

# Baltic Cities Bulletin

1 / 2009

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*Welcome to X UBC  
General Conference in Kristiansand*



CITIES' ROLE  
in the implementation of  
the EU Strategy for the  
Baltic Sea Region

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*Vilnius - European Capital of*  
*Culture 2009*

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# Baltic Cities Bulletin

Dear UBC Friends,

This year for the tenth time we will meet at the UBC General Conference. The city of Kristiansand, Norway, will be playing host to our conference on 24 – 25 September. 100 mayors of Baltic Sea cities, representatives of governments and international organisations, many key actors active in Europe will discuss the theme "Baltic cities for economic and climate solutions - a developed Baltic Sea Strategy".



Recently, the main focus of the UBC interest has been the EU Strategy for the Baltic Sea Region. The Union welcomed the EU initiative expecting realistic policy, ambitious in its objectives and responsive to the needs of inhabitants of the Region. However, the real test for the EU Strategy will be its implementation.

The cities experience nowadays the dramatic turn in their economic situation. Additional environmental and climate change threats make the creation of a good strategy a huge challenge. How does the European Union face the complex problems emerging these days? How do we, the cities, respond to the EU Strategy?

Cities play a crucial role in the process of implementation of the Strategy. Their particular strength is the closeness to the inhabitants. Understanding the problems of the urban areas is a foundation of the Baltic Sea governance. UBC is of the opinion that the cities can play an important role also in enhancing accountability and transparency of the Strategy.

This issue of the Bulletin contains a variety of perspectives and points of view regarding the EU Strategy. The cities share with their expectations, present strategic projects and investments, describe visions for development based on the rule of sustainability. All this paints the broad picture of the cities' involvement in the future process of the Strategy implementation.

Now it is more important than ever to meet and help each other to fight the global problems. Mutual understanding, support and brain-storming may bring positive solutions in the hard times.

Welcome to X UBC General Conference!

Per Bødker Andersen  
President of UBC

Kolding, April 2009



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*Porvoo cooperates with St. Petersburg to contribute to the safe and healthy environment in the Baltic Sea Region*



*Do high rise buildings fit into the urban environment? Commission on Urban Planning held its meeting in Gdańsk*

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# CITIES' ROLE IN THE IMPLEMENTATION OF THE EU STRATEGY FOR THE BALTIC SEA

.....  
Cover story by Esko Antola

## The final straight line for the BALTIC SEA STRATEGY

The European Commission has issued its Draft Action Plan for the Baltic Sea Strategy. The UBC and its family of cities were actively involved in the stakeholder process during the fall of 2008.

The organization itself delivered its opinion to the Commission after an internal consultation process. Most of its internal commissions issued their own statements and comments. The UBC and its Commissions also took part in drafting of collective position papers of groups of stakeholders in the region. Finally, individual member cities drafted their opinions and other documents. The UBC family members can identify their views and proposals in the Draft Action Plan. The impact is seen throughout the document. In many parts of the text, however, the Draft Action Plan is rather general and less focused. Action Plan follows the outline draft that the Commission prepared in early stages of the process. This outline was followed also in the two main stakeholder conferences in Stockholm and Rostock.

### The Christmas Tree?

There are four headlines: to make the BSR environmentally sustainable, to make it a prosperous place, to make the BSR an accessible and attractive and to make it safe and secure, divided into three elements. Firstly, the hotspots are identified, then actions are defined and thirdly, flagship projects are outlined. Some of the actions and flagships are already in progress or at least in the pipeline to be adopted. In many ways the document is a Christmas Tree: a list of good ideas and promises but much less ideas of implementation. The draft names hotspots, 51 actions and over 70 flagship proposals. Among these the UBC and its members can identify many of their own preferences.



The Baltic Sea Strategy and the Action Plan are drafted in most challenging times. The global financial crisis has and shall have deep-going effects on the region. Neither stakeholders contributing to the strategy nor the drafters in the Commission were able to echo the dramatic change in the economic and political environment. During the months of preparation the BSR has deteriorated from one of the fastest growing and wealthiest regions in Europe into a crisis area. The Strategy drafters are not to be blamed of not seeing the change. It took place during the drafting period. The Action Plan takes a note of the crisis by saying: "Nonetheless, it is essential that the European Union Strategy for the Baltic Sea Region allows the partners in the region to take a longer perspective, recognising that when this crisis has passed the regions that have best prepared will be those best equipped to take advantage of the new opportunities." This sentence invites the reader to make a conclusion that when the crisis is over, things return to normal. Taking into consideration the depth of the economic turmoil of the launching time of the strategy one should expect changes and structural revolutions that set a completely new economic and political framework for any Baltic Sea Strategy.

It is hard to define what "regions that have best prepared" means in the current situation.

### Strategy for the crisis

The fundamental challenge is that the BSR has to face the future from a perspective of a declining economic growth, which means dramatic changes for some countries of the region indeed. The inputs to the strategy have been made, however, from a perspective of continuous economic growth. Growth figures in the region have been up-



*On 5 and 6 February 2009, the 2<sup>nd</sup> Stakeholder Conference was held in Rostock-Warnemünde with approximately 370 participants from 17 countries in Europe to discuss the EU-Strategy for the Baltic Sea Region.*

its challenges and aspirations. The main focus of this statement is to contribute to that end and to point out avenues that should be explored by the Strategy and eventual Action Plan. The Strategy must bring added value to what already is accomplished in the region in order to be relevant both for the European Union and for the region." The UBC in its contribution to the Commission strongly urged the bottom-up approach: "The intensity and encouraging experiences of cooperation between the cities strongly emphasize the relevance of the bottom-up approach. The UBC, therefore, strongly urges the Commission that the bottom up dimension must be instituted and supported in the strategy. The success of strategy is based on the input and involve-

wards the last ten years but by the time of the presenting of the strategy the figures are pointing down. This must be noted in the strategy documents to make them relevant and legitimate in the eyes of the people in the region.

ment of the stakeholders in the region in early stages of preparation as well, and in particular, in implementation of the strategy." Not only the economic perspectives of the region challenge the strategy documents. The political environment is changing as well. The economic crisis has already created political disturbances and upheavals in the region. It has also changed the political atmosphere in the EU. Although "removing the single market barriers" remains as a legitimate target, its realization in current circumstances is not very realistic. Quite on the contrary, rise of protectionism is the mood and perhaps for many years to come. The added value of the strategy is at stake unless it is adjusted to meet the realities of the time when it is launched.

The first drafts on governance of the strategy ignore this approach. The first versions indicate that the non-state actors in the region shall occupy mainly the role of implementation. Ideas floating point to a governance where the Council of Ministers in various combinations shall draw the political framework for the strategy while the Commission through still very unclear internal structures shall produce the policy decisions and coordination. It is very difficult to see how the bottom-up procedure could be implied. If the role of regional actors is in implementation the governance follows more a top-down method.

### Governance is still the weakest link

**Towards the final**

Drafting the strategy and the Action Plan is in the final stretch. In its Draft Action Plan the Commission declares that it wants to keep the process open: "the plan may be revised and extended by the Member States and stakeholders". The wording is an invitation for further comments and proposals. The UBC and its Members should seize the opportunity. But the time to contribute to the draft is limited indeed. During the coming weeks the drafts shall be circulated in various Commission's DGs and the adoption of the documents is due to take place on 19 June 2009.

Seeing the strategy from the UBC perspective the future of public economies is the key issue. The UBC stated in its contribution to the Commission: "Cities constitute the public authority closest to the citizens and their everyday life. Knowing that a mounting challenge of the European Union is to take the Union closer to its citizens, the cities can perform a vital link. Understanding cities and urban areas as the foundation of the Baltic Sea governance would help to establish a link between the Union and its citizens".

The incoming Swedish Presidency has indicated that the strategy shall be among the top priorities. Launching of the strategy shall take place in challenging times. The economic and political environment shall not been favorable as such. But the Swedish Presidency takes place in a period of changes inside the Union. The new Parliament and consequently the new Commission shall still be in a period of settling down and building their agenda. This does not provide the most favorable conditions for the final steps of the adaptation of the strategy.

Cities and city decision-makers are already confronted by the economic crises. Demands for public services and safety nets under the conditions of rapidly increasing unemployment put challenges that demand radical modifications in existing policies. It would be incorrect to demand rewriting the Strategy as such. It includes many elements that are not dependent directly on the economic crisis. Environmental concerns do not disappear in crisis. But what is needed is a reflection of the existing realities. Strategy drafters are correct in pointing to the need to outline visions on a longer perspective. But short perspective considerations dominate the political agenda and the implementation of the strategy.

The governance part of the Action plan is still in its early draft. It is also the weakest link of the Action Plan from the point of view of the Baltic Sea actors. Many of them, like the UBC, strongly urged that the strategy must be based on the bottom-up approach. Only an active involvement of the actors in the regions can ensure its legitimacy and acceptance and commitment in the region.

**"The Baltic Sea Strategy - Regions and Cohesion Policy in action"** conference jointly organised by DG REGIO and the Swedish and Lithuanian Managing Authorities will take place on **11-12 June 2009 in Visby** on the island of Gotland, Sweden.

The conference will, among other matters, contain a discussion on how to better align existing policies, programmes and funding to the objectives of the Baltic Sea Strategy, as a real first step forward towards the start of the Strategy implementation.



# MALMÖ'S APPROACH TO THE BALTIC SEA STRATEGY



by Ola Nord

The EU strategy for the Baltic Sea Region is a pioneer example of how the EU addresses challenges related to specific EU macro regions in terms of both transnational and cross-sectorial perspective. Its priorities in terms of environment, economic development, accessibility and attractiveness as well as security and safety, will effect and influence the work of cities in the whole of the Baltic Sea Region. Malmö has worked on responding to the consultation process, and when doing so, realised that we could and should take this even further.

First of all, Malmö supports the urban dimension that the strategy will need to have. The cities in the Baltic Sea Region need to be part of the strategy also to be able to work within the strategy after it has been put into practice. To achieve a prosperous region, cities need to work with all local actors, SMEs, universities, NGOs, etc. to bring innovation and research closer to the market, assist in developing new ideas, and support business development. Furthermore, to make the region an environmentally sustainable the cities need to address a whole number of problems, such as water issues, air and noise pollution, energy efficiency and renewable energy resources. Cities also need to be in the forefront when it comes to promotion and development of the region as attractive for its citizens. Based on these facts, the city of Malmö has written and implemented its own Baltic Sea Strategy for 2008-2010. Malmö has decided to focus on 3 priority areas based on the EU Strategy:

**Business and enterprise development:** This implies working closely with local businesses to help in development of their activities, as well informing them of opportunities that can occur.

**Environment:** The city's work towards an ecologically sustainable



City of Malmö from the sea with the sustainable housing area of the Western harbour and the Turning Torso.

one needs the involvement of local businesses, partnerships with other actors in the BSR in particular exchanges of good and best practices in numerous areas. Malmö is also working with its climate program .

**Higher education and R&D:** Malmö strongly supports the co-operation between universities in the Baltic Sea Region, and specific emphasis has been put on the cooperation between the city, Malmö University, R&D as well as other forms of cooperation.

MORE

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## METROPOLITAN DIMENSION TO THE STRATEGY

by Ewa Kurjata

The EU Strategy for the BSR should have a genuinely Baltic dimension and promote in the first place those initiatives and projects that are relevant to all Baltic actors. The EU strategy should reflect the region's identity and focus on the region's sustainable development, covering the major role of metropolitan areas in the region. As the BSR strives for a top position on the European ranking for growth and competitiveness, the metropolises and their functional regions are deemed to be the motors of development. The strategy should also reflect the polycentric Baltic regions and their clusters significant to urban development.

From the regional perspective, West Pomeranian Region postulates developing such significant projects as: the CETC and Northern Transportation Corridors, pan-national entrepreneurial cooperation networking – Baltic clusters, integrated energy systems in the BSR - and on top of that developing the integrated maritime policy for the BSR. Additionally, West Pomeranian Region proposed to the EC another flagship project related to developing spatial planning procedures in the sea areas, taking into consideration investment location based on their environmental capacity.

From the municipal perspective, the economic, organisational and technological changes affecting transportation have clearly caused the disappearance of port activities from historical urban waterfronts. Port cities, like Szczecin, striving to take most of public amenities and settlement opportunities offered by the re-development of waterfront and surrounding areas, want to attract new capital, new consumer opportunities, and therefore new 'talented people'.

Renovation of waterfronts is seen here as the process that innovates the leading economic functions in the city and contributes to better urban development. Another powerhouse of development is setting up regional and transnational innovative networks together with universities, scientific parks and development agencies. Projects such as waste water plant construction mean better quality of living for the szczecinians and better quality of the Baltic waters, which is our commonly shared resource. With its new "revolutionary urban vision" of A Floating Garden proposed in mid 2008, Szczecin turns to water, ecology and plans to combine benefits of a metropolis and a comfortable place to live. In this context, the city welcomes the EU strategy, especially as its policies seem to fit well into the overall Baltic vision.

MORE

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# BALTIC SEA STRATEGY IN DEED

by Snieguole Kacerauskaite

The vision of Klaipėda is to become a flourishing city of business and innovation, to utilize all possibilities its coastal location provides, and, together with the whole Baltic Region, to implement the EU strategic goals to improve the Baltic sea environment, to enhance the sustainability and contribute to creation of better conditions for business activities and safety in the Region. As a port, Klaipėda is successfully implementing development projects, e.g. projects financed by the EU Trans – European Transport Network (TEN-T) Program. In 2009 the project “Junction of the IX B corridor with Klaipėda State Seaport – reconstructing central access” has been completed. In 2009-2010 the Seaport Authority and the Port of Karlshamn are implementing “The Motorways of the Seas project “Klaipėda – Karlshamn”.

In the field of renewable energy development, Klaipėda is the first city in Lithuania planning to construct in 2011 a modern cogeneration power plant, worth of approximately half a billion Lit. The project will be implemented by the Finnish energy corporation subsidiary JStCo. “For-



tum Heat Lietuva”. It will be the first power plant of the kind using alternative fuel - bio-fuel, organic and communal waste. The supply of energy from national sources is useful e.g. in terms of the independence for Klaipėda region from

the present Russian supplier. Moreover, much attention is paid to increase regional ecological sustainability in the Region. In 2008 the City Council approved a bid to become a partner in the Baltic Sea Region 2007-2013 program project “Climate Change, Impacts, Costs and Adaptation in the Baltic Sea Region (BaltCICA)”. Within the project a study on the reduction of surplus water in Smilte river will be prepared, a technical project made, and the planned measures implemented. Another important project financed from the ERDF is “Clean up of Curonian Lagoon Water near Ice Horn ( the Bay of Ships’ Cemetery)”. The aim of this project is to clean up the bay of the former “cemetery of ships” – on the Eastern coast of the Curonian Spit National Park. The result of the completed project will revive the ecologically affected eco-system, reduce the pollution of underwater ground and create conditions for landscape recreation. Lots of tourism development projects have been completed or are in implementation process. In May the reconstruction of the Dane river quays and the Castle marina will be completed to berth entertainment ships and yachts in the very city center. Soon the construction of multifunctional Sports Arena will start. Among the most ambitious plans is the reconstruction of the Old Castle and its adaptation for cultural and conference tourism.

