

## Time to back our leading brands



**I**t's alarming, and ironic, to observe how crisis fosters risk aversion.

When times are good it seems we feel expansive, entrepreneurial, ready to innovate and take chances. But when times are hard it appears easier to stick to what feels like safer ground.

So, as the member states still fail to agree on a new EU budget, what seems to be most in jeopardy are the very measures proposed by the Commission to support the 'smart, sustainable and inclusive growth' that is Europe 2020's goal. Horizon 2020 and Connecting Europe, for example, are under pressure as ministers look for cuts without harming the sacred cows of agriculture and sparsely populated regions.

Yet the ambition for growth is universally shared, the urgent need for more jobs and greater global competitiveness widely supported. The focus should be above all on how the next EU budget can truly deliver that growth.

Imagine if Europe was a business: a business constantly keen to improve its performance and market share. Any board of directors would respond to difficult times by looking for the areas of the business with the greatest potential and investing in those. Where they have strong brands they would back them, develop them, innovate around them, make them stronger.

For Europe it is our big cities that are our leading economic brands. Are world class universities, business centres, ports and airports, or football teams, named after regions? No. It is only our cities that can lead economic recovery. Now, more than ever, it is time to back our leading brands.



Paul Bevan  
Secretary General, EUROCITIES

## 7th EAP proposal puts cities in the spotlight

Cities are set to play a significant role under the European Commission's proposal for a 7th EU Environment Action Programme (EAP), which will guide EU environmental policy until 2020. The proposal aims to further protect nature and biodiversity, encourage resource efficiency and tackle environment-related health problems. It identifies urban sustainability as one of nine priority objectives, acknowledges both the challenges cities are facing and the efforts they have been making to improve the urban environment.

To facilitate sustainable urban planning, the Commission wants to:

- develop criteria to assess the environmental performance of cities, in the context of social and economic issues
- improve cities' access to funding for environmental action

The Commission will also look into possibilities for introducing new green public procurement legislation in relevant sectors. Member states, regional and local authorities should be encouraged to better implement EU environmental legislation through improved information for citizens and by making it easier for citizens and NGOs to take legal action against public authorities.



Other actions suggested in the proposal had already been announced, such as improving air quality, reducing noise pollution, mitigating climate change, ensuring full implementation of existing waste legislation and improving water efficiency. The Commission's proposal confirms that pollution should first be tackled at source, and specifically calls for source measures to reduce air pollution and noise.

The current 6th EAP was adopted in 2002 and expired in July this year.

More information: [bit.ly/qKn43e](http://bit.ly/qKn43e)  
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## President's open letter to Cypriot presidency

**H**anna Gronkiewicz-Waltz, mayor of Warsaw and president of EUROCITIES, sent an open letter to the Cypriot presidency ahead of the European summit on the EU multiannual financial framework (MFF) 2014 - 2020, which took place on 22-23 November 2012. With heads of state and government failing to reach agreement on spending priorities, European Council president Herman van Rompuy is expected to continue bilateral discussions and reconvene a new summit in early 2013.

In her letter, our president urges member states to protect funding which directly targets Europe's cities and citizens, including

the structural funds, the Horizon 2020 programme for research and innovation and Connecting Europe for digital, energy and transport infrastructure.

Her letter points out that: "in the current economic situation, Europe cannot afford a budget that ignores the vital contribution our cities can make to a smarter, greener and more inclusive Europe."

We also joined forces with fellow associations of regional and local government (AER, CEMR and CPMR) by issuing a joint press release calling upon the member states

not to agree to a disproportionate reduction in cohesion funding.

You can find the full letter and joint press releases at the links below ■



Open letter: [bit.ly/SrTQFS](http://bit.ly/SrTQFS)  
Joint press release: [bit.ly/V5cBfk](http://bit.ly/V5cBfk)  
Dorthe Nielsen, senior policy advisor: [dorthe.nielsen@eurocities.eu](mailto:dorthe.nielsen@eurocities.eu)

### New PR executive

**Name:** Sébastien Pant

**Function:** public relations executive

**Working languages:** EN, FR, ES



Sébastien joined our communications team on 3 December 2012 and is responsible for media relations, partnerships and social media activities. He joins us from Nissan Europe and previously worked at the European Commission in the spokesperson's service. He holds degrees in history and politics and is a dual French-British national.

Sébastien Pant, PR executive: [sebastien.pant@eurocities.eu](mailto:sebastien.pant@eurocities.eu)

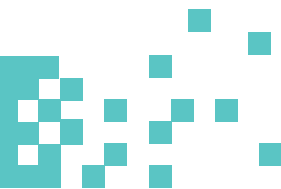
### New executive committee

Our new executive committee was confirmed at our AGM on 9 November 2012 at EUROCITIES 2012 Nantes. Genoa and Zaragoza stepped down and Barcelona and Turin began their three-year terms. Hanna-Gronkiewicz-Waltz, mayor of Warsaw, replaced Frank Jensen, mayor of Copenhagen, as president of EUROCITIES (both pictured).



