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EDITORIAL

Cooperation and cohesion in Bordeaux



The voice of big cities in Europe is most powerful when we marry the political and technical expertise in our member cities with the institutional

knowledge of the EUROCITIES secretariat in Brussels. The more we can engage our members in EU affairs, in spite of the delivery pressures in their cities, the greater our success as an effective lobbying platform.

So the role of the contact officer in each member city is pivotal. They are our vital channels of communication through the complex machinery of local government in our 135 member cities. Contact officers ensure that EUROCITIES' news reaches the most appropriate colleagues in their administrations. But in addition, they make informed decisions as to which issues, forums or working groups their city colleagues could most effectively contribute. In short, contact officers animate our network.

For these reasons, it's important that our contact officers are kept up to speed on the big issues that set the policy framework for cities in Europe and that they also have the chance to exchange experience on the operational aspects of international relations. This is why each year, with the generous support of the host city, we hold the EUROCITIES cooperation platform.

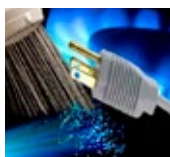
The 2011 edition will bring (mainly, though not only) contact officers together with the Brussels team, to hear about the latest network developments and to learn from their peers in other cities. This year in Bordeaux, we'll also provide a briefing on cohesion policy, taking stock of the current review process, and seeing how Bordeaux has itself used EU funds for city transformation.

Running over 19 and 20 May, this year's cooperation platform promises to be unmissable. I hope to see you there!

Paul Bevan
Secretary General, EUROCITIES

HIGHLIGHTS

New rules in the pipeline for public service utilities



EUROCITIES will respond to the European Commission proposal to reform the EU state aid rules on Services of General Economic Interest. We see the proposed revision as a sign of progress and are particularly pleased that one of the commission's main aims is to simplify the rules for small-scale public services of a local nature.

[see p. 5](#)

Cities on active inclusion conferences coming up



Nine national workshops on active inclusion will take place over the coming months as part of the EUROCITIES-NLAO 2011 activities. The events will take place in each of the nine partner cities of the project and will address youth and active inclusion with local and national stakeholders.

[see p. 9](#)

Belfast signs EUROCITIES Green Digital Charter!



Belfast is the 23rd city to have signed up to the EUROCITIES Green Digital Charter, which commits cities to the intelligent use of ICT for sustainable development and energy efficiency. An active member of the EUROCITIES network, particularly on green issues, Belfast is already a signatory of both the Covenant of Mayors and the EUROCITIES Climate Change declaration.

[see p. 7](#)

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www.eurocities.eu

Key developments



EU green transport vision must support local flexibility

By mainstreaming urban transport into its new ten-year strategy for transport, the European Commission has taken a step in the right direction towards a cleaner and more economically vibrant EU.

Commenting on the EU's revised transport white paper unveiled on 28 March, EUROCITIES secretary general, Paul Bevan, said:

"We are pleased that the commission is showing the strategic leadership necessary to tackle politically difficult issues and we welcome the leverage it will give member states and local authorities to push for sustainability."

Yet, there is apprehension that the same strategy has the potential to undermine the ability of local authorities to develop and deliver transport solutions in the future. On this, EUROCITIES' mobility lead, Frits Lintmeijer, Deputy Mayor for transport in Utrecht, said:

"While we are delighted that the commission has taken up our recommendation to recognise the importance of urban transport in its new plans, we are concerned that proposals related to mandatory urban mobility plans, access restriction schemes and road

pricing schemes, seem to disregard city realities."

Legal issues, specifically, are causing unease among cities across Europe:

1. **Mandatory urban mobility plans:** which may compromise the flexibility cities have to ensure transport solutions are tailored specifically to their needs. We believe that no mandatory 'one-size-fits-all' solution can be applied at the local level.

2. **Access restriction schemes and road user charging:** cities oppose the commission's wish to develop a legal framework for these. In fact, these fields are local competences that are best addressed flexibly by local authorities according to local circumstances.

In addition, the new strategy doesn't offer the best approach towards more environmentally-friendly forms of transport in urban areas. EUROCITIES president, Frank Jensen, the Mayor of Copenhagen, said:

"If we really want to make a difference in the future, we need to get people cycling, walking and using public transport. The commission must also consider a strategy that strives to limit

car use in urban areas in general. Even if they are lighter and more specialised, cars are a huge contributor to congestion in cities and also require the use of polluting sources of energy." ■



EUROCITIES position on the future of transport: www.tinyurl.com/eurocitiesEUfuturetransport09

Vanessa Holve, EUROCITIES policy officer – mobility: vanessa.holve@eurocities.eu

EUROCITIES prepares interactive website

This summer, EUROCITIES will be launching its new website, featuring a range of tools that will help you, as a member, to stay in touch more easily with the network.