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## SOCIAL DIMENSION

by Marketta Mäkinen

One of the points in the EU strategy for the BSR are energy and environmental issues. In cities these issues are closely connected with land use planning and to the quality of life of the citizens.

The Finnish Land Use and Building Act requires that the impacts of city plans, including the social impacts, are evaluated in connection with city planning. In Jyväskylä, as part of community planning, long-term work has been carried out in evaluating social impacts. This evaluation has been generally determined as a diversified process, which identifies and assesses the impacts of operations or plans on people, the community or society. The evaluation of social impact is topical in many connections. The environmental impact assessment of projects, plans, programmes and city planning is one of the most essential forms of assessment, which also involves a social dimension. In increasingly complex social situations, it is necessary to receive information about the impacts of plans and decisions, and to boost discussion between experts and different parties.

In Finland the intention has been to secure social integrity also by providing other alternatives besides the securing of the versatility of the inhabitant structure. In Jyväskylä it is regarded as important that the attractiveness of areas with a weaker standing is maintained and de-

*The social monitoring of residential areas must be closely linked with other monitoring needs of the municipality. It must be understood as a cross-administrative tool for ensuring social integrity and well-being. Listening to citizens is an essential part of this process.*



veloped. Attractiveness can be improved with e.g. complementary building programmes and by placing functions that create a positive image (such as sports and cultural functions) in low-status areas. Deteriorating shopping malls and their environments should be developed by taking a fresh approach, where public services, housing, jobs and culture are courageously combined. The experiences of Jyväskylä have shown that ensuring social integrity requires seamless cooperation between civil engineering operators. Strategic objectives must be implemented through housing and land policies, as well as master planning, to

civil engineering. Ensuring social integrity is a commitment that must cover all stages of civil engineering. New kinds of solutions should also be looked for in cooperation with construction industry operators.

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# EUROPEAN DESTINATION – GDAŃSK



by Edyta Tombarkiewicz & Maciej Szymański

**G**dańsk has been consequently implementing the strategy of sustainable development in which the main role is played by knowledge economy. According to the independent world ranking made by advisory company KPMG "Exploring Global Frontiers - The New Emerging Destinations", Gdańsk is one of the best alternative location for IT investors. The IT companies look for alternatives for development. KPMG listed 31 possible locations on all continents. Gdańsk was the only city from Poland. Paweł Adamowicz, Mayor of Gdańsk, believes this recommendation will have a huge impact on potential investors from all over the world. "I am delighted that Gdańsk was indicated as the most attractive new location for off-shore IT investments. Our region has constantly been opening for this sector and I hope that in the future more companies will locate their businesses in one-million inhabitant metropolis of Gdańsk, Gdynia and Sopot".



According to KPMG report, the key drivers for the city to emerge as a favorable IT –BPO destination were: availability of high professionals in IT sector, infrastructure, quality of life, security, investors support.

Present economic crisis will make more and more international corporations, as a result of cost reductions, take advantage of IT share service centers or BPO services. "Increasing a number of investments in infrastructure should encourage investors. A1 North - South motorway, can indirectly help Port of Gdańsk to become the biggest hub on the Baltic Sea – suggests Zbigniew Libera, from KPMG. - Deepwater Container Terminal (DCT) in Gdańsk and planned logistic centers (Pomeranian Logistic Centre and Maszynowa Industrial Park) can also help to achieve it".

Top place in the world rank is an evidence that the city takes care of the development of infrastructure and business surrounding, realizing not only rules of sustainable growth but also the key issues of Lisbon strategy. Infrastructural investments made by local government and financed with the EU funds can help to achieve strategic goals. The city is implementing Long-term Investment Plan for the Years 2009-2012. Most of the investments, worth 5.56 billion PLN, are co-financed by EU (2.5 billion PLN). Most important projects for sustainable development are: Gdańsk Water and Wastewater Project (880 million PLN, 91 mln PLN from EU), Gdańsk Municipal Transport Project (720.36 mln PLN, 290.37 PLN from EU), Water Protection In the Bay of Gdańsk – construction and modernization of storm water drainage system 197 mln PLN (123 mln PLN from EU), Regeneration of Inland Waterways in Gdańsk 36.8 mln PLN (21.8 from EU).

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## KARLSKRONA AND SUSTAINABILITY

by Kenneth Gyllensting

**K**arlskrona has been working for many years towards being an ecological sustainable municipality. The city belongs to the Association of Swedish Eco-municipalities ([www.sekom.nu](http://www.sekom.nu)), and tries to implement four sustainability principles (see fact box) in the decision-process. All of the municipality's departments with environmental impact (waste, wastewater, energy production, roadworks and transportation) are certified with ISO 14001). Only green electricity is provided to the public buildings, and most of them is warmed up with bio fuelled district heating.

The Blekinge Institute of Technology in Karlskrona with its unique international master programme "Strategic Leadership Towards Sustainability" gives many opportunities to cooperate on projects within the sustainability field. Having the lion's share (about 1650 islands and islets) of Sweden's most southern archipelago within the border, the



### THE FOUR SUSTAINABILITY PRINCIPLES

*In a sustainable society, nature is not subject to systematically increasing...*

1. concentrations of substances extracted from the Earth's crust
  2. concentrations of substances produced by society
  3. degradation by physical means
- And in that society...*
4. human needs are met worldwide.

city has been always especially concerned about the Baltic Sea. The Eastern part of the archipelago is of international importance both owing to the Ramsar Convention, the EU's Natura 2000 network and Helcom Baltic Sea Protected Area. Karlskrona is working hard together with two neighbouring municipalities, the Blekinge County administration and citizens living in the area to get the "Blekinge Archipelago and Coast" appointed as a Biosphere Reserve by UNESCO. Lots of projects have started as a result, ranging from getting

grazing animals back to the islands, creating new routes for yachting, and getting better waste water treatment to help combat eutrophication of the Baltic Sea. The final application is about to be handed in.

The municipality has high expectations towards the EU Baltic Sea Strategy. The city representatives took part in the roundtable on environmental issues in Gdańsk last November to give input to the environmental dimension of the strategy.

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# CHALLENGING NEW POSSIBILITIES

by Dalia Gurskienė

According to the City Development Strategy up to 2013 Panevėžys implements the foreseen investment projects constantly and at the same time seeks to increase the competence of the city and the whole Baltic Sea region. Investment projects of sustainable development are carried out in different economic activities.

In the last three years the projects on tourism infrastructure, the development of social infrastructure, renovation of schools, business infrastructure and environment with the help of EU structural funds and municipal budget allocations were implemented. Cooperation and capacity enhancement projects are also of great importance. Administrational capacities of municipal staff were developed which resulted in better qualified services for the citizens. The knowledge of strategic planning and equal opportunities in working environment was also increased.

The joint international project Municipal Responses to the Climate Change Challenges was carried out together with the main partner Nordregio. The workbook for the municipalities of 7 countries and information dissemination is the tangible result of the joint work. Over 60 MEUR from EU Structural Funds and private allocations were attracted. In recent 2-3 years the city plans to invest in:

- Renovation of 2-3 schools and 7 kindergartens;
- Development of transport infrastructure;
- Social infrastructure (services in the Centre of Social Services);
- Development of information technologies, new E-services



The total EU allocations for the projects of 2009-2010 in Panevėžys reach 4,5 MEUR.

- Business infrastructure is being built; the capacities of innovations are increased by taking over the experience of advanced neighbouring countries;

The Establishment of Panevėžys Industry Park is one of the most ambitious projects already started and supported by EU and municipality. Investments will be made in establishing of basic infrastructure (i.e. green-field investments will make over 5 MEUR ).

## MORE

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# TO PRESERVE THE IDENTITY

by Ryszard Toczek

The four main aims of EU strategy for BSR: to make the BSR environmentally clean place; to make the BSR prosperous place; to make the BSR accessible and attractive; to make the BSR safe and secure, were assumed. This complex approach points out the increasing importance of the cities. The EU Cohesion Policy confirms the importance of all regions and cities. The territorial cohesion is determined by individual historical, cultural and institutional background. The cities are becoming evident actors in executing the cohesion. Over 60% of EU population is living in cities with over 50.000 inhabitants. In BSR it makes (along with smaller towns) about 60 million people altogether. As a result, the cities are becoming the „motor of regional development“. A quality urban environment contributes to „making Europe a more attractive place to invest and work“. But the cities and regions of BSR can be active in different ways – since the historical, cultural and institutional backgrounds vary.



Therefore, the specific role has the coastal city of Gdynia and the Pomorskie region. Gdynia grew out of the transport and trade needs of whole Poland and its neighbouring regions, having no access to the sea. Today the new road links to the port area have been constructed, the rail line is modernised. The capacity of port basins and harbour channels is more competitive. The revitalisation of old trade routes: Baltic-Adriatic (Amber Route) and Baltic-Black Sea (Via Pontica) is under preparation mainly by CE Programme 2007-2013 projects: „A-B Landbridge“ or „South-North Axis“. The sunrising industry is connected with the development of network of regional airports. But the sea transport needs the sea vessels. The cities have strong shipyard industries, developed by many generations. This industry is performing high technologies today. It creates many thousands of working places for high skilled employees. Without these working places including the existing vast co-operation network, with technical universities, R&D institutes, ship equipment production factories – our cities and regions must look for other endogenous development factors. We can lose our identity. What can be an alternative for maritime industries in maritime cities? The deterioration of maritime potential creates different social, spatial and economic problems in our cities. From the bottom – up point of view, this is the biggest challenge for the whole BSR. We must preserve the identity of the city with dynamically developing merchant port, shipyards, its maritime academies, coastal shipping, fishing and yachting facilities. Simply - Navigare necesse est.

## MORE

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# TARTU WITH THE BEST LIVING ENVIRONMENT



by Indrek Mustimets

To maintain and to develop a clean and citizen-friendly environment has always been a top priority for Tartu. This has been clearly expressed both in the City Development Plan for the years 2007-2013 and in the Development Strategy Tartu 2030. Although the Estonian law prescribes that local governments have to draw up development plans for at least three years, Tartu prefers to take a longer perspective which helps the changing city governments to work towards the goals that have been established.



The river Emajõgi is one of the favourite sites for the citizens and visitors of Tartu, where a lot of public events take place. Tartuers enjoy walking along the newly-opened promenade.

Photo: Meelis Lakk

The innovative potential of a university as well as the city's close relations within the framework of the Baltic Sea region cities and in Europe are involved to achieve the goals. Moreover, Tartu is applying for the total of 1,131 MEUR from the ERDF to make investments that are necessary for maintaining the urban environment, e.g. in the development of public transport and building bicycle lanes.

This year the city is going to construct two very important and frequently used light traffic roads. Tartu has the makings of a great Bicycle

City. Preliminary work has been done already: a development plan was worked out in cooperation with many bicycle enthusiasts last year. Accordingly, the network of bicycle routes

will cover the whole city and there are connections between all parts of the city and the city centre. The development plan foresees a phased construction of the bicycle lanes. Another way of saving the environment is to have a passenger-friendly public transport. The city hopes to use EU support for installing vehicle telematics and ticket systems on the buses in Tartu, which would enable the live monitoring of vehicles and inform the passengers about the time of arrival at a particular bus-stop. This system would make our public transport more convenient for passengers. Tartu transport development plan contains a goal to maintain the present number of public transport users during the next five years. We are not wealthy enough to afford our buses to run half-empty.

An important part of the development plan for maintaining a clean and citizen-friendly urban environment is directing transit transport out of the city. Tartu is drafting an east-bound detour plan in cooperation with the neighbouring rural municipalities. It has been decided to apply for 3,732 m EUR from the EU cohesion fund and to start the construction at the beginning of 2011.

A survey conducted by one of the biggest daily newspapers in Estonia showed that people consider Tartu to have the best living environment when compared to all the other Estonian cities. The city's goal is to be a town with the best living environment even in Europe.

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# URBAN CULTURE CIVIC DEVELOPMENT

by Eglė Skeiverytė

Vilnius, European Capital of Culture 2009, with its comprehensive cultural programme undoubtedly reflects the EU strategy to make cities more prosperous, sustainable, attractive and accessible places.

One event within the rich framework of the capital of culture 2009 will be particularly unique. The forum "Culture as a Driving Force in City Development" will take place on 19 June 2009, in Vilnius and will bring together urban scholars, city administrators, architects, cultural policy experts, artists and anyone interested in the burgeoning urban culture.

This event is designed to provide a dialogue on the key issues of contemporary urbanism and urban culture. Scholars, artists, policy

makers and citizens will debate the issues of contemporary urban spaces and their potential to generate various forms of culture. The presentations during the forum will deal with the following topics: city as a scene of contested social and cultural identities, city-scapes and consumer cultures; new urban rituals; creativity and risk in the city; urban culture as a means of social inclusion and participation; and the creation of urban imagery and symbolism. The objective of this forum is to encourage individuals and different social groups to participate in urban renewal and innovative cultural strategies and ultimately to make urban culture a driving force for social change.



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# ROLE OF LOCAL AUTHORITIES SHOULD BE STRENGTHENED



by Mikko Lohikoski

Turku has been for centuries a key business, administrative and knowledge centre in the Northern shores of the Baltic Sea. During the Swedish time, which ended 200 years ago in 1809 when Finland became a Grand Duchy under Russia, it was the undisputed centre and later also the first capital of Finland. Today, it is Finland's gateway to the West, a strong growth centre.

Also in the future, Turku wants to be a key gateway and major player in the Region. Therefore, it is quite natural that it follows with keen interest all initiatives which promote vitality, attractiveness and sustainable development in our neighbourhood.

The EU Strategy for the BSR is undoubtedly of crucial interest for Turku. We have been involved in the stakeholder process and participated in relevant fora and meetings. Turku has actively contributed to the preparation of multilateral, joint positions on the Strategy, notably in the UBC.

