



## Eurocities Economic Development Forum i Bryssel, Belgien 3-6 juni 2014

### Syfte med uppdraget

- Delta i Economic Development Forum för att bevaka aktuella frågor och plocka upp goda exempel från Europa.
- Knyta kontakter till Nacka kommun
- Söka partners till EU-projektet The Art of Urban Creation som Nacka kommun leder och behöver europeiska partners till.

### Rapport/utvärdering

Delmoment	Utvärdering av momentet	Vilken kollega/enhet i och utanför Nacka kommunens organisation kan också vara berörd av denna info?
Arbetsgruppen City Branding & Attractiveness	<p>Snabb omvärldsbild av hur europeiska städerna jobbar med marknadsföring, då särskilt med nollbudget: <b>Barcelona</b> har kört co-branding med 10 största företagen i Barcelona och även jobbar med alumniambassadörer. <b>Malmö</b> har låtit studenterna ta fram och marknadsföra sin bild av staden samt tagit fram tydliga siffror på vad besöksnäringen givit. <b>Espoo</b> ändrade stadens strategi till en story; intervjuade 15' medborgare, även de yngsta på förskolorna, 150 företag fick diskutera hur de kunde dra ömsesidig nytta av storyn. Espoo har utbyte med Shanghai och Silicon Valley, även där körs storyn. <b>Warszawa</b> arbetar också med storytelling med en crowd-sourcing-platform för att samla medborgarnas syn på staden. De har producerat lågbudgetfilmer och skickat till CNN med meddelandet "har ni några minuter att fylla ut så visa Polen". <b>Rotterdam</b> har ett par personer som bara fokuserar på artiklar utomlands. De har också Shanghai som vänort och en film om Rotterdam visas i alla tunnelbanor i Shanghai. <b>Gent</b> profilerar sig med</p>	Anders Börjesson mfl.

 <p>NACKA KOMMUN</p>	<p>Veggie Thursday då de har flest vegetariska restauranger i Europa. Riga profilerar sig genom matkvalitet. Ljubljana trycker på känslor så som sLOVEenia, även "Barcelona, when you want to talk business. And when you don't". Seminariet avslutades med en misslyckat genomförd form för speed-dating och mind-map av idéer – tanken var god men kräver bättre processledarkap.</p>	
<p>Gemensamt möte för arbetsgrupperna Cohesion Policy, Metropolitan Areas och Integrated urban development.</p>	<p>Mötet handlade om strukturfondernas nya begrepp ITI; Integrated Territorial Investments som en ny form att kombinera olika EU-fonder med varandra. Intressant om man är insatt i förhandlingarna kring operativa program inom regionalfonden. Många städer verkar missnöjda med deras medlemsstaters arbete kring ITI medan i vissa länder har de största städerna gått samman för att styra stadsutvecklingsinsatser med ITI, tex G4 i Holland och Aika 6 i Finland. Därpå kom regionkommitténs representant och pratade halvtidsrapport på EU2020: Strategin har inte lyckats så som hoppats, skillnaderna mellan EUs regioner har ökat, målen är abstrakta och svåruppnärliga, regioner och städer behöver involveras tidigare i planeringen. Nu kommer REK arbeta vidare med bla att sprida goda exempel hur EU2020 implementerats. Kommissionen har konsultation i frågan tom oktober.</p>	<p>Monika Rosenkvist, Solna enl ök.</p>
<p>Studiebesök till Bryssels kanalområde</p>	<p>Ett stort, centralt område i Bryssel intill kanalen har under många årtionden varit nedgånget och med mycket sociala problem, brottslighet, tomma affärslokaler, låga bostadspriser mm. Vi blev visade runt för att se de goda och dåliga exempel som de 8 olika planeringsmyndigheterna i Belgien och Bryssel åstadkommit i området.</p>	<p>Antenn Nina Hammargren har fått en broschyr.</p>
<p>Hitta partners till Nacka kommunens projekt The Art of Urban Creation</p>	<p>Nätverket är synnerligen relevant för sk partnersearch, trots att flera av de riktigt stora städerna mer kan förmedla kontakt till intilliggande kommuner. Det var också bra att förfrågan kunde göras på plats istället för genom utskick eftersom Nacka inte ännu är helt inarbetade i nätverket och vi fortfarande behöver "tala för varan". De partnerstäder som fått inbjudan och kan bli aktuella för projektet är Prag, Antwerpen, Almere, samt Ljubljana. Partnersökdokumentet bifogas.</p>	<p>Katarina Fredrika et al.</p>

### Summering och övrigt att notera

Eurocities årsmöte äger rum i München 5-8 november. Alla forum presenterar sig i någon form men det övergripande temat för årsmötet är Energising cities – energy intelligent cities of tomorrow. Inbjudan bifogas. Mer info om programmet på <http://eurocities2014.eu/>



### Önskvärda nästa steg

- Sporadisk, fortsatt kontakt
- Systematisk, fortsatt kontakt genom återbesök, nätverk, projekt o dyl.
- Rikta spaningen åt annat håll nämligen \_\_\_\_\_
- Implementera följande idéer/delar av idéer i verksamheten: \_\_\_\_\_