Once you log in, your member's area homepage will feature the forums and working groups in which you are active. This will give you more direct access to the information that's most relevant to your needs and interests.

A collaboration tool for working groups and other groups of members will help you work together on shared documents.

In team spaces, members can exchange information through wikis and news feeds.

You'll also be able to sign up to our various policy sector newsletters or you can subscribe to an RSS feed to stay informed.

We hope that these new features will help you in your EUROCITIES work and keep you up-to-date on what's happening in the network.



Maurice Bock, EUROCITIES digital communications coordinator: maurice.bock@eurocities.eu

Key developments



Have your say! consultation on new smart cities and communities initiative

A new initiative of the European Commission aims to build on the long-term urban sustainability plans made by cities in Europe, for example those developed under the Covenant of Mayors initiative.

'Smart Cities and Communities' aims to enhance the potential for replicating good local energy practice across the EU and to facilitate the exchange of knowledge. Through it, the commission wishes to make low-carbon technologies and solutions commercially interesting by creating economies of scale with the help of a city projects.

The new initiative intends to support a variety of city activities, including joint technology testbedding and demonstration projects, knowledge transfer and the exchange of best practice.

Support will be given to projects based on the priorities identified in cities' urban sustainability plans.

EUROCITIES is currently preparing a response to the public consultation on the Smart Cities and Communities initiative. If you are interested in contributing, please contact Jan Franke at the Brussels office ■

Jan Franke, EUROCITIES policy officer - knowledge society:
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European Commission consultation on Smart Cities and Communities
www.tinyurl.com/ECsmartcitiescommunities

Advancing on mobility

EUROCITIES is teaming up with other organizations across the EU in a new European Commission mobility project, which is to be launched in June 2011.

Under the brand name, ADVANCE, this new project will aim to increase the energy efficiency of urban transport and reduce the demand for transport in European cities. To reach these goals ADVANCE will develop, test and apply an audit scheme for cities that will improve the quality of sustainable urban mobility plans (SUMPs) and policies.

As one of the project partners, EUROCITIES will be responsible mainly for establishing a user group to review the sustainable urban mobility plans auditing scheme. We'll also be responsible for promoting ADVANCE via other EU level programmes and events.

The application of the ADVANCE audit scheme will result in local action plans. The ADVANCE audit scheme will be practical and user-friendly to ensure that cities have sufficient resources after the audit to be able to implement concrete measures under their plans.

The focus of ADVANCE lies in supporting cities without an

integrated SUMP or which apply only infrastructural measures to resolve mobility problems. For the more advanced cities that already have a SUMP, ADVANCE offers to evaluate of these SUMPs and potential for improvement.

The ADVANCE audit scheme will be developed by a team of mobility experts, stakeholders and city representatives. After a validation and improvement phase, eight cities, including EUROCITIES members, Terrassa and Szczecin, will be guided through the scheme to devise eight local action plans. These plans will raise awareness among local decision-makers on the correlation of energy efficiency and transport.

To ensure the future uptake of the results in more European cities, at least 50 additional external auditors will be trained in ten European countries. Actions aimed at disseminating the results and sharing experiences among city practitioners and auditors will also be taken up. The project's strategic partners including EUROCITIES will organise awareness-raising events across Europe to promote the scheme.

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Catch up with colleagues at 2011 EUROCITIES cooperation platform

Bordeaux | 19-20 May 2011

This year's EUROCITIES cooperation platform will take place in Bordeaux on 19-20 May.

Now in its seventh edition, this annual meeting convenes all EUROCITIES contact officers and provides an opportunity for them to meet, exchange, discuss and learn from one another.

Highlights of the 2011 event will include:

- An interactive information fair with stands for each of the forums, projects, EUROCITIES fundamentals etc...
- An introduction to the new EUROCITIES website and members area, exploring the new working tools provided through these sites
- A study visit of several districts in Bordeaux, where participants will be able to see the impact of cohesion policy and exchange on the perspectives for the future

Register now!