The need for a comprehensive strategy for the BSR has been firmly expressed. While there are plenty of various fora and bodies, both governmental and non-governmental, there is a great need to formulate broader policies, especially cross-sectorally. Therefore, a Strategy is very warmly greeted by all. The Draft Action Plan contains many of proposals or preferences which UBC and its member cities, including Turku, have put forward. However, it is important that while the Plan includes a multitude of hotspots, actions and flagship proposals – all of them relevant in one way or another - the

key priorities would be clearly spelled out.

The UBC has strongly emphasized the importance of governance issues and an inclusive, bottom-up approach. The present draft is a disappointment in that respect. In order to make this Strategy a living reality, it requires active participation of all stakeholders in the process – not only in implementation, but also in formulating the content and its priorities. If the role of BSR stakeholders is enhanced and clarified, this would undoubtedly contribute significantly to the relevance and vitality of the Strategy and its implementation. Here the cities – engines of growth and innovation also in the BSR – as well as regions could play a very substantial role. It is to be hoped that during the consultation process, a more bottom-up approach can be agreed upon.

The Strategy for the BSR is an internal EU document. However, its effectiveness and relevance will be defined, to a great extent, by how Russia – our key neighbour – is sharing our goals and actions. Therefore, it is of great importance that active channels of communication and consultation are developed with St. Petersburg, Kaliningrad and Russia to ensure that all of us, sharing the waters and shores of the Baltic Sea, will be united by joint action. Turku will, for its part, continue to be an active partner in these efforts.

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# VÄXJÖ IN THE FOREFRONT ON RENEWABLE ENERGY



by Anders Franzén

The goal to become fossil fuel free city was set in Växjö 13 years ago, long before global warming and sustainable development. The first steps towards a biomass-based energy supply were taken already in 1980. After the oil crisis in the 70s, the energy company wanted to be less vulnerable and less dependent on imported fuel. As forests surround the city, it was easy to find good alternative and Växjö was the first city in Sweden to start using biomass in the production of district heating and power. Today over 90 % of the energy for heating comes from renewable energy sources. About one fourth of the power that is used in the entire municipality is also produced by renewables within the geographical border. If we include import 54 % of all our energy used comes from renewable energy sources. We have now thirty years of experience in this matter to share.

In the struggle to reduce the CO<sub>2</sub> emissions, it is necessary to work with many different sections. Växjö's strategy comprises a combination of changed behaviour, energy efficiency, and transition to renewable energy in heating, power and transport. The best energy is the one that is never used, which makes energy efficiency an important subject. The potential of cost-efficient actions is big and our public housing companies, as well as private companies now build energy efficient wooden houses, even so called passive houses that need very little external input to be heated. Also here, Växjö can offer years of experience. Our main effort today is to find alternatives to diesel for heavy vehicles in the transport sector. We



Gasification plant for bio-DME

believe plug in hybrids in the long run will be the main alternative to reduce the use of gasoline in private cars. Since the end of the 90s, Växjö has been involved in different projects with the university, Volvo and others to develop 2<sup>nd</sup> generation of bio fuel. The idea is to put biomass into a gasification plant and retrieve a gas that can be used to produce i.e DME or FT-diesel for trucks and busses. A feasibility study shows a good potential to locate a big plant in the Växjö area that can produce bio-DME. However, it is still a long way to go before the final decision on when, where and if a gasification plant can be built. Our main purpose is to hurry up the development.

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# CHALLENGES OF KOTKA



by Hannu Tuittu & Matti Erävala

The new Local Strategy of Kotka for 2008 – 2016 was approved on 14 April 2008 by the City Council. The clean and safe environment was specified as one of the five main priorities. The city wants to be one of the pioneers to prevent climate change in Finland. The decision-makers are committed to ensure sustainable development in Kotka for the new council period 2009-2012. Kotka has also signed the Aalborg Commitments in 2005. The will of Kotka is strong and the work with stakeholders is now continuing by the baseline review which is sustainable basis to set environmental goals. Mayor Mr. Henry Lindelöf himself has declared to be the bow of the sustainable strategy process.



The workshop with stakeholders in Kotka

Several baseline review meetings with stakeholders were arranged during 2008 e.g. with chamber of commerce, industry, enterprises, research centres, polytechnics, schools, other city organisations, nature organizations, commercial organizations, third sector, etc. The Aalborg baseline review will be ready and approved in spring 2009. The next steps will be then presented and approved by the decision - makers.

The MATRUSCHKA group with experts and stakeholders is preparing further plans and project applications at the local and cross-border level. In the budget for 2009 Kotka has reserved the “seed money” for self – financing of future projects. The aim is to get more support for the project and at the same time to create and open the office of the EcoKotka - project in spring 2009.

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The main challenge is to carry out our own strategy and its goals. The work for sustainable development itself is a big challenge locally. It is a long process that never ends. Legislative reforms, climate change, responsibility for natural resources and the lack of them can get more force to the efforts. The cooperation with experts, stakeholders, networks in a large scale is the most important. Kotka is also interested in looking for the new challenges and taking new steps in sustainability projects. As MATRUSCHKA slogan states: “Many steps ahead both back and forth, up and down will be taken.”



## COOPERATION WITH RUSSIAN PARTNER

by Liisa Rohweder

Committee of Nature Use, Environmental Protection and Ecological Safety – City of St. Petersburg (Committee) and the city of Porvoo/ Itä-Uusimaa Rescue Services (IUPL) signed a bilateral cooperation agreement in 2007. Porvoo unit of HAAGA-HELIA University of Applied Sciences (H-H) has been nominated to manage the cooperation. The general aim is to develop management principles in the field of environmental and safety management of the territory and population. The practical cooperation started in 2007 and is destined to last till 2010.

The bilateral cooperation is an excellent example of the proactivity of the partners of the UBC to contribute to the safe and healthy environment in the Baltic Sea Region. The UBC should enhance partners of the network to such practical level initiatives within its all operational activities.

Development seminars in St.Petersburg and in Porvoo were a central part of the activities in 2008. Seminars formulated the framework for the development work which was done by the Committee, IUPL and H-H. The work focused on increasing the competence in oil spill management and in risk management & safety of people. In 2008 both the Committee and IUPL organized oil spill exercises (one in St. Petersburg and one in Porvoo). As part of the project activities benchmarking of the exercises was done in order to develop oil combating further. During the seminars practical oil spill management systems and equipments were introduced and evaluated. This included a field trip to an oil spill resource centre in St. Petersburg. In Porvoo the state of the art cooperation principle in shoreline oil

spill response between authorities and World Wildlife Fund (WWF-Finland) was introduced. This included a site visit to a bird cleaning unit for contaminated birds. Practical oil spill management was developed further in both cities. The Russian and Finnish principals of educating citizens were presented in order to set the framework for further development of bilateral and areal safety management. In December 2008 new development ideas were raised based on the joint development work done during 2008. They include e.g.:

- Estimation of the basic resources (personnel and equipment) needed for keeping the preparedness level in oil spill combating and operational processes at an adequate level;
- Developing the model of integration of volunteer troops to assist authorities on shoreline oil spill response;
- Further development of the methodology of risk analysis in order to increase the safety of citizens.

**MORE**

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Visiting oil spill resource centre in St. Petersburg. The key beneficiaries of the cooperation are citizens living around the Gulf of Finland. Rapid response is needed in order to minimize natural, human and economic disasters.





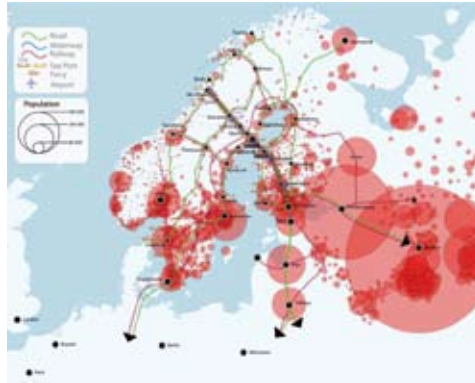
# THE E12 CORRIDOR – OPPORTUNITIES FOR EAST-WEST COLLABORATION



by Rolf Wännström

Umeå welcomes the Strategy for the BSR and expects it to play an important role in the future development of the region. It is vital that the conditions and prerequisites for the whole geography of the BSR are covered in the strategy.

One of the main challenges in the region is underdeveloped infrastructure. At the same time, transport in the region is expected to increase the coming decade. One important priority for making the whole region more accessible and attractive is to link current north-south connections with transport corridors from east to west. The E12 transport corridor runs from the Atlantic Ocean in the west through Sweden and Finland all the way to prosperous areas in Russia. This is a good example of an east-west transport corridor that can relieve pressure on the southern transport bottlenecks of the region. However, the E12 corridor is dependent on an efficient ferry connection between Umeå and Vaasa in Finland. The distance between the two cities is only 70 kilometres. The route is the hub of the regional transport network and must function if regional cross-border cooperation is to be maintained. In addition, the ferry route is an absolutely necessary constituent of the E12 transport corridor from



System which has the purpose to promote the development of the E12 transport corridor to a European transport route, and to draw up a vision which will enable regional and cross-border development. We expect the project result to be a high-quality contribution to the BSR strategy!

the Atlantic coast to Europe and Russia. The ultimate vision is a bridge or a tunnel crossing the Kvarken strait between Umeå and Vaasa. Building a bridge or tunnel would be our region's contribution to meet up with expanding markets and increasing transport pressure on the Baltic Sea. A bridge would result in the development of the region.

INTERREG is a useful tool for cooperation and for implementing the strategy. Umeå participates in the Botnia Atlantica project Kvarken Shortcut

MORE

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## STAY COOL - A JOINT SUSTAINABLE EFFORT IN UMEÅ

by Albert Edman & Royne Söderström

Umeå is working in line with the EU Baltic Sea Strategy priorities on several levels. Our Capital of Culture mission Stay Cool focuses on global warming and to achieve this Umeå will utilise the co-creative capacity, passion and curiosity of our citizens and partners. The city has based its action plan for sustainable development on the Aalborg commitments. Umeå collaborates with five other local authorities in the Umeå Region with the ambition of working together in the whole range of sustainable development, social, environmental and economic. In Umeå, a local baseline already existed through a first Living Environment Report published in 2006 covering local environment and public health indicators. Local environment and public health objectives were decided on by the Municipal Council in 2008 and they focus on two areas: an attractive living environment and an energy-efficient society where energy usage is based on renewable energy sources.

Increasing the urban development density is one way to achieve an attractive living environment and an energy-efficient community. This is

especially important in central Umeå where air pollution exceeds the nationally recommended levels. An action program has therefore been designed where long-term, innovative planning is one of the proposed activities to develop a less car-dependent



society. At Öbacka Strand 700 apartments are built located less than 100 meters from the largest high-speed rail and bus transport hub and one of the most expansive work areas in northern Sweden, Umeå university campus and the University hospital. This site was previously heavily contaminated and part of the project has been sanitation to create an attractive living environment. The city has set up a car pool for city employees and citizens to reduce the need for private vehicles. When fully developed in 2010, it will have about 150 vehicles. The Umeå Region's municipalities have also initiated a joint office for sustainable transports which is available to the inhabitants of the region. It has launched an innovative web tool that allows the inhabitants to draw their travel plan on a map and compare the environmental impact, time, cost and calorie consumption of different modes of transports i.e., walking, cycling, car, bus, etc.

A network of building contractors and managers, banking and real estate managers and local and regional public authorities has been formed. The ambition is to make Umeå a market leader in energy-efficient housing in cold climates and the network has agreed on a declaration of intention to that affect.

The energy production of district heating is dominated by the locally-owned Umeå Energy. In 2010 when the Dåva 2 combined heat and power plant will be put into operation (no fossil fuels), Umeå will have one of the most environmentally-friendly district heating systems in the entire Baltic Sea Region.



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# CLIMATE CHANGE IN THE FOCUS IN THE NORTH



by Sanna Vääriskoski-Kaukanen

The long lasting twinning relationships between the towns of Lahti (Finland), Randers (Denmark), Västerås (Sweden), Ålesund (Norway) and Akureyri (Iceland) are the basis for a co-operation project where the challenges of climate change are being tackled. In 2007 these Nordic municipalities agreed on constructing "The Nordic Climate Declaration" where they presented a plea for all Nordic cities to take climate change into serious consideration and to take action at local level in climate change prevention. The aim of Town Twinning – a Resource for Combating Climate Change project is to deepen the well-started co-operation and to conceptualize the whole problem of climate change. This will be achieved by two separate conferences that are held in Lahti in 2009 and in Randers in 2010 where climate change is in the focus.



The primary target groups of the project are decision-makers, city officials, local and international non-

governmental organisations, as well as the

media. The target audience is expanded to include all citizens of the participating municipalities by producing and distributing an information leaflet that covers the possibilities each and everyone have in reducing their impact on climate change.

The two interlinked conferences serve as a common platform for the participants to exchange experiences and learn from best practices proven successful elsewhere. During the conferences the realization of EU climate policies on a local level are being discussed and concrete methods of reducing greenhouse gas emissions presented.

The focus is also set on the development of future co-operation and strengthening the network. The project is part-financed by the Europe for Citizens –programme.

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# INVOLVEMENT THROUGH ENVIRONMENTAL ACTIONS

by Marina Salokangas

In January 2009 an international project has started in Tallinn (Estonia) and Lahti (Finland) – "Rings in water – involvement of immigrants and Russian speaking inhabitants through environmental actions".

The organizations to be involved in the project are The Centre for Development Programs EMI-ECO (Estonia) and Lahti Region Environmental Service (Finland). The project is part-financed by European Union under the Central Baltic INTERREG IV A Programme 2007 – 2013. The project's target groups include Russian speaking inhabitants and immigrants (adults, young people and school children), local administration officers and mass media.

The project idea is raising environmental awareness of Russian speaking and elderly inhabitants in municipalities where they dominate (Narva, Lasnamäe and Põhja-Tallinn), and among Russian speaking immigrants in Finnish municipalities (Lahti, Hollola, Nastola). The project supports Russian speaking inhabitants' and immigrants' integration into their residential area and the natural environment. It is very important that they understand what kind of impacts their daily activities have on the environment and what they can do to reduce their environmental load. The specific objectives of the project are:

1. Increasing the environmental awareness of Russian speaking inhabitants in partner municipalities.

2. Social inclusion of immigrants, or inhabitants with undefined citizenship into local life through environmental activities and networking both in regional and inter-regional level.

3. Promoting sustainable consumption of non-renewable natural resources (energy, water, packaging) and support global combat against climate change through introduction of good house keeping activities in households of project municipalities.