More information:  
[www.eurocities.eu/eurocities/about\\_us/structure](http://www.eurocities.eu/eurocities/about_us/structure)  
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Forum	Chair & vice chair	Priorities 2013	Next meeting 2013
<b>Culture</b>	Chair: Bologna - Matteo Lepore, deputy mayor Vice chair: Ghent - Daniël Termont, mayor	New governance models New funding models Innovation & culture	Florence, 13-16 March
<b>Economic development (EDF)</b>	Chair: Liverpool - Nick Small, councillor Vice chair: Amsterdam - Carolien Gehrels, deputy mayor	EU funding to support cities' economic development Boosting the local economy & leading on innovation processes Integrated development & place-based approach, including metropolitan governance	Turin, 10-12 April
<b>Environment (EEF)</b>	Chair: Birmingham - James McKay, councillor Vice chair: Nice - Véronique Paquis, deputy mayor	Green growth Air quality & health Climate adaptation	Nuremberg, 13-15 March – with NiCE and KSF
<b>Knowledge society (KSF)</b>	Chair: Ghent - Daniël Termont, mayor Vice chair: Manchester - Nigel Murphy, councillor	Smart cities Open data e-Inclusion	Brussels, 29 January (winter event) Nuremberg, 13-15 March – with EEF and NiCE
<b>Mobility</b>	Chair: Mannheim - Christian Specht, first deputy mayor Vice chair: Utrecht - Frits Lintmeijer, deputy mayor	Follow-up on transport white paper Financing urban mobility Smart, connected and inclusive urban mobility	Göteborg, 17-18 April – financing urban transport
<b>Social affairs (SAF)</b>	Chair: The Hague - Henk Kool, deputy mayor Vice chair: Leipzig - Thomas Fabian, deputy mayor	Social cohesion in an age of austerity Tackling deep-seated poverty & worklessness Inclusion & employment of young people	Katowice, April (tbc)



## Urban angle of the Irish EU presidency

Ireland takes over the EU presidency from Cyprus on 1 January 2013, the 40th anniversary of its EU membership. The presidency's main priorities are: recovery; stability; jobs and growth; and ensuring that the EU is adequately funded to deliver on these.

The presidency will need to immediately turn its attention to securing a deal on the next long-term EU budget 2014–2020 in early 2013. This will pave the way for finalisation of the sectoral funding programmes on research and innovation, culture, SMEs, transport, environment and social inclusion.

On 30 November 2012, in Dublin, our secretary general, Paul Bevan, together with Michael Sands, deputy director of Dublin's international relations and research department, met several government departments to discuss urban priorities during Ireland's six-month presidency.

A meeting with the department for environment, community and local government focused on the agenda for the next Urban Development Group (UDG), taking place in Dublin on 16 April 2013 to bring together director generals of urban development from EU member states. The meeting is likely to focus partly on urban regeneration, but the incoming presidency was seeking to establish other priorities for the agenda.

Discussions on tackling youth unemployment with the department for social protection presented the opportunity to promote the work of our Cities for Active Inclusion. A priority of this presidency will be the

adoption of a Council recommendation on a youth guarantee. This is likely to include measures on ensuring a quality offer of employment, education or training for young people, within four months of becoming unemployed or leaving formal education.

During a meeting with the department for public expenditure and reform, talks revolved around the ongoing draft structural funds negotiations, which the presidency is hoping to finalise by mid-2013. In response to our position, which favours a greater involvement of cities in structural funds programming and delivery, the incoming presidency confirmed the negotiations are tending towards an enhanced role for cities. However, they would work to avoid an overly prescriptive approach from the EU and allow a certain flexibility for member states ■



Dorthe Nielsen, senior policy advisor: [dorthe.nielsen@eurocities.eu](mailto:dorthe.nielsen@eurocities.eu)

## EUROCITIES at CEN/CENELEC meeting on standardisation and smart cities

On 5 December, we were represented at the CEN/CENELEC, the European standards body, event on standardisation (the process of developing and implementing technical standards, in this case for technologies) and smart cities by Sandy Taylor from Birmingham, technical chair of our environment forum. The event looked at the strategic importance of standards, EU policy and the needs of stakeholders in relation to standardisation and smart cities. Amongst other things, participants discussed European Commission's policy aims, open data and standards, the possibility for benchmarking and the

importance of having minimum levels of standardisation. CEN/CENELEC intend to maintain ongoing dialogue with the participants as they continue to work on the issues.

For information: the finance working group of the stakeholder platform meets on 14 December 2012.

George Niland, policy advisor - knowledge society: [george.niland@eurocities.eu](mailto:george.niland@eurocities.eu)

## No Flash in January!

Flash takes a break at the beginning next year. There will be no edition in January 2013, so the next edition will arrive in your inbox in February 2013. From everyone at our secretariat in Brussels, we wish you a happy new year!

Rose Montgomery, communications assistant: [rose.montgomery@eurocities.eu](mailto:rose.montgomery@eurocities.eu)

## Save the date! EUROCITIES events in 2013

- the 2013 cooperation platform takes place in Espoo on 16 -17 May 2013
- EUROCITIES 2013 Ghent takes place on 27-29 November 2013

Sinead Mullins, senior communications coordinator: [sinead.mullins@eurocities.eu](mailto:sinead.mullins@eurocities.eu)

## EUROCITIES in 2012 video

You can now view our report of activities visual, launched at EUROCITIES 2012 Nantes, using the link below

RoA visual: [bit.ly/SUYtbZ](http://bit.ly/SUYtbZ)

Nicola Vathauer, communications director: [nicola.vathauer@eurocities.eu](mailto:nicola.vathauer@eurocities.eu)

## MIPIM mayors' debate

Cannes | 13 March 2013

The 5th edition of the mayors' think tank takes place on 13 March 2013 in Cannes as part of MIPIM, the world's property market.

The closed-door event is for mayors and top political leaders, and will address local authorities' perspectives and opportunities for the next decade and how best to measure a city's attractiveness and competitiveness. Our secretary general, Paul Bevan, will moderate one of the roundtables.

Following the debate, an invitation-only lunch will gather corporate end-users and political leaders, providing another unique opportunity to network, explore valuable ventures and initiate new business.