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Culture

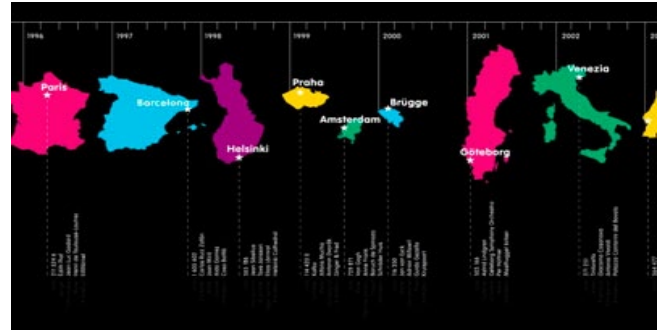


European Capitals of Culture after 2019

Responding to a European Commission consultation on the future of the European Capitals of Culture (ECoC) beyond 2019, EUROCITIES has recommended that the future scheme contributes to 'sustainable integrated urban development' where culture is connected to other policy areas. We have also asked for greater emphasis on intercultural dialogue, citizens' participation and culture as part of integrated urban development.

The first general results of the commission's consultation, below, were presented at a public hearing on 2 March in Brussels:

- 95% of respondents believe the scheme should continue after 2019. A majority think that the objectives are still relevant but should be updated, although there is no consensus on how this should be done.
- A majority believe that selection criteria should be more precise and place more emphasis on cooperation across Europe, on long-term impacts and legacy, and on greater involvement of citizens at all stages of the event.
- In terms of territory covered, 62% believe the ECoC should cover only cities or metropolitan areas, while 38% think it should cover regions.



- There is strong support for monitoring actions provided by the European Commission as well as for more exchange of experiences between cities.

All responses received, together with a detailed analysis, will be published on the commission's website before summer 2011. The new ECoC proposal will be presented by early 2012 and will be based on the consultation process, an independent evaluation of the ECoC's current functioning and on independent evaluations of former title holders ■

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

Act for culture in Europe!



'We are more' (2010-2013) is a Europe-wide arts advocacy campaign set up by Culture Action Europe in partnership with the European Cultural Foundation. Its goal is to contribute to a strengthened recognition of the role of arts and culture in the development of European societies.

The campaign focuses on improving the quality and quantity of support that the sector receives from two key EU policies: the Culture Programme and EU regional development policies. The entire culture sector as well as individuals can get involved and support the campaign.

We are more – act for culture in Europe:
www.wearemore.eu

Contact: campaign@wearemore.eu

Culture does good!

Two main themes were discussed at the 16-19 March meeting of the EUROCITIES Culture Forum in Turku, this year's European Capital of Culture:

- **Culture and well-being:** Based on the fact that culture increases both the mental and physical well-being of people, Turku's well-being programme presented during the meeting, encompasses several projects that relate directly to well-being e.g. cultural plans for homes for the elderly as well as for schools and daycare.
- **Cities confronting budget cuts for culture:** members discussed their respective national financial contexts and the consequences of budget cuts for local-level strategies.

The financing of culture is seen to vary from city to city. By and large, there is still strong popular support for public spending in the arts. At the same time, public money for the arts is scarce and must be spent where necessary. These considerations require effective cultural strategies.



To overcome barriers linked to budget cuts, forum members agreed that the benefits of culture for cities and society need to be more visible. There was also consensus regarding the need to coordinate once again and rebuild public administrations for culture, where relevant, as well as to improve the effectiveness and visibility of local and regional cooperation.

The next EUROCITIES Culture Forum meeting will take place in Aarhus, Denmark, on 9-12 June and will focus on governance for local cultural policies.

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

Economic Development



EUROCITIES members shortlisted for European Enterprise Awards

Projects associated with the cities of Amsterdam, Barcelona, Gdansk and Vilnius are among the 12 nominees for the European Enterprise Awards (EEA) this year. These annual awards seek to promote the efforts of local, regional and national public authorities involved in entrepreneurial initiatives.

Many of the nominated projects include opportunities for socially disadvantaged groups. For instance, the municipal employment office in Gdansk launched the Mature Entrepreneur programme which provides grants and business skills training to those aged 50-64. The programme creates opportunities for these people to become self-employed as an alternative to retirement or unemployment. Over 30 new companies have already been set up this way.

Another example is the CASE programme in Amsterdam which targets young people and promotes entrepreneurship. Run by the city's universities together with public sector

partners including the city of Amsterdam, this initiative supports university students in setting up companies during their studies.

The winners of this year's EEAs will be announced on 24 May 2011 at an awards ceremony in Budapest ■



EEA 2011: www.tiny.cc/seyb8

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

How lifelong learning boosts local economies in Europe

The latest EUROCITIES Economic Development Forum meeting in Munich dealt with lifelong learning strategies from the perspective of economic development.

Today's rapid technological change and economic restructuring requires a flexible, highly-skilled and more adaptable workforce. In this context, participants discussed how the concept of lifelong learning relates to the Europe 2020 strategy, the demographic transition in Europe, and potential fields of action for local authorities.