4. Spreading the public involvement models of Lahti and Tallinn, adjusting them for new target groups, and developing applicable methods for public involvement of Russian speaking inhabitants in municipalities.

The project's activities include study visits, excursions, net-

work building and workshops for adults and young people.

Estonian and Finnish partners will develop and disseminate specific models of good practices (green ambassadors in Tallinn, neighborhood trustees in Lahti Region) during the project. We believe that this experience can be later on be used by the participants and other interested organizations to work with immigrants.



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# SUSTAINABLE ENERGY IN JĒKABPILS

by Līga Klavina

Jēkabpils together with five other cities from Latvia participates in energy efficiency project MODEL from 2007 till 2010. The leading partner from Latvia is Social Economy Fund. The MODEL project aims at helping local authorities to become models for citizens and its main objective is to improve their practical capacities in 8 New Member States & Candidate Countries to better deal with intelligent energy issues at both individual (municipalities) and collective (national networks or embryos of networks) levels.



Municipal Intelligent Energy Day

It particularly aims at developing actions to encourage citizens, local decision makers and stakeholders in taking their own initiatives, thus preparing the ground for sustainable energy communities through the practical activities towards civil society:

- Promoting the appointment of municipal energy managers
- Implementing multi-annual local action plans and information systems to improve energy performance of municipal properties
- Getting financial means for concrete investments

- Taking communication initiatives – incl. the Display® Campaign, Municipal Intelligent Energy Days, etc.

The main direct results that MODEL expects to achieve are:

- implementation of activities such as Municipal Energy Programmes and annual Action Plans in at least 34 pilot municipalities (practice) aiming at saving at least 10% of the energy consumed in municipal properties, who will act as models and thus enhance other local authorities, to take actions (dissemination),
- promotion of awareness raising events and activities to sensitize all local stakeholders and citizens to possible sustainable actions in the field of energy (citizenship),
- appointment / strengthening of Energy Managers / Units in local authorities (local organisation),
- replicable common methodology (tool) influencing the process management, usable in the respective countries and promoted by national applicants,

- establishment / empowerment in all countries of sustainable collective capacities (such as networks) to inform local authorities, initiate, coordinate and support municipal projects, train energy managers, etc. (networking).

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# KOSZALIN'S STRATEGIC PROJECTS

by Mirosław Mikietyński

Koszalin has been proactively involved, for many years, in improvement of communication accessibility and, what is associated therewith, in improvement of tourist attractiveness, as well as dwellers' safety and natural environment protection. Such activity is perfectly matched with the proposed EU Strategy for the BSR. The main Strategy assumptions are also the priorities for the municipality and they match up with the Strategy for Municipality Development and subsequent editions of the operational programme called Plan for Local Municipality Development.

It is a priority for the municipality authorities to strive for improvement of Koszalin's attractiveness and, at the same time, the living standards of city dwellers.

As one of the most important tasks, re-opening of the civil aviation airport in Zegrze Pomorskie near Koszalin has been considered. In accordance with the preliminary forecasts putting the airport in operation will not only improve the tourist attractiveness but will result also in an outright increase of its economic potential.

Additionally, the municipality has been striving for raising of external funds for construction and reconstruction of roads improving the communication accessibility.

Last year a railway connection with the nearby seaside resort Mielno Koszalińskie was opened. An important element of municipality's strategic activities has also been to initiate a ferry line across lake Jamno, which has been scheduled for this year. This will make an element of the future Koszalin Riviera i.e. a network of traffic connections between the seaside localities. The municipality also

makes efforts to build an aquapark in Koszalin, which will definitely be an attraction, both for the city dwellers and tourists.

All those actions serve the development of intra-regional traffic facilities and improvement of the region's cohesion and, at the same time, are aimed at making the city a supra-

regional tourist traffic service centre. The city authorities put a great pressure on development of the social and cultural spheres of life, therefore, one of the already accomplished operations was a thorough modernisation of the Baltic Theatre of Drama and in the near future a sport and show hall, as well as the Koszalin Philharmonics edifice will be constructed. All those projects have been co-financed with the external funds.



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by Olga Tserjomushkina

The situation on the eastern border of the EU appears to be quite difficult because of the sharp gap in the living standards. Different conditions and the ways of action on social, health and safety matters cause practical problems. The major goal of the City Twins Association is finding out the best practices and implementing them in real economic and social life to achieve a more balanced development of the border regions. Also the CTA lobbies the interests of European border areas, whose needs are not voiced enough in the European decision making.

In the period 2004-2006 the City Twins Cooperation Network project was realized with the financial support of INTERREG IIIC programme. As the result of the project, the CTA was established in December 2006. The Association concentrated on developing cooperation between the city twins in the following sectors: co-operation between the city administrations; local industrial development; promotion of labour mobility; social and health issues; border crossing; education and training; cultural co-operation; co-operation of the third sector / citizens; promotion of interests of the city twins on different political levels (national, EU-level); Presently, there are 5 city twins pairs in the Association: Imatra-Svetogorsk (Finland - Russia), Narva-Ivangorod (Estonia - Russia), Frankfurt(Oder)- Słubice (Germany- Poland), Valka-Valga (Latvia - Estonia), Görlitz-Zgorzelec (Germany - Poland). Despite close distance, there is always a border between them that affects the relations between the cities.

In January 2009, the CTA in cooperation with the Mission Opera-



tionelle Transfrontaliere (MOT) submitted a project proposal to INTERREG IVC programme. The project „EUROpean Mobility and Employment in Transborder Areas“ has as its overall objective allowing local stakeholders to develop cross-border projects which meet the needs of the workers and companies involved in the economic development, as well as enabling them to coordinate their actions bringing their professional competence in the context.

The CTA is always willing to welcome new members for more effective cooperation for the development of the region.

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## BALTIC METROPOLES - READY TO IMPLEMENT THE EU STRATEGY

The Baltic Metropoles network (BaltMet) welcomes the development of the EU Strategy and Action Plan for the BSR, supports the alignment of policies and funding under a joint strategic document and involvement of non-EU countries around the Baltic Sea, especially the city-region of St.Petersburg. It underlines the importance of working together in transnational projects contributing to the increased competitiveness and cohesion of the region. BaltMet represents 11 capitals and metropolitan cities around the Baltic Sea: Berlin, Copenhagen, Helsinki, Malmö, Oslo, Riga, Stockholm, St. Petersburg, Tallinn, Vilnius and Warsaw. The members of BaltMet strongly believe that cities play an important role in ensuring that the BSR Strategy reaches its aims of making the region a more prosperous, sustainable, accessible, attractive and secure place. A successful EU Strategy and Action Plan must take full account of the role of the cities as local authorities implementing policies and as regional drivers in terms of growth, employment, competitiveness, innovation and change.

A number of the proposed actions have already been taken up by the cities and regions in different cooperation initiatives. Following initiatives are under preparation or ongoing by BaltMet and they support the implementation of the strategic priorities of the BSR strategy:

- 1. Prosperous region:** In order to create synergies, BaltMet encourages co-operation with universities and science parks, local and regional level development agencies and the private sector in order to work for a more coherent innovation policy in the region.
- 2. Environmentally sustainable region:** The poor state of the Baltic

Sea is weakening the living environment and competitiveness of the entire Region. Clean Baltic Sea is crucial to the quality of life and attractiveness particularly in coastal cities. Therefore, BaltMet urges for environmental action against the pollution of the sea and the climate change.

**3. Attractive region:** There have been a number of efforts to develop a shared identity and a recognized image for the BSR but so far the marketing of the region as a whole has remained rather haphazard. The metropolises of the region support the promotion of the BSR both internally and externally.

**4. Accessible region:** Political priorities have been made at the local and regional level regarding improved accessibility. The BaltMet Mayors' Resolution from 2006, highlighted 26 focal infrastructural projects seen as crucial to integrating the BSR in terms of transport networks and logistics. These 26 projects are parts of three main corridors for example "Rail Baltica", extended to Berlin and St. Petersburg, and including permanent rail link Tallinn-Helsinki; "Via Baltica", with the aim to develop a "Baltic Main Street" connecting the urban nodes; The "Nordic Triangle", including the Fehmern Belt Bridge.

**5. Safe and secure region:** City administrations are concerned about the security risks linked to climate change and pollution as well as those inflicted by social and cultural tension. Successful social integration policies, is one key to a safe and secure region.

MORE

[www.baltmet.org](http://www.baltmet.org)





# UBC today

## UBC Board met in Jyväskylä

The 54<sup>th</sup> UBC Executive Board meeting was held on 13 March in Jyväskylä upon the invitation of Mr Markku Andersson, Mayor of Jyväskylä. Preparations to X UBC General Conference in Kristiansand, 24-25 September 2009 was one of the main topics of the meeting.

The head theme of the conference will be "Baltic cities for economic and climate solutions - a developed Baltic Sea Strategy". Secretary General Paweł Żaboklicki informed about the conference keynote speakers: Luc Van den Brande President of the Committee of the Regions, Maria Åsenius State Secretary, Ministry for EU Affairs Sweden, Vygaudas Ušackas Minister of Foreign Affairs of the Republic of Lithuania (tbc), Dirk Ahner, Director General, DG Regional Policy European Commission, Francina

Armengol Socias President of Arco Latino (tbc), George Heartwell Chairman of Great Lakes and St. Lawrence Cities Initiative and more. UBC commissions will prepare four workshops at the conference: How to improve the environmental state of the Baltic Sea Region? How to make the BSR a more prosperous place by supporting balanced economic development? How to make the region more accessible and attractive? How to make the BSR a safer and more secure place? Professor Esko Antola, Director of the Centrum Balticum,

informed about latest developments concerning the Baltic Sea Strategy formulation process.

Björn Gronholm, informed that the Commission on Environment was working on the UBC Sustainable Development Action Plan

2010-2015 to be adopted in Kristiansand.

President Andersen informed that on 11 December 2008, UBC, BSSSC and B7 signed the Declaration of common interest with Committee of the Regions 2008-2011.

The Board discussed the question whether the commissions should still as much as possible assist cities from Estonia, Latvia, Lithuania, Poland, Russia, to participate in the meetings. The question was sent out to all member cities for consultation. Not too many cities responded, but the majority was

in favour of cancelling this rule. The Board decided to postpone the decision in question until the General Conference. The Executive Board adopted the budget for 2009. Secretary General introduced the new UBC website, which is being prepared by the city of Gdańsk and the secretariat. He also presented the latest UBC publication "UBC Calendar of Events 2009".

The Board decided to accept Botkyrka, Sweden as UBC member city. The next 55<sup>th</sup> Board meeting will be held in Międzyzdroje, Poland.



## Welcome to X UBC General Conference!

"Baltic cities for economic and climate solutions - a developed Baltic Sea Strategy". Under this theme the next General Conference of the Union of the Baltic Cities will be held in Kristiansand, Norway, on 24 - 25 September 2009. For the tenth time 100 mayors of Baltic Sea cities, representatives of governments and international organisations, many key

actors active in Europe will meet to discuss the focal problems, e.g. the economic crisis and climate change challenges, as well as the cities' role in the implementation of the EU Strategy for the Baltic Sea Region.

Moreover, the four thematic workshops corresponding to the main objectives of the EU Strategy will be organised during the conference:

- to improve the environmental state of the Baltic Sea Region,
- to make the Baltic Sea Region a more prosperous place by supporting balanced economic development across the Region,
- to make the Baltic Sea Region a more accessible and attractive place,
- to make the Baltic Sea Region a safer and more secure place.

The second day of the Conference will be devoted to the UBC internal matters, such as reports, elections, finances and meetings of the UBC Commissions.

Programme and registration at  
[www.ubc-kristiansand.com](http://www.ubc-kristiansand.com)



# Stakeholder Involvement as a key to success

## Engage your stakeholders – toolkit and Good Practice Database launched

“Integrated Management System for Russian Cities – MATRUSCHKA”-project had its final conference in St. Petersburg 17-19.3.2009. Over 75 participants evidenced the success stories of the forward thinking partners of the project. At the final conference “Engage your stakeholders – a toolkit on stakeholder involvement for local authorities” was launched. It is a comprehensive guide for the local authorities on how to include different stakeholders in the decision-making process. Using the toolkit, published in English and Russian, the local authorities are able to increase the stability of their work for sustainable development. Another major outcome of the project Good Practice Database in the BSR – was launched in English and Russian. It contains over 300 good practices and offers a unique platform for local authorities to compare and further develop their actions in the Region. Visit [www.ubcwheel.eu](http://www.ubcwheel.eu)

## TWO NEW PROJECTS STARTED

**CHAMP-Local Response to Climate Change** is a three-year project, co-funded by LIFE+ instrument of the European Commission. The project consortium consists of 7 partners from four countries, whereas UBC EnvCom acts as the lead partner. CHAMP bases on the good experiences and contents created in a project called “Managing Urban Europe-25”, CHAMP brings the content and the model of the integrated management system (IMS) to the next level. In CHAMP national hubs are established to train and support local and subregional authorities in implementing IMS and respond to the local challenge of climate change effects. The project itself will reduce its own contribution to climate change through decreased travels and increased use of new technologies and ways of communication.

**NEW BRIDGES –Strengthening of Quality of life through Improved Management of Urban Rural Interaction** is a three-year project in 2009-2011. The starting point of the project is that there are certain main elements within urban rural interactions that influence the quality of people’s life, and thus also the attractiveness of particular region as a place to live and work in. These three elements are: residential preferences, mobility and accessibility and provision of services. In the project the partners will analyze (via interviews, questionnaires, workshops) the preferences of different population segments (families, entrepreneurs, retiring people) and stakeholder groups (resident associations, business associations) regarding the three elements in urban-rural interactions and compare them to the existing policies and practices. Based on these results the project develops and implements new working methods and pilot models to improve the management of quality of life that correspond to the needs of people living in the BSR. To benefit also other city-regions and the whole BSR, the project produces a set of policy and practice recommendations for regional and national level on coherent planning and management of urban-rural interactions. The project is part-funded by the EU BSR Programme 2007-2013 and the Finnish Ministry of Environment. NEW BRIDGES has 12 partners from 8 countries in the BSR.

UBC Commission on Environment gathered over 60 participants in its meeting in St. Petersburg on 17-18 March 2009. The meeting was organized for the first time with simultaneous interpretation into Russian and this enabled good participation of several Russian cities.

The meeting focused on Stakeholder Involvement and in concretizing the UBC Sustainability Action Programme 2010 - 2015. Good examples of stakeholder involvement from cities of Malmö and Halmstad were introduced.