More information: [www.mipim.com](http://www.mipim.com)  
Maud Chevalier, MIPIM conference manager: [maud.chevalier@reedmidem.com](mailto:maud.chevalier@reedmidem.com)

# Discussing sustainable urban-rural partnerships

The first of a series of three seminars on urban-rural partnerships took place in Metz on 16 November 2012.

Organised by the European Commission's DG regional and urban policy, the seminars aim to promote the results of a preparatory action initiated by MEP Jan Olbrycht in 2010 to foster the functional territorial approach in European policies and programmes.

At the conference, academics and representatives from the OECD presented the preliminary results of their ongoing research project, 'Assessing urban-rural partnership'. For the most part, the conclusions and recommendations corresponded with our report 'Cities cooperating beyond their boundaries' developed by our working group on metropolitan areas in 2011: there is no one-size-fits-all governance model for functional areas; political leadership is essential; and EU incentives can help promote urban-rural partnerships to a much greater extent, ensuring that both rural and urban areas fully exploit their growth potential in the EU.

Thierry Baert from Lille Metropole Urban Development and Planning Agency presented evidence for urban-rural partnerships alongside other speakers with a more rural perspective. The conference was also an opportunity to promote the recent joint

EUROCITIES-METREX statement on territorial cohesion and competitiveness through urban-rural cooperation and metropolitan governance.

The next conferences on urban-rural partnerships will be held in Warsaw (spring 2013) and in Emilia-Romagna (autumn 2013). These will present further results from the OECD research study and stimulate discussion on how better to incorporate urban-rural partnerships in EU instruments, including in relation to the new policies under cohesion policy, such as Community-Led Local Development (CLLD) and Integrated Territorial Investments (ITIs) ■



More information on the conference: [bit.ly/Sxw2Ac](http://bit.ly/Sxw2Ac)  
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## New chair and vice chair configuration for WG European Neighbourhood Policy



Regina Wiala-Zimm from Vienna has taken over as chair of our working group on European Neighbourhood Policy, supported by two vice chairs, Ebru Kus from Beyoglu-Istanbul and Ketevan Qarenashvili from Tbilisi.

The Eastern Partnership Area will ideally be dealt with by Tbilisi while Beyoglu links with the Mediterranean Area and the Balkans. One of their key priorities will be involving new cities from these regions in the working group. They will continue to work on cultural cooperation between EU and non-EU cities, and follow this up with a focus on youth and exchange.

Regina Wiala-Zimm, European and international affairs, Vienna: [regina.wiala-zimm@wien.gv.at](mailto:regina.wiala-zimm@wien.gv.at)  
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## European Year of Citizens 2013 in the spotlight at WG governance

Meeting in Brussels on 27 November 2012, our working group governance discussed the coming year's work. On the agenda was the European Year of Citizens 2013 (EY 2013).

Next year is the 20th anniversary of European citizenship as enshrined in the Maastricht Treaty. In the run up to the European Parliamentary elections in 2014, the year ahead will also mean a higher profile for the European institutions. Through the EY 2013, the European Commission hopes to raise the issue of citizens' awareness of their rights at European level.



The aim of the WG discussions was to consider possibilities for going beyond the usual awareness-raising campaigns, which have often characterised previous European years.

*Beyond the communications exercise around EU citizens' rights, the WG discussed what role cities can play in the EY 2013.*

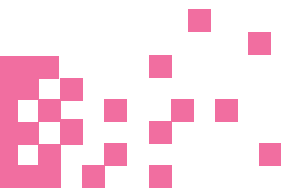
The WG welcomed a guest speaker from the European Year of Citizens 2013 Alliance, which gathers major civil society organisations and networks working on promoting active citizenship. Participatory citizenship is an issue which the alliance would like to put forward to the European Commission, and which is closely linked to cities.

The Committee of the Regions also hosted a preparatory conference to the EY 2013 on 'Citizens' agenda going local' on 28 November 2012. Paul Nemitz, director for fundamental rights and citizenship at DG Justice, European Commission, quoted the economist Edward Glaeser, saying "cities are man's greatest invention".

Our WG governance will carry on working on the issues related to the European Year of Citizens in 2013.

More information: [ey2013-alliance.eu](http://ey2013-alliance.eu) and [bit.ly/U44sXJ](http://bit.ly/U44sXJ)  
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## European Capitals of Culture after 2019

In July 2012, the European Commission presented a proposal for a new regulation on the European Capitals of Culture scheme for the period 2020-2033. This replaces the current programme which runs until 2019. Discussions on the proposal have just started in the European Parliament, the European Council and the Committee of the Regions.

All bodies indicated broad support for the proposal, with the new selection criteria for long-term sustainability and citizen participation being particularly welcomed. However, there was criticism from all corners towards the Commission's proposed changes to the composition of the selection panel, so that it would no longer include representatives from member states; and to the intention to transfer the power of designation from the Council to the Commission.

The European Parliament's culture and education committee had a lengthy discussion on the proposal, covering issues such as the challenges of funding Capital of Culture activities and the level of flexibility required to allow cities to involve their surrounding areas, including cross border regions. Marco Scurria (Italy, EPP) has been appointed as rapporteur for the committee and will deliver a draft report early next year, with a vote on the proposal scheduled for April 2013 ■



Julie Hervé, policy advisor: [julie.herve@eurocities.eu](mailto:julie.herve@eurocities.eu)

### Creative Europe still being discussed in the EU institutions

Discussions on the European Commission's proposal for the Creative Europe programme for 2014-2020 are ongoing in the European Parliament and Council. In the Parliament, the culture and education committee examined hundreds of amendments ahead of the vote on the programme, which is scheduled for 18 December 2012.