A series of sessions were also held on the following cases:

- Terrassa Metropolitan Area presented its Vocational and Education Training Council, which, among other things, aims to help match the supply of training with the city's employment demands.
- Eindhoven presented some of its key programmes, activities and instruments associated with lifelong learning which are part of its Brainport region concept.
- Istanbul's İsmek programme offers 123 courses in 218 centres which helps over 300,000 migrants who come to Istanbul each year in order to maximise their potential and increase their job prospects.
- Antwerp presented their local evidence-based policy and practice in education research, which, in a consortium with six other European cities and five research institutions, studies the role of local authorities knowledge brokerage.

Participants also took part in a study visit to Hasenberg, a neighbourhood in the North of Munich, where the city council set up a project called 'Lernen vor Ort' (Learning local). The project emanates from observed learning gaps within the city, where some neighbourhoods were seen as better served than others in terms of learning facilities and access to curricula information. The project aims to reach the most deprived neighbourhoods and ultimately close that learning gap.

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Reforming EU state aid rules for public service utilities

EUROCITIES will respond to the European Commission's recent communication on the reform of the EU state aid rules on Services of General Economic Interest (SGEI). The communication aims to generate political debates before preparing a new draft package of rules on SGEI.



The current SGEI package applies to large commercial services for example network industries (postal services, energy provision, electronic communication services and public transport services), as well as a wide range of health and social services (e.g. care services for the elderly and disabled persons).

EUROCITIES regards the proposed revision positively since there is a general feeling that the current legislation needs to be simplified, more proportional and more transparent as shown by the results of the 2010 public consultation. In particular, EUROCITIES is pleased that one of the commission's main aims is to simplify the rules for small-scale public services of a local nature with a limited impact on trade between EU member states as well as for certain social services.

The European Commission will consult with other EU institutions and stakeholders on drafts of the new SGEI package before July 2011.

Commission communication on SGEI: <http://tiny.cc/452ql>

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



Energy efficiency: the EU's new action plan

The European Commission has issued a new energy efficiency plan proposing several actions for reaching the 20% energy savings target set for 2020 including measures such as efficiency improvements in buildings and in power and heat generation as well as upgrading industrial processes.

According to the plans, public bodies in the EU will be required to retrofit at least 3% of their building stock every year. Commission figures show that this is about double the current rate. The renovations would need to bring public buildings to the level of the best 10% of the national building stock in terms of energy efficiency.

In addition, local authorities would only be allowed to rent or buy existing buildings when they are in the best available energy performance class. Improvements on private buildings, however, would be left mainly to member states.

Under another planned proposal, the commission will require public authorities to apply high energy efficiency standards when buying goods, services and works.

As regards efficient energy production, the commission is suggesting to further explore ways in which to promote district

heating, while showing support for the greater use of heat and power co-generation. These goals, the plan states, will require an integrated approach and the involvement of local authorities.

The new plan makes no reference to transport actions, which are addressed in the EU's revised transport white paper unveiled on 28 March (see pg.2).

Apart from energy savings and a reduction of greenhouse gas emissions, the proposed measures are to lead to important financial savings for households, improve Europe's competitiveness and create jobs. The commission plans to issue a number of legislative proposals in the course of the year to implement the action plan.

EUROCITIES is currently preparing a response to the commission's action plan ■

Energy Efficiency Action Plan 2011: www.tinyurl.com/6j9zrmn

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Special Covenant of Mayors event for large cities

Brussels | 14 April 2011

Recognising that local authorities of different sizes have different needs, the Covenant of Mayors office is organising a discussion group on 14 April in Brussels during the EU Sustainable Energy Week (EUSEW) 2011.

This meeting will be the first of several aimed at addressing the specific interests and questions of large cities that are signatories or potential signatories to the Covenant of Mayors.

A range of local action plans will be presented and discussed at the meeting, entitled 'Covenant of Mayors action plans – large cities & agglomerations share experiences'. Participants will also be given plenty of time for informal networking and peer learning.



Also on Wednesday 13 April, cities that are involved in the covenant will showcase their actions in the field of climate change and energy efficiency. Examples taken from those that are using European funding for local sustainable energy actions, will also be presented.

Join the discussion for an update on European funding and be inspired by the actions and results of what is surely one of the EU's most successful climate initiatives!

Programmes and registration
www.eumayors.eu/events.php?lang=en&type=2

Dion Wierts, EUROCITIES project officer – climate & energy
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EU issues 2050 low carbon economy roadmap

The European Commission's roadmap for moving to a low carbon economy in 2050, published on 8 March, looks at how the EU can deliver greenhouse gas reductions of 80- 95% by 2050.

Based on a cost-effectiveness analysis, it proposes guidelines for sectoral policies, low-carbon national and regional strategies and long-term investments, while stressing that the EU must start working on such strategies now.