These examples stressed the added value that stakeholder involvement brings to local authorities. The discussion on the UBC Sustainability Action Programme 2010 – 2015 focused on how to formulate ambitious goals and a clear direction for UBC cities in combating challenges like climate change, poor situation of the Baltic Sea and the current financial crises. The participants expressed that UBC action plan offers a good basis for the development of strategic actions in the Baltic Sea Region and therefore it should be challenging enough for UBC.

The meeting was highly evaluated and the Commission wants to express gratitude towards the city of St. Petersburg for hosting it. The next meeting will take place in connection to the General Conference of UBC in Kristiansand, Norway.

More information at [www.ubc-environment.net](http://www.ubc-environment.net)

### MORE

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**THE BEST ENVIRONMENTAL PRACTICE IN BALTIC CITIES AWARD 2009**



## FROM LOCAL ACTION TO SUSTAINABLE DEVELOPMENT

THE UNION OF THE BALTIC CITIES HAS THE HONOUR TO INVITE YOUR CITY TO PRESENT A GOOD PRACTICE/S UNDER THE TITLE OF **STATE OF THE BALTIC SEA**. THE BEST ENVIRONMENTAL PRACTICE IN BALTIC CITIES AWARD WILL BE PRESENTED TO ONE CITY WITH A GRANT OF 5000 EUROS DONATED BY VESTA.

**APPLICATION FORMS AND MORE INFORMATION FROM 1.4.2009 ONWARDS AT [WWW.UBC-ENVIRONMENT.NET](http://WWW.UBC-ENVIRONMENT.NET)**

**DEADLINE FOR APPLICATION IS 15TH OF JUNE 2009!**



## The Baltic Sea Region: a safe and secure place to live

The Kristiansand-based Commission on Health and Social Affairs is working on safety and security issues, getting ready for the X General Conference in September. At the October meeting in Växjö, the Executive Board authorised the UBC commissions to start the preparations for the workshops at the GC in Kristiansand. The commission is working on theme IV: How to make the BSR a safer and more secure place.

We focus on how to work locally and within international networks, fighting some of the serious threats against safe and secure societies in the region. We wish to show examples of how societies can be more secure, safer or decrease social exclusion. The main issues chosen are drug prevention, human trafficking and prostitution, poverty and social exclusion. We look at all of these issues in the current economic crisis. The gender perspective will run through all topics.

During the preparations there has been a close cooperation with the Commission on Youth Issues. Representatives from the Youth Conference will be working along as moderators during the workshop. By choosing this design we wish to underline that these serious matters can only be dealt with across generations, within cities, across cities and across borders.

During the planning and preparation for the GC there will be several meetings across UBC commissions concerning the theme for the workshop. The commission is cooperating with the Commission on Education on the significant issue "The economic crises: A

*Ms Hilde Engenes from Kristiansand recently presented the work of the Commission at the Executive Board Meeting in Jyväskylä, Finland. Mr Per Bødker Andersen, Mr Pawel Zaboklicki and Mr Jørgen Kristiansen.*



threat against health, social welfare and including societies. How to secure better opportunities for group at risk?" Cities in Estonia, with Tartu as moderator on behalf of the Commission, has taken a particular responsibility for this focus area. Already during the first meeting in the late autumn of 2008, it was clear that the stringent economic conditions will contain both threats and possibilities for UBC cities.

The crucial question is: What are the major threats and how can they be solved and dealt with in a sustainable way in the Baltic Sea area? We wish to design a workshop on 23 September that will highlight this in an interesting and fruitful way.

## Gender issues in UBC member cities

The Commission on Gender Equality held a working meeting in Kalmar, Sweden, in February where representatives from different countries participated. Also, the representatives from the Commission on Youth Issues and the Commission on Health and Social Affairs took part. The joint workshops that will be arranged during the UBC GC in September in Kristiansand were discussed. This is a collaboration the Commission looks very much forward to. There was an interesting presentation delivered by two students involved in the international internship program. It highlighted the important issue of human trafficking. The delegates were also informed about the EU-funded project on trafficking issues, held by the Women's centre in Karlskrona, Sweden.



One of the Gender Commission's main tasks this year, is collecting information about gender issues from the member cities. This compiled information will be printed and presented at the UBC GC. The project is funded by SIDA with approximately 27 000 EUR. The funding has enabled to hire a project assistant working in the Secretariat of the Commission. The finished report will be printed in

### MORE

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Commission on Sport

## ALWAYS ACTIVE conference

4-5 June 2009 in Gdynia

The UBC Commission on Sport intends to promote a positive relationship between physical activity and health which is crucial for functional capacity as well as mobile independence of elderly people. Our societies are getting older and people tend to suffer from various illnesses resulting from the lack of active rest and poor diet. Municipalities and various organisations introduce programmes helping people in achieving good mental and physical condition. Crucial issue here is exchanging successful ideas and promoting active lifestyle among the elderly. Bearing this in mind, the Commission is organising an international conference called "Always Active" which will be held in Gdynia, on 4-5 June 2009.



It will gather interesting speakers from Denmark, Finland, Germany, Norway, Poland and Sweden. They will present best practices concerning active lifestyle among elderly people in their communities, as well as the importance of healthy ageing. The participants will have the opportunity to take part in study visits (eg. to classes of the University of the Third Age in Gdynia). Different ways of active time spending will be shown. The programme will be addressed to people involved in work for the elderly and those interested in learning how to prevent physical mobility restrictions. All institutions willing to acknowledge with matters like promotion of an active lifestyle are warmly welcome to this event.

The meetings will be held in a conference room of the Pomeranian Science and Technology Park and in the University of the Third Age in Gdynia. Those willing to participate in this event are invited to visit the website of the Commission – [www.ubc.net/commissions/sport.html](http://www.ubc.net/commissions/sport.html) where detailed information can be found.

**In case of any questions, please contact Ms. Agata Lewandowska – UBC Commission on Sport Secretariat, e-mail: [ubcspport@gdynia.pl](mailto:ubcspport@gdynia.pl) or call +48 586688208.**

Commission on Transportation

## UBC joins European Road Safety Charter

UBC plans to sign the European Road Safety Charter (ERSC). More than 1200 institutions have signed this charter so far. ERSC is an undertaking of Directorate-General for Energy and Transport of the European Commission. The main goal of this Charter is halving the number of traffic fatalities by 2010. The Charter includes 10 general principles referring to road safety prevention measures and a concrete commitment which a signing organisation is obliged to fulfil within the consecutive three years. The commitments could include, for example road safety campaigns, publication of road safety information, provision of driving courses for employees, elaboration of a road safety plan or improvement of the infrastructure etc. Upon signing the ERSC the signatory will receive, amongst others, a European Road Safety Charter certificate detailing its commitment, European Road Safety Plaque in recognition of the support for the Charter as well as a copy of the European Road Safety Action Programme, published by the European Commission.

A signatory of the ERSC will have an opportunity to share its best ideas and practices in the road safety field with other institutions all over Europe. Once a year the European Commission chooses six best practices carried out by the Charter signatories and presents them an "Excellence in Road Safety Award" in the following categories:

- large companies
- Small and Medium Enterprises

- federations and associations
- institutions
- non-governmental organisations
- regions and cities

UBC as a new Charter signatory will have to declare within its commitment to perform activities aiming at popularization of the road safety rules among UBC member cities and to strive to raise awareness of all traffic participants. Coordinator of the UBC activities in this field will be the Commission on Transportation. Within three years UBC is going to present articles on road safety on the Commission's website as well as in the Baltic Cities Bulletin. The UBC will devote a separate page to promote the European Road Safety Charter.

The presentations of the Charter will be included in the annual meetings and seminars of the Commission. Additionally, it will publish 1000 copies of leaflets promoting the Charter and will be awarding the best projects on road safety implemented by NGOs or other institutions of UBC member cities as part of grant campaign.

More information on the ERSC at: [www.erscharter.eu](http://www.erscharter.eu)



**MORE**

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## Youth Culture

The "New footsteps of youth culture 2008" award was granted to Jyväskylä Live Music Association (Jelmu). Jelmu is a non-profit NGO, organising rock concerts and offering training facilities for bands in Jyväskylä. The work is mainly done by young volunteers. The association runs the Tanssisali Lutakko building, where 120–130 events are organised each year. The annual number of visitors totals nearly 40,000 and 90% of the events are open for persons under 18. The association is 99% self-sufficient and not dependent on public financial aid. Targeting events at young people is an ideological decision of Jelmu, and becomes possible through volunteer work.



Tanssisali Lutakko was built in 1953 as a bakery. Based on a town plan prepared in the 1980s, the building was meant to be demolished. Thanks to the efforts of Jelmu and its members as well as public opinion, the building was saved and, after 10 years permanently handed over to be governed by Jelmu. The building was renovated in 2005, partly financed by the city and the ERDF. After this the building

has earned increased fame and recognition; Tanssisali Lutakko has been regarded as one of the most important rock clubs in Finland for several years. Receiving the UBC Cultural Award 2008 may mean, in general, that the public support of culture is neutral age-wise, but the reality is that a vast majority of public funding is directed at cultural forms in which the participants are middle-aged or older, or at the very least adults. The youth culture that the society recognizes is either seen as education or as entertainment. In the former case, the role of youth is then a learner or a target of edification and in latter case only the role of consumer is available for youth. The culture produced by youth for youth does not fit into either of these categories and does not get the recognition it deserves in terms of respect or funding. It does not even count as culture. However, it is the case that anyone worried about the decline of sense of community ought to go to a line in punk concert and hear how people out of town find a place to sleep. Anyone worried about growth of violence should go to a metal music concert and see how aggression and angst is defused on the floor. True sense of community is not built in committees; it can not be handed to youth. Rather, the true feel of affinity springs from shared experiences that can not be ordered from above; sense of community must be construed by each generation for themselves. The society should pave the road for youth to be able to live through those constructive experiences.

## UBC CULTURAL PRIZE 2009

The UBC Commission on Culture has asked the member cities to propose a candidate for award and nomination "Creative Use of Information Technology 2009". While distributing the award and the nomination the UBC Commission on Culture will appreciate activities which

- have influenced the cultural life of the city in a remarkable way,
- have influenced the image of the city in a positive way,
- have strengthened the identity of the city,
- have raised the awareness of cultural values of life.

The nomination is addressed to UBC member cities. Municipalities are the only eligible entities. The organizations willing to apply for the nomination are obliged to submit their application forms through the agency of a municipality. Each UBC member city is allowed to submit only one application.

The candidating activities should have been realized successfully in 2008 or in 2009. The application should contain

- a detailed description of the cultural activity,
- a photographic portfolio (preferably digital photos),
- press cuttings (if available),
- the applicants (member cities) evaluation and motivations of the cultural and other values of the activity.

The grant for the cultural activity is 1500 EUR. The winning candidates' travel costs will be contributed for maximum 300 EUR, if the candidate is participating in the award ceremony at X General Conference in Kristiansand, on 23-27 September 2009. The Commission on Culture wishes that as many representatives of the candidating activities as possible could be present at the awarding ceremony

The completed application form should be e-mailed to the UBC Commission on Culture's Secretariat by 31 August 2009 at the latest, e-mail: [maarit.keto-seppala@turku.fi](mailto:maarit.keto-seppala@turku.fi)

### MORE

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- John Pajunen, E-mail: [john@jelmunet](mailto:john@jelmunet)
- Photographer: Kalle Björklid

## THE CoC's BOARD MET IN RĒZEKNE

The board of the Commission on Culture gathered together on 17 - 19 April in Rēzekne to discuss ideas and current activities. Rēzekne has formulated its vision as the centre of culture and education of East Latvia, so it was a very interesting place to discuss about cultural affairs.

Among other things the Commission discusses about how to support the workshop 3 "How to make the Baltic Sea Region a more accessible and attractive" during the forthcoming X UBC General Conference in Kristiansand. The moderator of the workshop is the Commission on Tourism.

The Commission is very pleased to be able to promote the international festival of the Baltic Cities. It will be held for the fourth time in Daugavpils, Latvia, on 22 - 24 May. There are groups from St. Petersburg and Kaunas taking part in the festival. The festival is organized every second year in St. Petersburg and in the years

between in some other UBC member. For the first time the festival was held in 2006 in St. Petersburg. In 2007 it was held in Kaunas and in 2008 again in St. Petersburg. For more information about the festival and participation please contact the general director Sergei Shub, e-mail: [fc@baltichouse.spb.ru](mailto:fc@baltichouse.spb.ru).

The CoC met Ms. Magdalena Zakrzewska-Duda, Ars Baltica PR and Communication Specialist, during the working session in Bergen last November. There is a very strong wish in both organizations to have a deeper and closer collaboration. There are some preliminary plans to have a joint meeting in autumn before the UBC GC.

### MORE

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# Youth information and counselling work

## A working meeting in Riga

The Commission on Youth Issues held its open working meeting in April 2009 in Riga. All the partner cities of the joint project „Different History – Common Future...” and other cities interested in youth issues participated. Traditionally, during the meetings civil servants responsible for youth work in the cities and young people representing the city discuss together relevant matters, so that the opinion of youth is acknowledged.

First meeting in 2009 focused on Commission structure and future plans. Tallinn chairs the Commission but the co-chair of the Commission is about to change. There will be a 2 year period for the new co-chair to get involved and prepare, so they can take over the chair later. Kalmar who has done excellent work so far and has given much into the development of the Commission on Youth Issues is turning over the co-chair to the new city this fall during the Youth Conference “Bridges over the Sea”. There is an open call until 15 June 2009 for the UBC cities who are active in youth work area to apply for the co-chair of the Commission. More details are available at [www.ubc-youth.org](http://www.ubc-youth.org).

Second part of the Commission’s meeting focused on the youth information and counselling work. The cities presented their principles and best practices. There are EU guidelines to be followed on youth information and counseling work, so participants discussed the importance, necessity and applicability of these guidelines in the light of real city life and reality of con-

temporary youth. During the workshop participants also put together the “ideal” example of the info stand on European Voluntary Service which could be used in different youth facilities. The Commission’s meeting was also a platform for the cities to form new contacts and start new projects in the youth field – at “Idea market”. Joint project of the Commission “Different History – Common Future...” will end in December 2009. Many new ideas and practices started during this project can be used in the future – Tolerance Trips for youngsters or NGO’s are probably the best outcome to be proud of.

The participants had also a great opportunity to visit Riga’s best youth facilities during the visit and enjoy the busy life of Latvia’s capital.

### MORE

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## 4<sup>TH</sup> UBC YOUTH CONFERENCE BRIDGES OVER THE SEA

On 22 – 25 September 2009 the city of Kristiansand in the South of Norway will have more youngsters walking around than usual because it is hosting the 4<sup>th</sup> UBC Youth Conference.