*Points that are still to be agreed include the programme's name and structure and the organisation of Creative Europe desks in member states.*

The proposal was also considered again in the European Council, with particular attention being paid to the proposed financial guarantee facility, intended to improve financing opportunities for the cultural and creative sectors. The Council is keen to ensure a geographical and sectoral balance, which is particularly important for smaller member states.

The final budget for the Creative Europe programme is still to be confirmed and will not be discussed until the overall EU budget for 2014-2020 has been agreed.

Julie Hervé, policy advisor: [julie.herve@eurocities.eu](mailto:julie.herve@eurocities.eu)

### European Council adopts conclusions on cultural governance

During its meeting on 26 November 2012, the education, youth, culture and sport Council adopted new conclusions on cultural governance. The conclusions contain frequent references to the role of local authorities in cultural governance and the need for cooperation between different levels of government. The conclusions are intended to be a tool to aid governments in delivering cultural policies and integrating culture into other policy areas.

The conclusions seek to promote evidence-based policy making through the use of

qualitative and quantitative indicators and the development of comparable statistics in all member states. They also highlight the need to develop synergies and integrated strategies for a more holistic approach to culture, particularly through the integration of the cultural and creative sectors into smart specialisation strategies and through the involvement of civil society in policy making.

Finally, the conclusions encourage collaboration and networking in order to share experiences and disseminate case studies.

Julie Hervé, policy advisor: [julie.herve@eurocities.eu](mailto:julie.herve@eurocities.eu)

### Creative Industries working group discusses open innovation

Members of our creative industries working group met in Leipzig alongside the final conference of Creative Cities, an Interreg project led by Leipzig. The conference focused on open innovation and we hosted a workshop on how cities support open innovation in the creative industries.

The following case studies were presented:

- Vechtclub XL in Utrecht: a new cluster for artists and designers in a former warehouse, co-financed through crowd funding
- Innovation Leap in Twente: built on the strength and position of the established business community and education and research institutes
- Popdesign festival in Dortmund: a festival that makes the creative economy visible to locals
- Tallinn creative hub: a creative combination of a physical facility and a platform for networks and knowledge

The group's next meeting will take place alongside the culture forum in Florence in spring 2013.

More information: [www.creativecitiesproject.eu](http://www.creativecitiesproject.eu)  
Julie Hervé, policy advisor: [julie.herve@eurocities.eu](mailto:julie.herve@eurocities.eu)

## Case for investment in Europe's large cities

**A**n ESPON-funded study makes the case for investments in cities and examines how decentralisation of powers and resources matters in terms of maximising cities' economic potential.

The research focuses on 'Second tier cities and territorial development in Europe (SGPTD)', and is based on case studies from Munich, Barcelona, Lyon, Leeds, Tampere, Turin, Cork, Katowice and Timisoara. Second tier cities are defined as non-capital cities which nevertheless have major concentrations of economic activity, substantial wealth creation potential, human capital and creativity.

*Based on the case studies, the report concludes that long-term investment in cities is critical; decentralisation of powers and resources matters; challenges to second tier cities will continue to grow; and that second tier cities will be increasingly important in the global economy.*

The report sends three policy messages:

- To regional and city leaders: city-regions which strategically mobilise and exploit their assets flourish more in the boom years and are more likely to do better during times of economic crisis. Increasing strategic governance capacity to deliver economic place-based policies at city-region level must be a key target for all partners.
- To national governments: if governments strategically invest in second tier cities they are more likely to maximise the economic potential of the national economy than if they concentrate all resources on the capital city.
- To the European Commission: city-regions are crucial to the delivery of the Europe 2020 goals. The Commission must therefore take city-regions - and their leadership - into account in policy development to a greater extent in the future ■



Full report: [bit.ly/Uff5t0](http://bit.ly/Uff5t0)

### Turin wins European Enterprise Promotion award

EUROCITIES member Turin was awarded a European Enterprise Promotion award in the 'improving the business environment' category for its FacilitO programme. FacilitO is a model adopted by the municipality of Turin to tackle the difficulties encountered by small enterprises in struggling urban areas, offering them access to advice or funding. Over 200 businesses have already made use of FacilitO and 93 of them received financial support.



The awards were given during the first European SME assembly that took place in Cyprus on 15 November 2012. It brought together SMEs, business organisations, European, national and regional governments, academia and the media to discuss how to help SMEs 'go for growth'.

Nick Small, our new economic development forum chair, spoke on behalf of EUROCITIES in a panel discussion on how cities and regions support entrepreneurs and small businesses, making the case for more European support for cities to foster entrepreneurship.

More information: [bit.ly/Tq5XAO](http://bit.ly/Tq5XAO)

Julie Hervé, policy advisor: [julie.herve@eurocities.eu](mailto:julie.herve@eurocities.eu)

### Update on structural funds negotiations

Our European Social Fund task force and cohesion policy working group met together in Brussels on 26 November 2012 to take stock of recent developments and to discuss next steps on the structural funds negotiations. The meeting included a detailed update on Integrated Territorial Investments from the European Commission. Members were also presented an overview of the status of the dialogue between the European Council, Parliament and Commission on the Common Provisions Regulation.

Finally the Cypriot presidency outlined the main points agreed over the past six months in Council, including points on territorial and urban development. The Cypriot presidency hopes to conclude the dialogue on territorial development, although there are still differences in the positions of member states and Parliament on the issue of delegation of funding to cities. Working group members agreed to develop an overview table displaying progress on structural funds programming in the different member states.

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### EDF priorities in 2013

Boosting the local economy, integrated development and funding: these will be the three priorities of our economic development forum in 2013.