### Bilder och kontaktuppgifter mm

	 <p>Park designad av ungdomarna i Bryssel Canal District</p>
Innergård i Bryssel Canal District 	
Regionkommittén talar inför europeiska städerna i Eurocities.	Enorm tygaffär i projektet Canal District

### Vid pennan

Datum 140624	Namn och kontakt Annika Londono 08-7189132
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## Energising cities – energy intelligent cities of tomorrow

The next 20 years will shape the cities of tomorrow. Cities that respond to challenges of climate change and natural resource management, the economy and job creation, social equity, demographic change and citizen – in particular youth – engagement. Cities must adapt if they are to continue to meet the expectations of our citizens and provide the services they need.

This urban transformation will inevitably shape and define how Europe as a whole responds and adapts. The resilience of Europe to face the future will depend on the resilience of its major cities.

How will we manage this transformation? What sources will we use to meet the demand for energy in growing cities? Will we manage to comply with strict environmental standards as our cities grow, and the demand for housing and public and private transport increases? How can we guarantee this without compromising economic and social concerns?

The Europe 2020 strategy sets clear goals for the European Union: on climate and energy, CO<sub>2</sub> emissions should fall by 20% by 2020. With 70% of all energy consumed in Europe used in cities, local actions are critical if climate targets are to be met. Many cities have already set even more ambitious targets for themselves, including through their Covenant of Mayors commitments to improve energy efficiency and increase the uptake of energy from sustainable sources.

But beyond 2020, how can we make our cities energy intelligent? What are the implications for wider urban planning in the next 20 years if we are to achieve reduced energy consumption and lower CO<sub>2</sub> emissions whilst improving quality of life for our growing urban populations? What are the outcomes we want to achieve?

These are the issues we propose to explore at EUROCITIES 2014 Munich. We will do this by covering a number of themes we believe are critical to the topic:

- decentralised energy production, smart grids and alternative fuel infrastructure
- integrated planning: spanning city departments and city boundaries
- the built environment: retrofitting and urban design
- energy intelligent urban mobility
- greening the wider community: working with businesses and citizens
- new business models and partnerships.



Our cities have the potential to develop new technologies, broker new partnerships, create incentives, change behavioural patterns and provide the right framework for citizens and others to co-create and do it themselves. Together we then make a crucial contribution to reducing CO2 emissions. We have the power to dramatically reduce Europe's energy consumption.

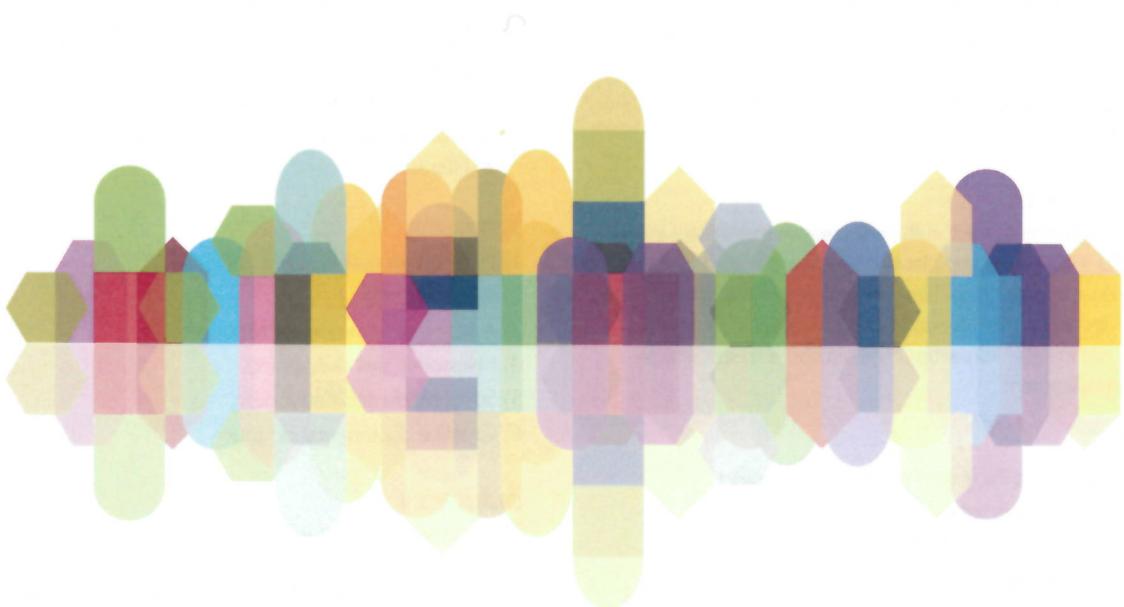


# The Art Of Urban Creation

## TAOUC / Partner Invitation

Art, culture and creative expertise as resources for increased pace of innovation and sustainability in municipal urban development.