Previous conference was held two years ago in Pärnu, the summer capital of Estonia. Then the title was “Under the Surface”. Participants had the chance to learn about tolerance, how to get involved in youth organisations, influence of youngsters, micro- projects, European Voluntary Service (EVS) and about some methods of how to have a dialogue with the youth. During the preparation period organizers had a lot of help from the local youth who did it voluntarily. The coordinator for the conference was also a EVS volunteer.

Since this kind of system worked last time it will be more or less the same this time. Local Kristiansand youth council is also involved, they take care of the side programme. There are youngsters also involved in the international core group to plan the conference.

This time the theme of the conference is “Bridges over the Sea”. If you are standing on a bridge others can usually see you and if you have bridges over something you can use them to cooperate with others. The conference workshops are about environ-

ment and life-style influence on it, economy, different cultures and beliefs, EU possibilities for youth and many other small workshop topics concerning the youth in Europe and in the Baltic Sea Region. Hopefully everyone will find a tool or two that he or she would like to use when they go back home to change not only something at the local level but in the BSR in general. More info available at [www.ubc-youth.org](http://www.ubc-youth.org). From two previous conferences we already have “Book of Demands” and “Book of Possibilities”. This time there will come out with third book called “Book of Proposals” which will contain all the results from the conference. You are all welcome to join us in the Youth Conference “Bridges over the Sea”.

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# Small Town Inhabitants - Educated or Uneducated People?

Can a small town inhabitant be successful? Has a small town inhabitant a chance to burn up in the world? What is the success? What makes a person successful? What does a person need for success? What does education by success mean? What kind of possibilities has a small town inhabitant for self education? Is the "real life" going on only in big cities? – these are the questions of the youth competition arranged in the end of last year by the UBC Commission on Education. The first prize went to Karl Haljasmets (Tartu, Estonia), second prize to Elina Ļitvinova (Saldus rajons, Latvia) and third prize to Maciej Mateusz Wencel (Gdynia, Poland).

The winner of the competition Karl Haljasmets disagrees that it is much harder to achieve something in life for a small town inhabitant. Karl shows that being self-confident and determined is most important. „Nothing is impossible”, says Karl, „The desire to achieve something is a point”. Karl has been successful in his hobby – photography. He won many competitions for students, and is a member of the International Relations Society at the Tartu University. Lately, he has had an unforgettable experience spending a day as a work shadow with Estonian Foreign Minister. Karl says that one should never be afraid of doing something ambitious, even when others do not believe in him. His key principle in life is to do things which he likes, because this is the only way to be successful.

Second prize winner Elina Litvinova has also participated successfully in different contests and has a lot of hobbies. She thinks that her greatest achievement is having the wish to experience, participate and care. Elina has been active in different areas and is now studying film making and audiovisual media. All her achievements have been result of hard work, constant development and inner will. „It is extremely important to have an idea of your life, of things that you are doing.” It is very important for her to have a support from her family. She will not finish her studies after getting bachelor degree. Moreover, she wants to tell her stories in the form of film and video in future.

Third prize winner Maciej Mateusz Wencel defines “success” as evaluating possibilities, finding own goals and achieving them. Being a son of an English teacher, he started learning English already in the childhood. He has been participating in many English language contests and finally acquired the title of laureate of the nationwide English Language Olympiad. Later he has got interest to study other languages and finally linguistics. Having achieved success also in the Linguistics Olympiad, he got Poland’s Prime Ministers Scholarship. Maciej agrees that he is talented, but he sees his talent as a responsibility. His dream is to be accepted at the Oxford University, and be successful in the area of linguistics and anthropology. But what he dreams of most is to use his skills and talents to provide humanity with greater knowledge about himself. More about Essays you can read on UBC website.

## Youth Nature Schools Network

UBC Commission on Education sees its contribution to the implementation of the EU Strategy for the BSR in teaching the youth how and why they should protect the Baltic Sea. The Commission suggests creation of a network between Youth Nature Schools around the Baltic Sea / in UBC cities and in cooperation with the partners within the Baltic Sea protection programme for Youth Nature Schools. It aims at informing the youth about the risks and make them think what they can do for the Baltic Sea protection.

Recent Commission’s meeting on 3 April in Tallinn was organised in connection with the Youth Nature Schools and Centers around the Baltic Sea. The target group were specialists of environment and representatives of nature schools. Creating the network was the main goal of the meeting. Interesting presentations and discussions, such as Environmental Education in Estonia (Reet Kristian, Environmental Office, Estonia), Nature Schools in Lithuania (Regina Kliminskiene, Nature School of Panevezys), Lakes as tools in Education (Karin Bero-nius, Erken Laboratory, Sweden) and Nature centre “Färsna farm” (Kurt Pettersson, Commission on Education, Sweden). UBC Environment and Youth commissions were presented.

### MORE

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## Meeting of the Commission on Tourism

### All gathered in Liepāja to discuss tourism issues

The Commission met on 16-18 April in Latvian Liepāja to discuss “How to make the Baltic Sea Region more accessible and attractive”. The topic fitted well into the four thematic workshops to be discussed during the X UBC GC in Kristiansand. The Commission agreed upon the activity plan for the forthcoming summer season. As usual there were interesting presentations from member cities displayed. The external marketing of the UBC cities was another topic covered during the meeting. This again was connected with the BSR brand discussion going on in the region for some time. The Commission also proceeded by the end of March with the South Baltic Programme project “AGORA 2.0 – Heritage Tourism for Increased BSR Identity”. The objectives of the project – to increase the BSR identity by heritage tourism, based on principles of sustainability – are fully in line with the needs of this branch. The implementation of AGORA 2.0 project corresponds with the upcoming and anticipated ‘EU Strategy for the Baltic Sea Region’. The Commission found Liepāja an excellent place for its meeting, especially as the city has to offer the best tourism product of the year in two categories: Follow the notes – a walking tour in the downtown area and Visit Karosta – former military base and prison.

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## Discussion on Baltic Towers at the Commission's meeting in Gdańsk

The Commission held its seminar and meeting in Gdańsk, Poland, on 2-4 April 2009. The seminar theme was "Baltic Towers – Contribution to the City and the Community". According to the American definition, high-rise buildings are less than 150 metres high and skyscrapers are higher than 150 metres. The seminar theme was a burning question around the Baltic Sea Region, as many cities were trying to find their identity and at the same time find ways to accommodate future growth and avoid further



urban sprawl. One possibility is efficient and dense development – and redevelopment – in the inner city. High rise buildings may be a solution, but a complex one, as they also evoke difficult questions about transformation of landscape, design, safety, transport and car parking, as well as physical, social, economic and environmental impacts. A demand for high-rise buildings is also connected to global economy – the higher the stock exchange rates are, the stronger is the demand for high rise buildings. The Commission tried a new method of approaching the theme by sending a questionnaire to the members of the UBC network, and although the number of answers was limited, they all were interesting. It is clear that high rise buildings are a "hot"

issue in many bigger cities, but the approach to the question varies a lot from eagerness to carefulness.

There were very interesting presentations about high-rise buildings, how they fitted in their environment and how different the policies of urban planning in the Baltic cities were. We saw and heard controversial examples from Aarhus, Rostock, Malmö, Gdynia, Riga, Tallinn and Helsinki. We also heard about a very interesting study of Growth Possibilities for Baltic Cities that awoke many thoughts about crea-

tive possibilities for the future in cities around the Baltic. A workshop about a plan to build high-rise buildings in Wrzeszcz, a vivid but somewhat confusing commercial centre close to the centre of Gdańsk was an essential part of the seminar. Hopefully, the Gdańsk Development Agency received new ideas and perspectives to continue its work on developing this area.

The next seminar under the theme Sustainability in Urban Planning will be held in Linköping, Sweden, on 9-12 September 2009.

**MORE**

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## Kiel and Kolding work for the Commission

Kolding (DK) and Kiel (D), represented by Business Kolding and Kiel Business Development Cooperation decided to support the UBC Commission on Business Cooperation. In 2010 Kiel will take the chair of the Commission, and in 2011 it will be taken over by Business Kolding. The secretariat of the Commission remains in the hands of Kaunas. The Action plan of will be discussed at the planned meeting in June.

Business Kolding and Kiel (KiWi) have initiated close cooperation. The aim is mutual inspiration, fund raising and benefits for trade and industry in both regions. A large business delegation from Kolding accompanied by two representatives of KiWi has recently visited the Silicon Valley of Europe, French science park Sophia Antipolis. Joint visit to Southern France marked another step forward in the growing cooperation between Kiel and Kolding. The purpose of the mutual visits and cooperation is to strengthen the trade and industry and the marketing of both cities and regions. Concrete initiatives are under way in

marketing, tourism, business parks, design business and sustainable energy. Several EU project are now ongoing with the participation of representatives from both KiWi and Business Kolding.

"Kiel and Kolding have similar conditions and interests in a few areas of business, tourism and so forth. So this cooperation is of great value to both organizations and cities," says Wolfgang Schmidt, head of International Business Services at KiWi. He encourages companies and organizations in both regions – and around - to contact either Business Kolding or KiWi with ideas for common projects. KiWi is also assisting Business Kolding in the marketing of the Executive Management Programme, a mini MBA education which is offered to top managers by Business Kolding in cooperation with renowned French business school, INSEAD. The cooperation between Kiel and Kolding serves numerous purposes. On 10 March Kolding was named the number one growth centre in Denmark, and in the pursuit of maintaining that position Business Kolding is looking forward to strengthening international cooperation even further.

"It is important for Business Kolding to look beyond Denmark in the efforts to secure growth in our region," explains Bjarke Wolmar, managing director at Business Kolding. "We need international inspiration and cooperation to create new jobs and secure those we have. Constant development of trade and industry requires an international perspective".

**MORE**

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Joint delegation from KiWi, Kiel and Business Kolding in Nice. In front, the mayor of Kolding, Mr. Per Bødker Andersen, and right next to him the head of International Business Services at KiWi, Mr. Wolfgang Schmidt. Managing director of Business Kolding, Mr Bjarke Wolmar is second from the left in the picture.





# NEWS

from member cities

## FROM INDUSTRIAL LAND TO CLEAR ECOLOGICAL RESIDENTIAL AREA

The process of drawing up guidelines for the new developments of Norra Kajen (North Docklands) has begun. Sundsvall's new city district will definitely be something out of the ordinary. "Our goal is to create attractive dwellings that are unique to both Sweden and the Nordic region," explains Christer Ersson, Managing Director of Norra Kajen Exploatering AB. Within a few years, Sundsvall will have a completely new district with 1,400 apartments, a daycare centre, sea-front esplanade, small marina, cafés, restaurants, an art gallery, a recycling building, commercial premises, a hotel and some form of entertainment activity.

The project will set an example when it comes to ecologically sustainable community building. The district's ecological profile is unique and cannot be found anywhere else in Sweden or perhaps even anywhere in Europe. Both energy issues and thinking in terms of the eco-cycle are central here. The sun will be utilized, as will the sea, which will contribute to both heating and cooling. It will also be possible to create waste heat from Sundsvall's waste network. In other words, every apartment can be equipped with a waste disposal unit, and the heat from the exhaust air can be recycled. The ambition is to create and recycle our energy within our own private system. At Norra Kajen we are looking for quality, and the environment is our guiding star. The building materials we use will be recyclable and the surfaces will be chosen with care and be of highest quality. The modern apartments will be high-tech and almost all of them will have a sea view. The interior layouts will be flexible and adapted for life's



various stages. Art, culture and socialising will also be an important aspect of Norra Kajen. However, this will entail more than just the experience of it all.

Research shows a clear correlation between physical planning, well-being and security. The apartments will be ready to occupy in 2012.

### MORE

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## World Class education at INSEAD

The calendar of any top manager leaves little or no time for education. However, it should. This is why Business Kolding has set up the Executive Management Programme in association with one of Europe's leading business schools, INSEAD in France. Through Business Kolding's Executive Management Programme top managers are offered the opportunity to gain world class knowledge from the very best – and in a form that is highly concentrated. The training focuses entirely on strategy, innovation and management, and is designed for executives. Close to 100 top managers have already completed the course, and their evaluations are stunning. The evaluation of the latest module resulted in 44 of 45 participants giving the top grade 5 (excellent) and 1 grading the module 4 (very good). Business Kolding has now been authorized by INSEAD to market the course throughout Scandinavia and the Baltic countries. The next course which is nearly full is set to start in May this year, and will focus on Change Management and Blue Ocean Strategy. With Executive Management Programme, INSEAD, one can receive:

- INSEAD's leading experience in training business managers,
- Training at a high level in strategy, innovation and leadership,
- Challenges, inspiration and feedback from the best,
- A diploma from INSEAD.

The training course takes due consideration of the top manager's pressurised schedule and is centred around a few short intensive courses with lectures on a high and concentrated level; rather than solving tasks between the individual course modules. The course is divided into four modules, of which two take place in Denmark and two at INSEAD in France with professors from INSEAD. The Executive Management Programme training is conducted in English.

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# THE CITY OF FREEDOM AND DIALOGUE

Gdańsk together with the whole Metropolis is a candidate for the title of the European Capital of Culture in 2016. Other Polish cities which apply for the title are: Łódź, Warsaw, Szczecin, Toruń, Lublin, Wrocław, Poznań.

Gdańsk is by all means a unique candidate. This is because the city has always been a place of freedom and dialogue, free exchange of thoughts and cultural goods, the home of debate and daring views. Gdańsk and Metropolis' motto in aspiring to this prestigious title is "Freedom of culture, culture of freedom".

**GDAŃSK 2016**  
GDAŃSK METROPOLIS  
EUROPEAN CAPITAL OF CULTURE  
CANDIDATE



The European Capital of Culture is not only a competition or a contest of candidates' potential and possibilities. It is first of all a great chance to show the uniqueness of own place

in the world. On 13 May 1985 during the session of the European Council Melina Mercuri, the Greek Minister of Culture, introduced the idea of the European Capital of Culture. The project aims at integrating the European nations by means of presenting the multiplicity of the European cultural heritage. The diversity of ideas, art and world views is to result in experience, dialogue and intermingling of cultural influences of different countries. A chance to meet is to stimulate the development of new levels of artistic communication. They may link various traditions and forms of expression and allow for closer relations among representatives of various cultural backgrounds.

The European Capital of Culture project is an extremely prestigious enterprise and winning the title would be a powerful incentive for the local community. As well as a chance for development and promotion of local cultural heritage, the title opens great possibilities for cooperation and strengthening the position in Europe. It is also an opportunity to present the region, which may contribute to the development of tourism and increase the knowledge about the city in the whole continent.