For the commission, the most cost-effective way to achieve the 2050 target requires a 25% reduction of greenhouse gases by 2020, to be achieved by domestic measures alone, rather than the current 20% target.

The roadmap identifies transport measures such as pricing schemes, improvements of public transport and electrification, as key to reducing greenhouse gas emissions and tackling air pollution at the same time, especially in cities. According to the commission, a massive investment shift is necessary, but high benefits are expected in return, including halved fuel imports by 2050, job creation, as well as better air quality and health benefits.

The roadmap was judged unambitious by some MEPs and environmental NGOs who have said that the EU must cut its greenhouse gas emissions by 30% until 2020. In response, the EU's climate commissioner, Connie Hedegaard, confirmed that the EU could move to a 30% target if other countries also offered more ambitious action in currently deadlocked UN climate talks.

Roadmap for moving to a low carbon economy in 2050:
www.tinyurl.com/6bg5bbx

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Knowledge Society



Funding call on ICT for innovative government and public services

The European Commission has launched a call for applications to support pilot projects that make government services more effective and fully interoperable. Applicants should submit project proposals that address one of the following objectives:

1. Towards a cloud of public services: cloud computing refers to the provision of computational resources to companies and public administrations, on demand via a computer network. It offers the possibility for administrations to deliver services that are more flexible and are easier to develop, maintain, open and share. The pilots will test and validate the use of these technologies by authorities.

Under this objective, the commission intends to support several actions, financing up to €5 million per pilot.

2. Towards a single European electronic identification (eID) and

authentication: it is proposed to pilot the use of eID in a number of sectors such as transport, health, social security etc. with eIDs issued by a number of different trusted public and private organisations. The pilot will also test the interoperability of the different approaches, at national and EU level, for persons and legal entities, including the facility to 'mandate' between them.

Under this objective, the commission will support one pilot, financing up to €8.5 million.

3. Piloting IPv6 upgrade for eGovernment services in Europe: With a depletion of IPv4 addresses expected soon, public administrations and other stakeholders must prepare for IPv6 deployment in order to ensure continuity of their services. The aim is hence to stimulate the upgrade of eGovernment infrastructures, and services of public interest to IPv6.

The commission will support one pilot action under this objective for up to €3 million.



Funding is made available under the 5th call for proposals within the ICT Policy Support Programme (ICT PSP), which aims to stimulate smart, sustainable and inclusive growth by accelerating the wider uptake and best use of innovative digital technologies.

Deadline for applications: **1 June 2011** ■

ICT PSP work programme 2011:
www.tinyurl.com/4kr6jkk

Barcelona Smart City model launched

The Barcelona 'Smart City' model was launched by Ramón García-Bragados, Deputy Mayor of Barcelona, on 28 March.

Barcelona's smart city concept aims to increase citizens' quality of life, support more competitive and innovative business, make city management and maintenance easier and cheaper and last, but not the least, enhance the sustainability and development of a greener city.

The Barcelona model is built around:

1. Ubiquitous infrastructures which allow for connections everywhere throughout the city;
2. Rich information provided by sensor devices and brought to light through the open data portal; and
3. The human capital of Barcelona.

Through these, Barcelona will work towards developing a new generation of services generation and better management of public spaces.

The smart city is being implemented for the first time in the '22@Barcelona' innovation district. More than 1,500 innovative companies have established themselves there, and have created 45,000 new jobs since 2001. Its advanced infrastructures are also used by research companies as a testing area for a range of city pilot initiatives and the 22@ experience for example is being used as a blueprint for reforming the city's other districts.



Joan Batlle i Montserrat, city of Barcelona: jbatlle@bcn.cat

Belfast signs EUROCITIES Green Digital Charter!

Belfast is the 23rd city to have signed up to the EUROCITIES Green Digital Charter, which commits cities to the intelligent use of ICT for sustainable development and energy efficiency.

The charter was signed by Belfast's Lord Mayor, Pat Convery, during a recent meeting with EUROCITIES secretary general, Paul Bevan.

An active member of the EUROCITIES network, particularly on green issues, Belfast is already a signatory of both the Covenant of Mayors and the EUROCITIES Climate Change declaration.

Belfast is the capital city of Northern Ireland and the second largest city on the island of Ireland. The city has a population of 267,374, with 645,536 residents in the wider metropolitan area. The city has undergone substantial economic growth in recent years with considerable expansion and regeneration in the city centre.