Creative Europe 2014 Program



INNOVATION • QUALITY OF LIFE • DIVERSITY • OPENNESS



## LEAD PARTNER

Nacka municipality, Sweden.

## NACKA PROFILE

Nacka is a part of the growing region of Stockholm, challenged with rapid growth in multiple areas.

- Population growth from 95 000 inhabitants to 140 000 year 2030
- Improved infrastructure system - subway to Nacka
- 14 000 new homes and 10 000 workplaces to be built in 15-20 years
- Quality in all aspects of sustainability – environmental, economic and social

## PROJECT FOCUS

Urban development / art, culture & creative expertise / innovation / EQ + IQ. Cities and places have a huge impact on human behaviour and well-being. This project gathers experiences and knowledge about the new and innovative ways in which art, culture and creative expertise can contribute to sustainable urban development.

## BASICS

- Creative Europe Program / collaboration project
- At least 6 partners totally
- Application date 1 oct 2014
- Bigger scale project
- Max funding 2 000 000 Euro split between partners
- Contribution required = 50 %
- Total project budget around 4 000 000 Euro split between partners

## PARTNER PROFILE

Partners should be municipalities within EU. We will prioritize partners with a strong drive to work towards more liveable,

sustainable and creative cities. Partners must be willing to explore and develop new models and methods together with creative industries such as artists and designers. Partners must also be interested in working with creative citizens dialogues. Tangible and intangible cultural heritage should also be of interest.

## INVOLVED IN THE PROJECT

- 1) Planning department and other departments dealing with municipal urban development
- 2) Creative industries: local/regional/national visual artists, street artists, dancers
- 3) Citizens (interactive audience)
- 4) Private contractors such as property owners, developers, architects

## ACTIVITIES

- 1) Local urban development projects
- 2) Job-shadowing
- 3) A series of common workshops
- 4) Milestones and checkpoints
- 5) Social media and networking
- 6) Creative documentation tour

## DURATION

The activities will start in June 2015 and end in May 2017.

## ARTS, CULTURE & CREATIVE EXPERTISE AS RESOURCES

Arts and culture often end up far down the list of priorities and is seen in urban development context as something that belongs in the end of the process - when everything is already planned. The function of arts and culture is often limited to ornamental, and the attitude is that its value is peripherally. This project turns 180 degrees on the spray. Arts, culture and creative skills have in this context a particular and unproven quality as tools and resources for communication; As carriers and vectors of human



values and qualities and also as challengers of given assumptions and established attitudes.

### WHY SHOULD WE DO THIS?

The complex challenges facing society today requires multi intelligent and multi skilled teams - that people from several sectors, industries and disciplines can interact. The need for communication across borders is massive. In this challenge arts, culture and creative expertise can have central functions. This also opens up a new market for artists, which is why this project fits in to the Creative Europe Program.

Buildings and places affects our identity, self-esteem, our relationships and even our weight and immune system. Cities affect our thoughts and our feelings, and even our brain capacity. Urban development has the capacity to bring people together and create public spaces that are full of life and movement. But what is it that makes people feel relaxed and connected to themselves and others? How can buildings and places tell us more about who we really are, about our place in the universe? This project puts these highly important issues at focus.

Awareness of the relationship between cultural capital and the city's economy is also growing. More and more people realize that creative environments and cultural activities can bring widespread benefits, and that creative places with high architectural and artistic quality make people feel comfortable and secure. Within established municipal processes for urban development, the question often is HOW this should be done. Within creative industries the question is the same, and knowledge about business models and experiences about HOW to do it is often weak. This project aims at confronting these important questions, helping artists to develop an expanded career. It's a win-win situation.

### OBJECTIVES

The overall objective of the project is to obtain documentation and dissemination of knowledge about where, when and how

art, culture and creative skills can play a role in sustainable urban development.

- Stimulate and increase pace of innovation in the municipal urban development processes
- Strengthen sustainability in municipal urban development – all aspects
- Strengthen and develop the work field for artists (required in the Creative Europe program)

### RELEVANT QUESTIONS IN THE PROJECT

- What happens when artists is involved and helps out in the analysis of sustainability - in collaboration with other professions early in the planning and building processes?
- How do we design urban space so that all people feel included - a society and an urban environment where people really SEE each other?
- How do we make more voices heard when developing cities?
- How do we attract force of labour from all over the world?
- What places and spaces are required when people from different places in the world come together?
- Can we develop an interface for a cityscape that can carry different cultural backgrounds, and who can stand between human basic codes beyond religion, politics and culture?
- What new approaches and methods is required in the work of creating innovative and attractive cities?
- Which approaches and leadership required for the implementation of new strategies and skills in complex organizations?

### LONG TERM EFFECTS

- New and innovative techniques, methodologies and models for planning and urban development including creative citizens dialogues
- Improved collaboration nationally and internationally amongst artist and municipalities
- A more innovative, creative and emotionally intelligent cityscape
- A more solid city economy

In time, the knowledge obtained from this project might provide spill over effects on other municipal services, practices and methods outside urban development such as health care and education.

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