Members will continue to demonstrate that cities are the engines of growth in Europe, through their support for entrepreneurship, SMEs and fostering employment. They will also explore ways to foster innovation in cities and thereby boost the local economy. And they will be discussing on their international economic relations.

EDF members plan to further promote integrated approaches in urban planning and urban regeneration schemes. They will advocate the place-based approach in different EU policies and continue to outline the importance of metropolitan areas.

Finally, members will continue to lobby on the EU budget, cohesion policy regulations, and other EU programmes linked to economic development, such as Horizon 2020, COSME, Creative Europe, in cooperation with our other forums; and they will also develop better knowledge of other financial instruments.

Marie Ranty, policy advisor: [marie.ranty@eurocities.eu](mailto:marie.ranty@eurocities.eu)



## CoM webinars on energy performance contracting

In 2013 the European Commission will be running an energy performance contracting (EPC) campaign targeting several EU member states. With the support of EUROCIITIES, the Covenant of Mayors (CoM) Office will organise a series of webinars focusing on the barriers and solutions encountered by municipalities that have been using EPC.

EPC is an alternative scheme for financing building upgrades. It is experiencing increased visibility at European level following the

adoption of the energy-efficiency directive last October. In short, EPC is a contractual arrangement between a beneficiary (for instance a municipality) and the provider of an energy-efficiency improvement (ESCO – energy service company). The investment is repaid from the financial savings made due to increased energy-efficiency.

Priority countries for upcoming webinars are Italy, Spain, France, Greece, Germany, Poland, Belgium, Portugal and Romania. These webinars will be held in the national

language. Covenant signatories wishing to share their experiences of EPC and/or suggest speakers to take part in future webinars are invited to send an email to Sandra Ramos at our secretariat ■



More information: [bit.ly/QLGvKr](http://bit.ly/QLGvKr)

Sandra Ramos, project coordinator: [sandra.ramos@eurocities.eu](mailto:sandra.ramos@eurocities.eu)

## CASCADE: what's in store for 2013?

Next year, CASCADE will organise more than 20 peer-to-peer exchanges (study visits, mentoring visits and work-shadowing) aimed at improving the delivery of local energy policies in European cities.

Up to 39 cities (31 of which are EUROCIITIES members) will be involved in these exchanges. These will focus on the three thematic areas of CASCADE: study visits in Amsterdam, Gateshead, Malmo and Mannheim and mentoring visits in Amaroussion and Bilbao (energy-efficient buildings and districts); study visits in Eindhoven, Hamburg and Stockholm and mentoring visits in Edinburgh and Venice (renewable energy sources and distributed energy generation); study visits in Eindhoven, Milan, Terrassa and Warsaw and mentoring visits in Burgas and Terrassa (energy in urban transport).

Several work-shadowing visits are also being arranged between Nantes/Venice, Gateshead/Malmo and Birmingham/Mannheim.

CASCADE will prepare specific guidelines for organising study tours, mentoring and work-shadowing which could also be used in other EUROCIITIES networking activities, such as forums, working groups and other projects.

More information: [www.cascadecities.eu](http://www.cascadecities.eu)

Jorgina Cuixart, project coordinator: [jorgina.cuixart@eurocities.eu](mailto:jorgina.cuixart@eurocities.eu)

## Commission water 'blueprint' highlights need for further action

The European Commission has launched its strategy for improving the implementation of the 2000 water framework directive. This 'Blueprint to safeguard Europe's water resources' is the water-related follow-up document to the Commission's 2011 resource efficiency roadmap. On the day before the launch of the blueprint, a new report by the European Environment Agency suggested that 48% of streams and lakes in the EU will fail to reach the water framework directive's objective of a good ecological and chemical status by 2015.

As detailed in the blueprint, the Commission wants to address these challenges through three types of actions:

- better use of legal opportunities provided by existing laws and principles such as the 'polluter pays' principle
- increasing the integration of EU water policy objectives into other relevant policy areas
- filling the gaps in the current water policy framework, for instance to improve water efficiency

*The Commission also calls on authorities to comply with legislation on waste water treatment.*

They should improve their long-term planning of investments, in line with the waste water treatment directive.

The new strategy complements the European Innovation Partnerships on water and on agricultural productivity and sustainability. Launched earlier in 2012, both these initiatives aim to develop innovative and cross-cutting solutions for urban, industrial and agricultural water challenges.

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## Nantes featured in video on sustainable mobility



EUROCIITIES member Nantes is in the spotlight in the latest video produced by the Covenant of Mayors Office.

Nantes has the third highest proportion of public transport users in France and an impressive 95% of the population lives within a 300-metre radius of a public transport stop.

A previous video produced by the Covenant of Mayors focused on smart ICT in Bristol.

Nantes video: [bit.ly/TqG1W5](http://bit.ly/TqG1W5)

Bristol video: [bit.ly/SgiUOS](http://bit.ly/SgiUOS)

Sandra Ramos, project coordinator: [sandra.ramos@eurocities.eu](mailto:sandra.ramos@eurocities.eu)



## Parliament calls for increase in Horizon 2020 funding

The European Parliament's industry, research and energy (ITRE) committee adopted its negotiating mandate on Horizon 2020, the future funding programme for research and innovation 2014-2020, on 28 November 2012. The committee is calling for funding of €100 billion for Horizon 2020, as opposed to the European Commission's proposal of €80 billion.

It is possible that MEPs will fast track a first reading agreement, so they could start negotiating on a compromise text with the European Council as early as January 2013.