Deirdre Ferguson, city of Belfast: FergusonD@BelfastCity.gov.uk

EUROCITIES Green Digital Charter: www.tinyurl.com/eurocitiesGDC



No 'one-size-fits-all' for access restriction schemes in cities, says EUROCIITIES

A recommendation stemming from a European Commission study on access restriction schemes is causing concern among cities across Europe. The commission recommendation, which is one of ten, implies the establishment of a single EU-wide website for vehicle registration and the payment of access charges. EUROCIITIES does not favour such an EU approach since European cities do not have the resources for a bespoke payment channel via a centralised website. Nevertheless, cities would welcome a central point of reference which would allow users to access a city website in order to process any registration or payment.

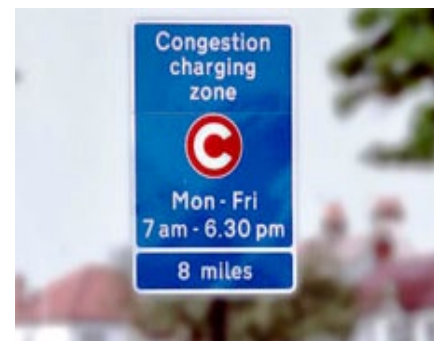
The commission launched the study as part of its commitments to the urban mobility action plan adopted in September 2009. The study was presented at a workshop in Brussels in March 2011, where stakeholders expressed the wish to have a harmonised framework for low emission zones at EU level.

In addition, the commission's revised white paper on transport published on 28 March 2011, also seems to pose problems for cities as it proposes 'a validated framework for urban road user charging and access restriction schemes and their applications, including a legal and a validated operational and technical framework covering vehicle and infrastructure applications'.

EUROCIITIES is in favour of those recommendations that highlight the importance of guidance and exchange of best practice between cities, as well as EU support with funding. We remain opposed however to any EU legislation that aims to harmonise the design and implementation of access restriction schemes in urban areas. In our position sent both to the commission and Brussels press corps, we have spelled out clearly that each city deals with a unique environmental, social and geographical landscape and that local authorities are

best-placed to determine their access restriction schemes.

In cooperation with the Council of European Municipalities and Regions (CEMR), we have drafted a joint position paper on access restriction schemes in cities and will continue to cooperate to ensure that cities' recommendations are considered at EU level ■



Vanessa Holve, EUROCIITIES policy officer - mobility: vanessa.holve@eurocities.eu

Creating barrier-free cities for all

Vienna | 27-28 June 2011

Faced with the challenges of implementing the United Nations convention on the rights of persons with disabilities, cities are eager to exchange experiences on how best to ensure barrier-free accessibility and enable all citizens to take part in city life.

It's in this context that the EUROCIITIES 'barrier-free city for all' working group was set up in 2009.

The group will hold its next meeting on 27-28 June in Vienna to discuss mobility and security and share 'design for all' examples already in place in public spaces, transport infrastructure and guide systems across some of Europe's biggest cities.

Now with over 25 members and partners, the working group has met three times already. At its last meeting held in Brussels in November 2010, Inmaculada Placencia-Porrero, a representative of the European Commission section for employment, social affairs and equal opportunities, spoke of the 2010-2020 European strategy for people with disabilities and the renewed commitment to a barrier-free Europe. She emphasised the importance of networks, above all city networks, and called for closer cooperation between this EUROCIITIES working group and the commission. Future requirements for European standards were also examined and will be on the group's agenda for the future.



The group's final meeting of 2011 is already scheduled for the end of the year in Paris. It will focus largely on education and training and the development of a European curriculum on accessible design and construction, a 'design for all' for architects, urban and transport planning, as well as for craft and trade.

Barbara Berninger, the city of Vienna: Barbara.Berninger@senstadt.berlin.de

Social Affairs



First task force meeting on the European Social Fund

The European Social Fund (ESF) has moved up on EUROCIITIES' agenda now that the EU institutions are discussing the instrument's next funding round for the period 2014-2020.

The ESF, which supports employment and social inclusion, represents about 10% of the EU's total budget. The current debate offers cities a unique opportunity to influence the policy-making process and raise concerns. Of particular importance to us is the need to increase visibility and awareness of the important role of cities in delivering the Europe 2020 goals.

Our discussions kicked off last March at the first EUROCIITIES ESF task force meeting, which was chaired and hosted by the city of Birmingham. Based on experiences to date, participants discussed the pros and cons of the current ESF regulation. It was agreed that cities are in a unique position to see the links between different policy areas and are able to address them in a holistic way, while building partnerships for better outcomes. It was further felt that cities are an ideal test-bed for innovative approaches.

The conclusions of the task force discussions will form the basis of EUROCIITIES' policy statement on the future of the ESF, which will outline the key principles that cities would like the European Commission to consider when drafting the new regulations.

