public participation went to the Spanish city of Vitoria-Gasteiz, for its efforts to involve citizens and other stakeholders in the development of a sustainable mobility and public space plan.

The CIVITAS Forum conference gathered more than 350 participants in Malmo for a three-day event under the theme 'Sustainable Mobility and Growth...Achieving Both'. The conference featured plenary sessions and smaller technical and roundtable sessions, which ensured plenty of opportunities for networking and exchange of experiences. Several EUROCITIES members such as Berlin, Bremen, Copenhagen, Genoa, Ghent, Enschede, Malmo, San-Sebastian, Skopje and Utrecht presented their



(Photo: CIVITAS Secretariat)

pioneering projects on sustainable urban mobility during the conference.

A politicians' forum chaired by Ilmar Reepalu, Mayor of Malmo, also took place during the conference. Representatives from the CIVITAS forum network, including politicians from Brno, Ljubljana and Porto discussed the role of the public in ensuring successful transport measures.

Finally, the CIVITAS forum hosted an informal European Commission information session about the recently published CIVITAS Plus II call for proposals. The next EUROCITIES Mobility

Forum (Utrecht, 25-27 October; see pg.8) will also host an information session about this call. It will include a presentation from the Commission and testimonials of experienced cities that have successfully bidded for a CIVITAS demonstration project in the past ■

CIVITAS: www.civitas.eu

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Mark your calendars! EPOMM and EPOMM-PLUS events

The European Platform on Mobility Management (EPOMM) will host a workshop for its National Focal Points on the theme of good practices and transferability on 27-28 October. The European Platform will also organise a public event in the European Parliament on 29 November on 'Managing Mobility for a better future: the EPOMM contribution to the EU transport strategy'.

EPOMM-PLUS national workshops will take place in each partner's country. The workshops aim to spread knowledge on mobility management and build a national network of mobility management organised within the project. The agenda is as follows:

- **Belgium/Brussels | 19 October: Inspiration Meeting on Mobility Management**
- **Romania/Bucharest | mid November (date to be confirmed)**
- **Prague/Czech Republic | 1 December**

These workshops are open to all stakeholders involved in sustainable mobility and want to know more about mobility management, programmes and information found on the EPOMM website (calendar section).

EPOMM new website: www.epomm.eu

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Events



Date / Place	Name of Event	More information
20-22 October 2010 Stockholm, Sweden	European Green Capital Conference Intelligent urban solutions and European cooperation on a local level	www.stockholm.se/international
20-22 October 2010 Helsinki, Finland	International Seminar on Urban Safety Creating and maintaining safety in European cities	www.hotelzon.com/fi/confedent/urbansafety2010
26 October 2010 Brussels, Belgium	European Metropolitan network Institute launch event Developing a future strategy for urban Europe	www.emi-network.eu
27-29 October 2010 Florence, Italy	Child in the city conference Encouraging cities in Europe to create a child friendly public space	http://childinthecity.com
3 November 2010 Zaragoza, Spain	Covenant of Mayors workshop How to apply for ELENA financial assistance	www.eumayors.eu/calendar/registration_125/index_en.htm
3-6 November 2010 Zaragoza, Spain	EUROCITIES 2010 Zaragoza Successful cities – vision and identity	www.eurocities2010.eu
30 November -1 December 2010 Liege, France	URBACT Annual Conference Challenges cities face in the aftermath of the crisis	http://urbact.eu
2-3 December 2010 Liege, France	Multi-level governance on integrated urban development Organised by the EU Belgian Presidency	http://tinyurl.com/EUtriobeLiege2010
22-25 May 2011 Stockholm, Sweden	Cities of the future Sustainable urban planning and water management	www.cof2011stockholm.org

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