The Council is yet to agree the future EU budget and it is possible that it will call for a reduction in funding for Horizon 2020, as the overall multiannual financial framework is adjusted downwards with cuts across all budget headings ■



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### 2013 KSF members' meeting in Brussels & NiCE training

Brussels | 28-29 January 2013

Our knowledge society forum hosts its members' meeting on 29 January 2013 in Brussels. The event will focus on upcoming work and the structure of the forum. There will also be a discussion on Horizon 2020 and opportunities for cities in relation to ICT, featuring speakers from the European Commission and Parliament.

The meeting will be chaired by the new forum chair, Daniël Termont, mayor of Ghent. A full agenda will be available shortly.

Our NiCE (Networking intelligent Cities for Energy Efficiency) project hosts its second training session on 28 January 2013. This is open to all EUROCITIES members, regardless of their affiliation to the Green Digital Charter. The training will focus on the Green Digital Toolkit, an online platform developed by the NiCE project as a tool for cities in the rollout of their green digital measures.

Giulia Campodonico, project coordinator:  
[giulia.campodonico@eurocities.eu](mailto:giulia.campodonico@eurocities.eu)  
George Niland, policy advisor: [george.niland@eurocities.eu](mailto:george.niland@eurocities.eu)

### Launch of European Cloud Partnership

Meeting in Brussels on 19 November 2012, the European Cloud Partnership (ECP) steering board kicked off a process where public authorities and industry work together to help build the EU digital single market for cloud computing under the European cloud computing strategy. Specifically, the ECP aims to leverage the public sector's buying power to shape the growing and maturing market for cloud computing services.



In addition, the board has decided to support the Commission's work on cloud computing standards and certification schemes; and on identifying cross-border and interoperable cloud pilot projects to be started by 2014 in areas of business and public life, such as eID, smart cities, eHealth, eEducation, research and digital content services.

More information: [bit.ly/UbXlyD](http://bit.ly/UbXlyD)  
George Niland, policy advisor: [george.niland@eurocities.eu](mailto:george.niland@eurocities.eu)

### ICT call 11 information day: digital preservation

Luxembourg | 10 January 2013

The ICT call 11 information day targets stakeholders interested in submitting project proposals to the 11th ICT call under FP7, objective ICT-2013.11.2: 'More efficient and affordable solutions for digital preservation developed and validated against public sector needs through joint pre-commercial procurement (PCP)'.

ICT Call 11 is open until 16 April 2013

More information: [bit.ly/11cbVKD](http://bit.ly/11cbVKD)

### SMARTSPACES



Using the links below, you can now access the first SMARTSPACES publishable summary of key results on requirements for energy efficiency in public buildings, and the second project newsletter.

Publishable summary: [bit.ly/Sea1TL](http://bit.ly/Sea1TL)  
Second newsletter: [bit.ly/Waj8eC](http://bit.ly/Waj8eC)  
Yannick Bousse, project support officer: [yannick.bousse@eurocities.eu](mailto:yannick.bousse@eurocities.eu)

### Edinburgh and Turin make 34 Green Digital Charter signatories

Another two cities signed up to our Green Digital Charter. Edinburgh (UK) and Turin (Italy) joined the initiative on 8 November 2012, taking the number of signatories up to 34.

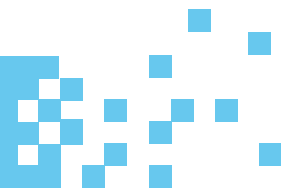
*Now, Green Digital Charter signatories together represent some 20 million citizens across 14 European countries.*

Lord Provost Donald Wilson signed for Edinburgh, while Turin was represented by its councillor for environment, Enzo Lavolta. These two cities signed up in Nantes during EUROCITIES 2012 Nantes on 7-10 November 2012 in the presence of Paul Bevan, EUROCITIES secretary general, and Nigel Murphy, deputy mayor of Manchester and newly-elected vice chair of our knowledge society forum.

More information: [www.greendigitalcharter.eu](http://www.greendigitalcharter.eu)  
Giulia Campodonico, project coordinator: [giulia.campodonico@eurocities.eu](mailto:giulia.campodonico@eurocities.eu)







## TIDE project seeks champion cities

**E**UROCITIES members Milan, Donostia San Sebastian and Rotterdam are leading TIDE, a three-year project on innovative transport measures. Other cities will have the opportunity to join the project as one of ten champion cities or one of 50 training cities.

*Each champion city will be subcontracted for €21,000 to develop an implementation scenario for one innovative measure.*

Cities will also organise a national dissemination event and participate in skills development and exchange activities together with training cities.

Once the champion cities have been selected they can expect: thematic support from experienced knowledge partners from the project; support on cost benefit analysis, peer support from TIDE partner cities; access to external experts in the city's cluster topic; and also visibility in TIDE communications. Champion city activities will take place between April 2013 and June 2015. Applications are welcome from the EU27, candidate and acceding countries.

The call for champion cities will run from 17 December 2012 until 28 February 2013, and will be disseminated to EUROCIITIES members ■



Yannick Bousse, project support officer:  
[yannick.bousse@eurocities.eu](mailto:yannick.bousse@eurocities.eu)

## ADVANCE audit scheme on SUMPs presented to urban mobility experts

The Executive Agency for Competitiveness and Innovation (EACI) is funding two ongoing projects, ADVANCE and QUEST, to develop methodologies to audit and certify Sustainable Urban Mobility Plans (SUMPs) and policies.

Now at their mid-point, both projects presented their findings at a meeting organised by the EACI on 27 November 2012 in Brussels. This meeting of urban mobility experts included EUROCIITIES

representatives, and sparked a wider discussion on audit and certification of SUMPs in European cities as well as on funding from the European institutions.

Further meetings will be organised in the coming months to maintain and strengthen coordination between the projects and to link their work with the European Commission and major stakeholders.