In addition, the Brussels secretariat recently sent a survey to all members of the EUROCIITIES Social Forum so as to allow for more cities to contribute to the discussions. The survey included questions on several technical points currently being discussed by the European Commission. The findings of this survey will feature in a more detailed EUROCIITIES policy paper to come out later in the year.

The ESF task force will meet twice more this year, with the next meeting on 24-25 May in Grenoble Alpes Metropole. Cities interested in becoming involved in this work are invited to contact Silvia Ganzerla at the Brussels office ■

Silvia Ganzerla, EUROCIITIES senior policy officer – social affairs:
silvia.ganzerla@eurocities.eu

EUROCIITIES report: use of health data in local policy making

EUROCIITIES has just published a report on the use of health data in local policy making. The report is a result of the peer review held by the EUROCIITIES working group health and well-being in late 2010 in Liverpool. Participants looked at the examples of health profiles in England, the European Urban Health Indicators System (URHIS) and how the information collected is used in four large Dutch cities.

The most important conclusion of the report is that the collection of data and its analysis can only signal a problem, but cannot explain how or why it happens. Regular collection of data is helpful as it immediately shows changes in a given area or sector. However, finding out what caused these changes requires further and more specific research and collection of additional data.

This has implications for policy making and policy evaluation. Data can be used for setting or modifying priorities and to evaluate policy effectiveness. In both cases, it is



important that the data is presented in an accessible way, analysed and accompanied by recommendations on possible actions to be taken. Lastly, the report also mentioned challenges related to data comparability, especially between countries.

The report also gathers the contributions on collection and use of local health data in six cities: Belfast, Bologna, Eindhoven, Leeds, Rotterdam and Warsaw.

Peer review report www.inclusivecities.eu

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Cities on Active Inclusion conferences



Network of Local Authority
Observatories on Active Inclusion

Nine national workshops on active inclusion will take place over the coming months as part of the EUROCIITIES-NLAO 2011 activities. The events will take place in each of the nine partner cities of the project and will address youth and active inclusion with local and national stakeholders.

The active inclusion of young people in society is the main focus of EUROCIITIES-NLAO for the first half of 2011. These events will seek to analyse how cities can, and are already, tackling youth unemployment. The workshops will also provide opportunities for good practice exchange among the cities involved in the project. We also expect the participation of key representatives of the EU institutions.

More information on the meetings will be published shortly on the EUROCIITIES-NLAO website: www.eurocities-nlaio.eu

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Cooperation



EU report on future orientations for cities

Cities and urban development are a focal point of current territorial development policy in the EU. With this in mind, the ESPON project FOCI-Future Orientations for Cities, was launched in 2008 to analyse the state, trends and development perspectives for the largest cities and urban agglomerations within the EU.

Just published, the project's draft final report introduces a policy-oriented selection of research findings to feed into current policy debates. Different sections review the situations of cities across the EU - their economic performance, cooperation, social cohesion and sustainable development.

The final chapter is devoted to 'imagining the future of European cities', where two scenarios are proposed: a 'green economy' and 'enhancing the European potential'. Both scenarios emphasise changes and challenges that will impact on cities which will need to be addressed by all levels of government. The issues and opportunities of demographic stagnation and ageing populations, slower progress of real incomes, impacts of climate change and new technologies that will affect territorial development in a number of fields (energy production/

consumption, transport, and communication), are outlined.

The approved final report will be available to download from the ESPON website in the coming weeks ■



FOCI draft final report: www.espon.eu

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EU insights for EUROCIITIES eastern members

The EUROCIITIES working group on European neighbourhood policy and enlargement met in Brussels in March for comprehensive discussions on the European capital and its institutions.

On the first day, members of the working group met with representatives from a range of local and regional offices based in Brussels

at the Wien House. At EUROCIITIES, they participated in a session on project management, where Nathalie Guri, EUROCIITIES' new projects manager, gave a presentation on responding to EU funding calls.

Participants were also given an insight into the EU machinery during meetings held with the head of unit for eastern partnership at the European Parliament, among others. Another meeting was held at the European Commission's DG EuropeAid unit for geographical coordination for Europe.



Greater emphasis wanted for role of cities in macro-regions

In March, the EUROCIITIES working group on governance met with representatives of the Polish and Hungarian Permanent Representations to the EU to look at the role of cities in macro-regional strategies.

As this year will see both a new communication on the Danube region strategy and the review of the Baltic sea strategy, there is a window of opportunity for cities to offer some thinking and influence on their final outcomes.