Gdańsk Metropolis consists of the urban areas of Gdańsk, Sopot and Gdynia, with Pruszcz Gdański, Reda, Rumia and Wejherowo. The Metropolis spreads along the Bay of Gdańsk on the southern coast of the Baltic Sea and includes the coastal region of Kaszuby. It is inhabited by over a million people and its area exceeds 1500 sq km. Despite a coherent spatial structure, a specific feature of the Metropolis is the diversity of the identity, economy and character of the cities creating its axis. This diversity is additionally enriched by the distinctiveness and culture of Kashubians. All these factors create a multi-dimensional and multi-entity metropolitan system of a huge cultural and economic potential.

## MORE

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## Szczecin of the future is a Floating Garden

Szczecin cherishes a rather well-known West Pomeranian capital's centuries-old reputation for maritime trade, commerce and industry. Forced to function under the constantly changing economic situation and global conditions, the city started to seek its new identity. It seems it finally got on the track when launched a branding campaign - Szczecin 2050: A Floating Garden. The new vision of Szczecin is a revolution in the city development. Szczecin turns to water, ecology and plans to combine benefits of a metropolis and a comfortable place to live. The new logo of Szczecin, the city's name written in the International Phonetic Alphabet (IPA) accompany this new development vision. Floating Garden is a message Szczecin sends to the world. It tells about the openness of the city, its cross-border facilities and vision. It emphasises city's multi-cultural and multi-language diversity.

The Floating Garden vision determines all activities in the urban functions. In particular, it reflects the city's investment projects that should follow the idea of an environmentally friendly and modern city. One of the first investments expected to emerge on the Oder River include Lasztownia, Kepa Parnicka, Grodzka, Green, Bielawa, Venice and Jaskolcza Isles. The city plans to build a modern district in a part of this area. The new vision will spread to other investments - city infrastructure, public transport, stadium and a philharmonic orchestra house. Renovation of the railway station, building of a convention centre, the Olympic swimming pool, aquapark, a modern football stadium, marinas on Dabie Lake shores and a ring road are on the list of priority investment projects in the city. On top of that, the new brand leads to converting the city into a strong academic centre, contributing to making the Baltic Sea Region as "the smartest region in the world". Besides, Szczecin boasts an active cultural scene - the city is ready to vie for designation as a European Union 'Capital of Culture' in the year 2016. This innovative long-term management strategy, complemented by the new city image identification system introduced in Szczecin will translate the city's efforts into the city's viable and vibrant brand as "a new Baltic Neopolis", built up by numerous variables working together. It is thought to be the city's road map from today into the future.

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## MORE



# Avalanche of events for Vilnius – European Capital of Culture 2009

The national programme Vilnius – European Capital of Culture 2009 consists of 6 thematic fields: Special Events, Conferences and Conventions, European Art Programme, Culture (Re)Discovery Programme, Living History Programme and People Programme.

The programme is intended for different audiences including gourmets of various arts, devoted lovers of specific genres and the general public. Plans are to implement nearly 100 projects, 90 per cent of which are premieres in Lithuania and 80 per cent are run in co-operation with artists from round the globe. Ten projects including Hamlet by Oskaras Koršunovas and co-production of opera Love and Other Demons by Peter Eötvös are co-financed by Lithuania and other countries.

Vilnius residents and visitors will be invited to over 700 events, two thirds being free of charge. The outcomes of European capital of culture will step beyond the end of 2009. These include new infrastructural objects: the National Art Gallery, the multifunctional culture centre Art Printing House and works of art by the country's most prominent sculptors on the bank of Neris River. We wish to develop new cultural traditions, such as Lithuanian Capital of Culture elections, LUX Festival of Lights, Street Musician Day and Let There be Night! Festival; we will co-operate in creating 11 new pieces of music—and hopefully all that will live far beyond 2009.

Partners of the national programme include both Lithuania's most important institutions for culture (Lithuanian Art Museum, Lithuanian National Philharmonic, Lithuanian National Opera and Ballet Theatre, Contemporary Art Centre, etc.), globally recognised Lithuanian artists (Oskaras Koršunovas, Arūnas Matelis etc.) and young creators, newly emerging culture institutions. What is more, co-operation involves influential foreign networking organisations



*Vilnius is introducing the national programme Vilnius – European Capital of Culture 2009 with nearly 100 unique projects, more than 700 events and the message to the world: Vilnius – European capital of culture opens the gate to the country which celebrates its name millennium.*

(European Festival Association (EFA), International Network for Contemporary Performing Arts (IETM) etc.) and the most famous troupes (St Petersburg Maria Theatre, London Symphony Orchestra, the European League of Institutes of the Arts ELIA, etc). Prompted to take active part in the projects (My yard/art yard, People Programme Foundation, etc.), Vilnius local communities and different social groups also play an important role.

The flow of tourists is expected to increase. Estimations are that at least 3 million people will visit the events of the national programme Vilnius – European Capital of Culture 2009.

**MORE**

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## The Revived Pages of History – the Battle of Narva

Narva is a city rich in history, a city which has survived wars and revolutions, fires and triumphs, a city which has lived through the Danish, Swedish and Russian rule...But how much has transcended from those times to the present day? As it turns out, history can come alive and take your city back into the past. Narva festival is the largest annual international festival devoted to the historical reconstruction of the Northern War, happened here twice – in 1700 - the battle was won by the Swedish Army led by the 18-year-old King Karl XII, and in 1704, when the young Russian Czar Peter I with his Army celebrated the victory over the Swedes.

The first festival had the fewest number of battle-reconstructors, but was probably the most impressive. This is how one of a local newspaper described the event: "The participants of the battle put up their camp on the territory of the fortress walls. Thousands of Narvians watched with awe the reconstruction of the events of the Northern War". The moment of transformation of serious people – bankers, architects, artists – into little boys "playing war" is something that must be seen with one's own eyes. During the three days of the reconstruction, the grown-up men play as devotedly as 5-year-old boys, who brag with their toys to the others. Except the toys have become more expensive: someone has acquired an antique smoking pipe, someone else has got a hold of an old ink-pot. There have been five festivals since then. In 2007 the festival featured a "Village of Living History", displaying the living conditions of the Estonian peasants of the 17<sup>th</sup> century. Last year night-time battles were introduced. The historical atmosphere of Narva Castle and its Northern Yard, restored with the purpose of reviving a part of the craftsmen street of the 17<sup>th</sup> century, make an ideal venue for the reconstruction of the past events. The historical festival "The Battle of Narva" will take place on 7 – 9 August 2009. Admission is free!

**MORE**

Ms Natalia Pomazan, Senior specialist of Narva Museum, [www.narvamuseum.ee](http://www.narvamuseum.ee).



Photo: Andres Toode



# Tartu - a Child- and Youth-Friendly City



Photo: Meelis Lokk

The Estonian National Committee for UNICEF has decided that the title „Child Friendly City“ will remain in Tartu for another three years, until 2011. Tartu was first awarded this title in 2004.

This title is not only a sign of winning the competition, but it shows that Tartu has been acknowledged as a city that cares about its little citizens and tries to guarantee they get the best possible childhood. UNICEF has specifically pointed out that Tartu has got a systematic organisation of youth work- the city supports children's active spending of leisure time and youth centres, it has been

involving young people in discussions concerning relevant questions. Tartu has organised UNICEF's blue week and hosted the Club of Child Friendly Cities.

Tartu City Government wants to take the children's and young people's interests and needs into consideration in decision-making processes. The mayor of Tartu, Urmas Kruuse has said that the title awarded by UNICEF is not only a recognition but rather responsibility and obligation. A work group for making the city more child-

and youth-friendly has been formed in Tartu. This group draws the attention of the City Government to the problems and proposes ideas about improvements needed to make Tartu a good living environment for children and youth. Also, the work group that consists of young citizens and specialists is planning to involve citizens more in the discussion of child and youth friendliness.

The big number of young citizens is a peculiarity of Tartu - almost half of the citizens are under 35 years of age. You will notice that when walking in the streets of Tartu.

Tartu City Government does everything to make Tartu as child and youth friendly as possible. New kindergarten are created, opportunities for spending leisure time are extended and different events are organised for children and young people every year. The City Government is working towards the goal of making the general appearance, image and design of the city as convenient and pleasant as possible for children and their families. We want to ensure that Tartu has well-maintained parks, safe light traffic roads, child-friendly playgrounds „and easily accessible public buildings. In Estonia, the title of a Child Friendly City is currently held by eleven cities.

## MORE

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## World Summit on Media for Children and Youth 2010

World Summit on Media for Children and Youth is a global movement committed to developing and improving quality media for children. The congress started in Melbourne 1995 and has since then travelled around the world every three years, in London, Thessaloniki, Rio de Janeiro and Johannesburg. And now the turn has come for Scandinavia and the city of Karlstad.

World Summit on Media for Children and Youth in Karlstad Sweden will be held on 20-24 June 2010 for 2000 delegates from 100 countries. Teachers, researchers, media professionals, legislators and children and youth will have a meeting place with opportunities for debates, discussions, interactivity and workshops to share their perspective, experience and expertise. It will be a great chance to create global networks and make suggestions on how to improve and raise quality in children's media, to develop media literacy and to embrace culture.

World Summit 2010 main target groups, as mentioned above, can be divided into five bigger ones:

- Teachers and pedagogues
- Researchers
- Media Professionals
- Regulators and legislators
- Children and Youth

The activities are going to range from key note speakers, best practice media professionals production, researchers seminars with presentations and debate of new research studies about children, the media and well being, to youth production and workshops and presentations blending with cultural experiences like music, dance and theatre, and informal meetings with opportunities to interact during coffee conferences and formal panel discussions. A book documenting the participants' main contributions and key note speakers in the 2010 event is also part of the plan, as well as a new Youth Declaration; the New global vision for children's media. All activities are planned to fit a global Summit for all five target groups. There will also be possibilities to interact with World Summit 2010 from different places all around the world through the online World Summit Daily Webzine published at [www.wskarlstad2010.se](http://www.wskarlstad2010.se) during the Summit.

**More information:** [info@wskarlstad2010.se](mailto:info@wskarlstad2010.se), [wskarlstad2010.se](http://wskarlstad2010.se)





## WINTER BATH

Almost everyone enjoys having a bath in the Baltic Sea during summer, but some people have a bath in the cold waters of Baltic during ... winter. They call themselves walrus.

Each year more people are taking part in the International Walrus' Meeting that usually takes place at coastal Mielno – that is Koszalin's close neighbour. On Friday, 13 February, the Meeting for the sixth time started with activities like nordic walking, aerobics, quad raids and the evening feast. Until Saturday, 1164 walrus (462 women and 702 men) registered to take part in the event. Eventually, the colourful parade of walrus started its way to the beach through the streets of Mielno. The air temperature was about 4 Celsius degrees, the water temperature was about 1-2 degrees. The walrus sang their anthem, did some warm-up exercises and just at 12 o'clock ran into cold water to have a bath, some of them even 15 minute long one... Thousands of spectators watched those brave people who are not afraid of the cold Baltic.

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## GET YOURSELF WRAPPED INTO CULTURE THIS SUMMER IN CĒSIS!

Cēsis is the cultural centre of the region and one of the oldest and most authentically Latvian cities in the country. Thus, not surprising, Cēsis is one of three Latvian cities besides Riga and Liepāja, which continues the competition to get the title of European Capital of Culture 2014. The European Capital of Culture program of 2014 proposed by Cēsis covers the whole territory of Vidzeme, one of the four historic regions of Latvia, in partnership with the rest of the Vidzeme authorities. The emotional objective sought by Cēsis and its partner cities is to outline the ways in which the small can become great and that exactly the culture is the best measure of all things.

Yet the plans of wrapping each partner city in a genre of art, turning them into a giant exhibition hall or a grand temporary stage might become real in 2014, the cultural visitors are warmly invited to visit Cēsis and enjoy city's artistic events already now - in summer 2009.

On 16 May Cēsis Art and History Museum will amaze the visitors with the extraordinarily rich and diverse program of the International Night of Museums. Town's Museum takes part in the event since 2005 and as one of the participating museums in Latvia offers free admission for an evening and organise different events on a nationally-chosen theme. This year it will be all about travelling – costumes, accessories and vehicles of different times, virtual and field excursions, different cuisines and other travelling activities of different sorts will be at visitors' service throughout the night. The overall aim of this one-evening annual event, which initially was launched by the French Ministry for Culture & Communication, to get as wide a public as possible interested in visiting museum collections, has come true. Last year 7000 people visited the Museum Night's activities of Cēsis



Museum and delved into the rich and diverse collections housed in the Cēsis Castle Manor.

On 6 and 7 June Cēsis will celebrate the medieval festival "Livonia. 1378. Wenden". These days Cēsis Castle Manor will turn into gates of history, and every visitor will be offered the opportunity to enjoy seven centuries old traditions and to compete, wrestle, learn and try varied different medieval activities hand in hand with merchants, craftsmen, peasants, and musicians of the medieval times.

From 25 July until 15 August Cēsis will host the annual Cēsis Arts Festival, the largest officially recognised festival of professional arts in Latvia.

The largest ambition of the festival this year is to bring Andrew Lloyd Webber's rock musical Jesus Christ Superstar to the open air stage in Cēsis Castle Park. Updated information about the festival here: [www.cesufestivals.lv](http://www.cesufestivals.lv)

On 25 July Cēsis will celebrate its annual town festival. A lot of different events will take place in Cēsis all day long starting from 11 AM until the last dancer... Since the city is 802 years old, the Medieval castle and its historical importance during the festival will be highlighted.

### MORE

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## On the Southern Baltic coast... TERVE ROSTOCK!

The Baltic Sea connects Germany with the Scandinavian countries, the nation of the South-Eastern Baltic and the North-West of Russia. It is a border, but also a bridge to us.

From the Rostock perspective, Finland lies on the other side of the Baltic. A little country with a rich cultural heritage, which hardly could be described exhaustively with terms like Mika Häkkinen and Sauna, Leningrad Cowboys and mosquitoes, Sibelius and Karelian pasties. Finns and North-Eastern Germans have a lot in common in their histories. Over the centuries they were influenced by strong nations, they had a special period of reformation as well as active commerce and sea traffic. This relationship across the Baltic Sea now will be extended, from the exchange of goods to an exchange of culture.