More information: [eu-advance.eu](http://eu-advance.eu)  
Melanie Leroy, project coordinator: [melanie.leroy@eurocities.eu](mailto:melanie.leroy@eurocities.eu)

## Update on TEN-T

Trans-European Transport Networks (TEN-T) have been at the top of the EU transport agenda lately.

The European Commission organised 'TEN-T days' in Brussels on 28-29 November 2012. Several high-level EU and state representatives as well as key stakeholders gathered on the first day to discuss the future developments of the TEN-T. The second day was dedicated to the presentation of priorities for the 2012 TEN-T call for proposals. TEN-T executive agency representatives provided practical information on how to submit a successful project proposal.

EUROCITIES was represented at the TEN-T days by the chair of our mobility forum working group that deals with this dossier. Minutes and presentations from the event are being circulated to mobility forum members.

On 26-27 November 2012, MEPs and TEN-T European project coordinators discussed the hundreds of amendments tabled to the Parliament's draft report on TEN-T. MEPs expressed support for amendments promoting stronger involvement of local authorities in the planning and implementation of future TEN-T projects, and for preventing rail noise, particularly in urban areas. A vote on the TEN-T draft report is expected in the European Parliament on 18 December 2012, together with a vote on the Connecting Europe Facility (CEF), the proposed financing instrument for TEN-T.

A set of our proposed amendments to the legislation has been tabled by MEPs and we will aim to ensure that these amendments are adopted at the vote on 18 December 2012.

TEN-T days: [www.tentdays2012.eu](http://www.tentdays2012.eu)  
Parliament draft TEN-T report amendments: [bit.ly/TuyUiv](http://bit.ly/TuyUiv)  
Vanessa Holve, policy advisor: [vanessa.holve@eurocities.eu](mailto:vanessa.holve@eurocities.eu)

## Marketing energy-efficient transport with SEGMENT

Seven cities in seven European countries have been working together over the past two years to improve the marketing of sustainable transport in the framework of SEGMENT. This is a project funded by Intelligent Energy Europe, the European funding programme for energy-saving and mobility projects.



SEGMENT applies two segmented marketing techniques as follows:

1. Campaigns targeted at people going through 'lifestyle change moments', for example moving house, arriving in a new city or getting a new job. These are situations in which people have to rethink their mobility. They might be offered information, or the opportunity to try out public transport for free, or be invited on a cycle tour.
2. Campaigns that use a more scientific approach. A representative sample of consumers is asked to fill in questionnaires. They can then be clustered into groups based on, for example, their attitudes towards car use, cycling or health issues. A campaign can then be designed to address specific segments of the target group, thus having a stronger impact than a more general campaign.

SEGMENT is entering its final phase. Findings are being added to the ELTIS database of mobility best practices and the interactive MaxEva evaluation and monitoring tool developed by EPOMM-PLUS. In each partner country, the project will host awareness-raising and training events in the coming months to disseminate results.

More information: [www.segmentproject.eu](http://www.segmentproject.eu)  
Melanie Leroy project coordinator: [melanie.leroy@eurocities.eu](mailto:melanie.leroy@eurocities.eu)

## Role of cities in migrant integration

Over 100 experts convened in Nicosia on 20 November 2012 to discuss the role of local and regional authorities and communities in shaping and implementing migrant integration policies.

The seminar, organised by the Cypriot EU presidency, brought together national authorities, European institutions, networks and academia to highlight the importance of multilevel cooperation to effectively address migrant integration.

Presentations from Munich, Dublin and Nicosia illustrated how cooperation between local, regional and national authorities is an essential element in migrant integration, including combating xenophobia and discrimination. Meanwhile, a general appeal was made for such practices to be strengthened and replicated across Europe, and for governments to place such cooperation high on their agendas.

*The strategic partnership between the European Commission and the Committee of the Regions, involving networks such as EUROCITIES, was named as one of the key tools provided by the European Union to advance these goals.*



Referring to the importance of cities in the field of migrant integration, Constantinos Yiorkadjis, mayor of Nicosia, stated that: "cities can help solve one of the biggest, if not the biggest, issue we are facing - assuming that we are given the authority and the funding to do so" ■

More information: [bit.ly/SjAcuq](http://bit.ly/SjAcuq)  
Ana Feder, policy advisor: [ana.feder@eurocities.eu](mailto:ana.feder@eurocities.eu)

## Annual Convention of the European Platform against Poverty

The Annual Convention of the European Platform against Poverty took place on 5-7 December 2012 in Brussels. The convention is the most important annual EU social policy event. Various stakeholders attended, including representatives from the European Commission, national ministries, regional and local governments, NGOs from Brussels and across Europe and people experiencing poverty.

We were represented by our members Birmingham and Rotterdam. Cllr John Cotton from Birmingham chaired a workshop on active inclusion. Marnix Roosch from DAAD Rotterdam, Rotterdam's 'employers' service desk', also attended the workshop, and spoke about DAAD's experience in delivering integrated strategies at local level. During a speed networking session, Kalvinder Kohli from Birmingham shared her experiences of delivering their 'Supporting People' programme.

The focus of this year's convention was the Commission's social investment package for growth and cohesion. This proposal aims to maximise the use of existing resources to further social inclusion in Europe.



More information on the package will be published in February 2013.

Anna Drozd, policy advisor: [anna.drozd@eurocities.eu](mailto:anna.drozd@eurocities.eu)

## EUROCITIES invited to European Commission peer review

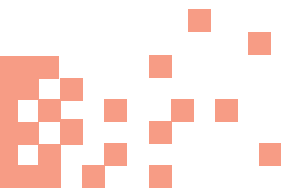
The European Commission invited EUROcities to participate in a peer review of area-based policies promoting good living conditions for young people in deprived areas. This took place on 13-14 November 2012 in Norway. We were represented at the event by Toni Matz from Copenhagen, a member of our Cities for Active Inclusion partnership.