It was highlighted during the group's recent meeting in Brussels that the role of cities in macro-regions has, up to now, been undervalued. Big cities are the nodes of many networks and are therefore vital to the success of macro-regional strategies. Cooperation, transport, research, economy and creative networks all need to go through big cities. In this context, members advocated that cities should be involved in the design and development of macro-regions.

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Projects



SEGMENT expert seminar at next EUROCIITIES Mobility Forum

Oslo | 6-7 June 2011

The first meeting in a series of experts seminars organised within the SEGMENT - Segmented Marketing for Energy Efficient Transport project will take place at the next EUROCIITIES Mobility Forum meeting in Oslo, early June.

The gathering will give forum members a chance to meet and talk with experts and representatives of SEGMENT.

SEGMENT is a three-year commission-funded project that tests the use of consumer market segmentation techniques in persuading people to change their travel behaviour.

Participants will learn about the first results of the project as well as information that responds to needs identified by a survey that was circulated in summer 2010. There will also be opportunities for an exchange of experience and ideas concerning current transport activities and future campaigns. In this respect, much is to be learned from the SEGMENT project, which seeks to maximise the impact of campaigns through two segmentation techniques:



- Targeting consumers undergoing 'life change moments' which cause them to question and reconsider their travel habits; and
- Clustering these consumers into homogenous groups and formulating customised campaigns.

The draft programme of the Oslo seminar will be circulated in the coming weeks ■

SEGMENT: www.segmentproject.eu

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European Mobility Week 2011 promotes alternative mobility

'Alternative mobility' is the slogan for the 2011 European Mobility Week and with it, the European Commission wants to support the transition towards a resource-efficient transport system by promoting clean, fuel efficient modes and human-powered travel.

The general aim of the campaign – which runs from 16 to 22 September every year - is to encourage European local authorities to introduce and promote sustainable transport measures and to invite citizens to try out alternatives to car use.

In 2010, a record number of 2,221 cities, representing approximately 227 million European citizens, registered their participation on the campaign's official website.

EUROCIITIES, the project's coordinator, has once again developed a series of guidelines and graphic designs that aim to aid cities undertaking campaign activities at the local level.

EUROCIITIES members are encouraged to sign the European Mobility Week Charter and to fill out the online registration form. By doing so, cities are eligible to apply for the 2011 edition of the EMW award and follow in the footsteps of EUROCIITIES members, Murcia and Riga, who were among the 2010 finalists.



EMW 2011: www.mobilityweek.eu

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Save the date! CIVITAS Forum conference

Funchal | 17-19 October 2011

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 the city of Funchal, the capital of Portugal's Maderan archipelago, on 17-19 October.



For the ninth time running, this annual conference offers an ideal forum for local politicians, mobility practitioners, academics and NGOs to network and exchange experiences on urban mobility in Europe. European Commission high-level representatives will also speak on the latest developments regarding EU policies and programmes in the field.

EUROCIITIES collaborates with the CIVITAS initiative and the organisation of the 2011 event in Funchal through the support action CIVITAS VANGUARD.

A more detailed programme and call for contributions will be published in April.

CIVITAS forum conference:
www.civitas.eu/forum_conference_2011

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Events



Date / Place	Name of Event	More information
13-15 April 2011 York, United Kingdom	Housing in hard times Class, poverty and social exclusion	www.york.ac.uk/inst/chp/hsa/conference.htm
6-7 May 2011 Oslo, Norway	Governance and change on the urban fringe The European Urban Research Association workshop	www.iss.uio.no/aktuelt/arrangementer/gov
12-13 May 2011 Duisburg, Germany	Regional governance of sustainable integrated development of deprived urban areas RegGov final conference	www.urbact.eu/en
18-20 May 2011 Essen, Germany	REAL CORP 2011 Change for stability: lifecycles of cities and regions	www.corp.at
19-20 May 2011 Bordeaux, France	EUROCITIES cooperation platform Annual event for EUROCITIES contact officers	www.eurocities.eu
19-21 May 2011 Belfast, United Kingdom	Urban conflicts international conference Ethno-National Divisions, States and Cities	www.conflictincities.org
22-25 May 2011 Stockholm, Sweden	Cities of the future Sustainable urban planning and water management	www.cof2011stockholm.org
23-25 May 2011 Prato, Italy	Major cities of Europe conference Themes: do more with less & smart cities	www.majorcities.org
25-27 May 2011 Leipzig, Germany	International transport forum Transport and society	www.internationaltransportforum.org
15-16 June 2011 Barcelona, Spain	BIZ BARCELONA Supporting entrepreneurship, innovation and SMEs in Barcelona	www.diaemprenedor-barcelona.cat/en/
23-25 June 2011 Copenhagen, Denmark	Cities without limits Organised by European Urban Research Association	www.eura.org

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