The idea of the peer review was to help the Commission to better understand member states' social protection and social inclusion policies and their impact; to improve the efficiency and effectiveness of the Commission's policies by learning from the experiences in member states; and to share good practices.

We were invited to participate in the peer review as key stakeholders on these issues.

The presentations used in the peer review are all available on our website. Toni Matz's contribution on how Copenhagen uses an area-based approach to promote good living conditions for children and young people is also included.

Background documents (in members' area):  
[bit.ly/Unnhp](http://bit.ly/Unnhp)  
Susana Forjan, project coordinator:  
[susana.forjan@eurocities.eu](mailto:susana.forjan@eurocities.eu)



## What attracted you to EUROCITIES?

**A**s reported in the last edition of Flash, we welcomed one new full member (Angers Loire Metropole); three associate members (Konya, Gaziantep and Tirana); four new associated partners (Wolverhampton, Pisa, Nilufer and Serdivan); and one new associated business partner (Veolia Environment) at our AGM during EUROCITIES 2012 Nantes in November 2012.

We took the opportunity to interview three of our new members at the annual conference in Nantes. Below, they explain why they chose to join our network

### Ercan Uslu, deputy mayor of Konya Metropolitan Municipality:



"We joined EUROCITIES in order to keep up to date with the pace of the developments at local level in other European cities and to exchange views and discuss problems with key EU municipalities. We are keen to reach a European standard and contribute our own ideas and challenges to discussions with other cities.

Compared to national governments, local governments have better communication and closer relationships with their citizens, allowing them to identify problems faced by the city.

*We are not only keen to make use of the experiences of other European city leaders, but also to present our own solutions to the network.*

We believe that the exchange of experiences and visions between cities in Europe will help to build a sense of solidarity and social cohesion, which is very important to Konya."

### Jorida Tabaku, deputy mayor of Tirana:

"For Albania, as a candidate country to the EU, it is very important to make sure the voice of Tirana is heard at an EU platform. EUROCITIES is an obvious choice for us.

*We want to exchange with cities that have been members of EUROCITIES and of the EU for a long time.*

We want to gain experience in urban planning, participatory democracy and discover new ways of addressing the green economy.



We think that new ways to deal with the economic crisis are needed. We want to be able to use more environmentally-friendly practices in our city, as the last twenty years have seen a lack of both urban planning and environmental planning. We want to learn new ways of doing old things, too. We need more public-private partnerships, which we haven't done enough of over the last few years: most funding for projects has been either private or public but rarely a mix. Vienna and Copenhagen seem to have good examples that we could use."

### Olivia Tambou, deputy mayor of Angers Loire Metropole:



"We joined EUROCITIES to benefit from the experiences of other cities in various fields. We already have twin cities, but we are keen to enhance the exchange of best practices and promote Angers' innovative policies through the network, while also learning from the experiences of other big European cities.

*We are hoping to be able to build links with other cities in order to apply together for European projects.*

We believe that EUROCITIES offers an ideal forum to help develop common projects and apply for European funding.

We are also looking to participate in EUROCITIES lobbying activities in order to advance policies that affect cities, such as cohesion policy.

We are particularly interested in the work on smart cities. We would also like to learn how to make the most of EUROCITIES and cooperation on more transversal areas, such as on cultural and creative issues.

In return, we believe we have many innovative policies we'd like to share with other cities." ■

*If you have some news about your city you'd like to share, contact Rose Montgomery ([rose.montgomery@eurocities.eu](mailto:rose.montgomery@eurocities.eu))*

### Meeting in Brussels?

EUROCITIES offers meeting rooms in an ideal location, a stone's throw from the European institutions, with special

prices for EUROCITIES members.

- capacity for 75 people
- catering services

- interpretation booths
- projection facilities
- complimentary WiFi

- special conditions on request
- half day rentals accepted



Contact and reservation - Olivier Baeselen, finance, HR and office manager: +32 (0) 2 552 08 8 2 [meetingrooms@eurocities.eu](mailto:meetingrooms@eurocities.eu) [www.meetingroomsinbrussels.eu](http://www.meetingroomsinbrussels.eu)



# Season's Greetings from the EUROCITIES team

Merry Christmas and a happy New Year  
from all at the EUROCITIES Brussels office



<b>Cities against poverty</b> Smart, safe and sustainable cities	<b>Dublin, Ireland</b>	<b>20-21 February 2013</b> <a href="http://www.dublin2013.ie">www.dublin2013.ie</a>
<b>Sustainable mobility on a tight budget</b> Unlock growth opportunities for your city!	<b>Nantes, France</b>	<b>10-12 March 2013</b> <a href="http://nantes2013.uitp-events-expo.org">nantes2013.uitp-events-expo.org</a>
<b>MIPIIM</b> Building tomorrow's world	<b>Cannes, France</b>	<b>12-15 March 2013</b> <a href="http://www.mipim.com">www.mipim.com</a>
<b>NiCE roadshow</b> Financing and policy for smart and sustainable cities	<b>Nuremberg, Germany</b>	<b>14 March 2013</b> <a href="http://www.greendigitalcharter.eu">www.greendigitalcharter.eu</a>
<b>Geneva 2013</b> Conference on sustainable cities & towns	<b>Geneva, Switzerland</b>	<b>17-19 April 2013</b> <a href="http://www.sustainablegeneva2013.org">www.sustainablegeneva2013.org</a>

More events at: [www.eurocities.eu](http://www.eurocities.eu)

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