During this season, the Volkstheater Rostock presents Finnish theatre and Finnish music allowing the public a view into the rich theatre culture of Finland. Some of the best pieces of Finnish authors and composers will be shown on different stages of the city: theatre art treating themes and questions which are important in the people's life of both countries. Many artists from Finland came to Rostock to work together with the theatre Company of Rostock: authors, conductors, stage designers. Besides the works they made possible to get in touch with Finnish theatre aesthetics and new perspectives towards their country and its internationally successful cultural scene. In cooperation and with the support of the Finnish Theatre Information Centre TINFO, the Embassy of Finland in Germany, the General Consulate of Finland in Hamburg, the Finland Institute in Germany, the cities of Rostock and Turku and the

University of Music and Theatre Rostock (HMT), the Volkstheater Rostock was able to offer a programme full of variety which finds its peak in April 2009 during the Festival Terve Rostock!

In addition, on occasion of the 50<sup>th</sup> anniversary of the city twinning relationship between Rostock and Turku in 2009, we will be able to

present a very special highlight: a guest performance of the Theatre of Turku. The stage performances of Terve Rostock! are accompanied by book readings, concerts, exhibitions and a varied framework plot in the whole city. The presentation of Finnish arts and the meetings with artists from Finland are in the focus of the Festival, and so we are looking forward to a wide resonance of the public.



### MORE

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## Gdańsk rescues GENERAL ZARUSKI

The city of Gdańsk has bought the ketch General Zaruski. The yacht was built in Sweden in 1939 and is the oldest existing Polish wooden ship of this kind. The initiator of its construction, general Mariusz Zaruski (after whom it was finally named), aimed it to be the first unit of the future fleet of the Polish scouting association. The construction was supposed to be completed by May 1939, but the final term was established for mid September – the outburst of the II World War and occupation of Poland prevented it from leaving

Sweden. During the War the ship, named Kryssaren, was used as the unit of the Swedish Royal Navy. Once the War was finished, the Swedish side handed it over to Poland. Under the Polish flag it sailed on the Baltic and North Sea, to the Arctic and to Spitsbergen. Unfortunately, after years of service it was neglected, and for the last few years the ship remained in the shipyard of Władysławowo, waiting for repairs.

The refit of the ship is held according to the plans of its sister ship Kapparen, brought from Sweden (the original plans of General Zaruski have not survived until our days), using modern navigation and safety equipment. The team involved in the action of bringing it back to its former state makes an attempt to find as many original devices as possible. After revitalization the ship will serve as the flagship of the city of Gdańsk. It is aimed to promote the city and serve as a sail training ship for the youth, just as it was planned by Mariusz Zaruski. General Zaruski was a fascinating

personality and a very comprehensive man. During his active life he was a general of the Polish Army, Polish freedom fighter, writer, painter, photographer, climber, mountain guide, traveller and a pioneer of the Polish yachting. He was strongly devoted to the idea of marine education of the youth. Finally, after many years, there is a chance that the ship General Zaruski shall serve for what it was designed for, that is for sail training.

### MORE

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## Under **UBC's** patronage

Gdynia Maritime Academy, Stegna Municipality and Academia Europa Nostra, in cooperation with the University of Szczecin, are organizing the international scientific conference on "The Borders,

passenger traffic and integration in the Baltic Europe" to be held on 29-31 May 2009. The conference under the patronage of UBC offers the chance for young political researchers to investigate issues relevant to the Baltic Sea Region, its identity and well-being.

As of 1 July 2011 Poland shall preside over the EU Council; one of the Polish Presidency's priorities is to review strategies for the Baltic Sea Region. The EU Strategy for the Baltic Sea Region has been underway to activate the potential created as a result of the Union's extension in 2004. This aim is to be met through realisation of such priorities as: environmental protection, economic well-being, accessibility, attractiveness, and security.

Five years since Poland's joining the European Union, when the Baltic Sea has become the internal sea of the EU, the question of cooperation with the Russian Federation, and in particular with Kaliningrad Oblast, has grown in importance. In the context of expanding "the Schengen zone", new conditions for servicing the

passenger traffic have appeared. The region with its national, linguistic, religious and cultural mosaic add to the Baltic Europe's coloration, making it one of the most attractive tourist reception areas in the world. Traditions and customs, beside the stereotypes about Baltic peoples, play a significant role in the international relations. Genuine investigation of their historical and social background may contribute to promoting the heritage and creating the Baltic Sea Region brand.

The aim of the II Forum Europa Nostra is to join the mainstream discussions over the EU Strategy from the BSR. The intention of the Scientific Committee is to identify chances and threats for the passenger traffic and international exchanges, and to propose solutions leading to fuller integration of the Baltic Europe. Tourism, an important component of cooperation and development, should play a special role in this process.

Researchers, representatives of local and governmental authorities and all interested in the vision of the Baltic Europe without borders, including historians, sociologists, economists, political scientists, theoreticians and practitioners involved in tourism and recreation studies are welcome to participate in the conference.

**MORE**

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## YOUNG ENTREPRENEURSHIP AS A PRIORITY IN PORI

Pori Regional Development Agency POSEK Ltd has several years' experience in practical young entrepreneurship promotion both on regional and national level in Finland.

Through our ongoing Young Entrepreneurship Promotion in Schools project called YES Center network we have created a practical model which has gained a lot of national and international acknowledgement:

- Best practice case by the European Com mission Charter of SME Entrepreneurship Promotion 2008, and
- Best national project of young entrepreneurship promotion by the Finnish Ministry of Education 2008

YES Centers offer entrepreneurship education services for compulsory, general and vocational upper secondary schools. The services include:

- study material
- teacher training
- business mentorship program and entrepreneurial contacts
- curriculum services
- local office for junior achievement, Young Enterprise Finland

The aim is not to teach all the pupils and students to become independent entre-



preneurs. Instead, the primary goal of the entrepreneurship education is to teach entrepreneurial thinking, attitude and action.

Next, we are really interested in international co-operation in the field of young entrepreneurship, especially in the Baltic Sea Region. In the end of January 2009 we joined in a consortium which forwarded a proposal to INTERREG IVC to promote further young entrepreneurship activities among eight partner regions.

The consortium is led by Östra Götaland from Sweden and includes partners around the Baltic Sea, as well as Central and Southern Europe.

Most activities are covered by the Small Business Act in Europe, SBA framework, which was published in June 2008.

Balanced and sustainable economic development as well as innovation of SMEs contributes also to the EU Strategy for the Baltic Sea Region. Young entrepreneurship is the key element to approach these goals.

**MORE**

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# CLIQ – CREATING LOCAL INNOVATION THROUGH A QUADRUPLE HELIX

Jyväskylä is the lead partner of the CLIQ project, which held its kick-off meeting in Jyväskylä on 2-4 March. Other 16 partners come from Spain, Sweden, the Netherlands, Germany, UK, Greece, Lithuania, France and Italy. The long term aim of CLIQ is to optimise the benefits of globalisation and innovation to SMEs and entrepreneurs in medium sized towns. The main objective is to strengthen Local Authority Policy and capacity to support innovation more effectively. The sub objectives of the CLIQ project are:



- To RESEARCH and share local and regional good practices in innovation using comparative case studies (e.g. in business support and product development processes)
- To EXCHANGE experience and good practices on how local authorities in medium sized towns can facilitate better col-

laboration and knowledge transfer between innovation centres, science & technology and local SMEs.

- To develop SUSTAINABLE AND EFFECTIVE LINKS between the key innovation actors: local and regional authorities, science and technology parks, universities, innovation centres, SMEs, entrepreneurs and civil society (QUADRUPLE Helix)
- To EXPLORE AND DEFINE THE ROLE(S) of local authorities in medium sized cities in supporting innovation, specifically within multi level governance and the Quadruple Helix model
- To BENCHMARK processes supporting innovation in medium sized partner cities
- To INTEGRATE POLICIES, PROCESSES AND ACTIVITIES used within partner cities in Innovation, Entrepreneurship and Internationalisation to improve economic competitiveness of participating regions
- To explore and exchange models to ENGAGE CIVIL SOCIETY - 'citizens' - in innovation to narrow the innovation gap
- To DEVELOP AN ACTION PLAN to influence policy both within the network and in other medium sized cities
- To develop a TRANSFERABLE SET OF TOOLS which local and regional authorities can use to help SMEs and entrepreneurs to innovate and compete in an international market (an Innovating Medium Sized Cities Toolkit for Local Authorities)
- To DISSEMINATE TOOLS AND FINDINGS within the partners' cities, through Eurotowns and other networks of towns, cities and regions and at a European level, with a view to transferring them Europe-wide.

The project has a total budget of 1,95 million euro and it will run until 31 October 2011.

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## EU projects in Liepāja

Liepāja has started active work aimed at implementing in the upcoming years more than 20 different projects with significant co-financing from EU Structural Funds. The total investment amount exceeds 200 MEUR.

Already in 2009 the reconstruction of Liepāja's historical Seaside Park and the Station's Square will start. EU funding is attracted also for the construction of bicycle paths throughout the city.

Several projects with EU support are planned in the education sector. This will allow to build a new kindergarten. Substantial resources will be invested in the energy efficiency measures of school buildings thus saving the cost of energy resources and improving the urban environment. Energy efficiency improvement projects will be also implemented in the social dwelling house, hospital and other public buildings.

Some of the projects are of vital importance for further economic development of the city. The largest of them is the dredging of the port which will improve its competitiveness and service quality. It is also planned to build the port access road improving traffic flow and safety. Considerable EU funds will be invested in the development of business infrastructure facilitating attraction of new businesses, introduction of new technologies and creation of new jobs. The largest EU Structural Funds program funds in Liepāja will be invested in the improvement and development of transport infrastructure. The extension of the tram line will create a possibility of a whole neighborhood to use this convenient, fast and environmentally friendly mode of public transport. Another major project is reconstruction and construction of a transport corridor throughout the city as a backbone for the urban transport system. The implementation of this project will considerably help to organize better traffic flows in Liepāja separating cargo transport to the Port of Liepāja and industrial areas from the total urban infrastructure, improving public transport organization. Besides, it will exert a positive impact on the environment.

Other projects will provide modernization of the lighting system resulting in significant energy savings; reconstruction and modernization of Liepāja airport runway; development of health care system; reconstruction of water supply and sewerage systems; clean-up of the polluted city canal.

The city has defined the planning and realization of EU co-financed projects as its highest priority because they can create high added value, improve infrastructure and make business infrastructure and urban environment more attractive and stimulate the local economy.

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# ENERGY PRODUCTION IN ÖREBRO

The municipality of Örebro has a lot of experience in the field of energy production. The biogas system is a fully integrated network of pipelines of different types of biogas.

The city waste disposal site, Atleverket, produces a continuous flow of biogas all year round. The methane content is around 50% CH<sub>4</sub> and the energy content accumulates to around 15 GWh/year. At the waste water treatment plant (WWTP), on the east side of the city, two 3000 m<sup>3</sup> (106 000 ft<sup>3</sup>) digesters produce methane gas, biogas, at a typical 63% CH<sub>4</sub> and a rate of 250-600 m<sup>3</sup>/hour. The production of methane in the plant equals to 15 GWh of energy/year. Part of the gas is then sold to industry and the city hospital where steam is made.

The WWTP handles waste from food- and beverages industries in the vicinity of Örebro. This material is an excellent organic raw material to make methane gas out of. Without this material the energy production of the digesters would only reach around 10 GWh. The total capacity of the digesters and gas system is about 20 GWh. By the end of 2007, Örebro started its production of vehicle gas. The machinery was erected next to the existing biogas production part of the plant. Out of the biogas (63% CH<sub>4</sub>), the plant has a total capacity of around 150000



m<sup>3</sup> (5,3 million ft<sup>3</sup>) of vehicle gas/month. The present production is only 40 000 m<sup>3</sup> (1,4 million ft<sup>3</sup>) of vehicle gas/month (>97% CH<sub>4</sub>). This is due to the fact that we don't have enough vehicles running on gas in the city yet.

The sludge from the waste water treatment plant is spread on energy forests as fertilizers. Energy forests are then used as fuel in a furnace at Eon and other power plants. The sludge contributes ~14 GWh/year of energy for the furnaces.

Waste water that comes to the WWTP is usually heated in the households of the city. The temperature of water seldom sinks below 10 °C. When water has been processed, it is pumped to Eon power plant where a big heat pump converts warm water to energy. This energy is used in the city pipe distribution system for district heating, reaching a good part of the city. Cold water is distributed to the city hospital for district cooling. All in all, the waste sector, produces 10 times more energy than it consumes.

**MORE**

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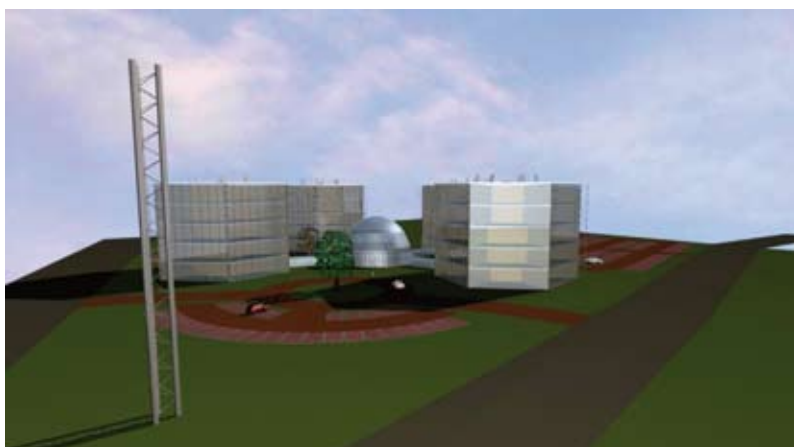
## The Baltic Centre of Clean Energy

The Baltic Centre of Clean Energy covers some area of Germany at the Baltic Sea, three Voivodeships in Poland, Kaliningrad Oblast, as well as south region of Sweden. It has been decided to locate the Centre in Słupsk for several reasons. It is the centre of the region with the biggest bio gasworks in Poland – in Przechlewo and waste-water treatment plant in Słupsk, the biggest energy plant cultivation (rape and corn plant), as well as the oldest water-power stations in Europe.

On 13 August 2008 a letter of intent was signed in the City Hall in Słupsk regarding common actions towards creating the Baltic Centre of Clean Energy. The aim is to assure favourable conditions for renewable energy development in the South Baltic region, in particular through creating in the framework of Słupsk's Technology Incubator, the Baltic Centre of Clean Energy as a cooperation centre of enterprises, academies, administration and other parties in terms of intensifying the use of renewable energy sources.

On 15 January 2009 the Pomeranian Regional Development Agency JSC, Słupsk local government, Słupsk district, Pomeranian Academy and Hanseatic College of Management in Słupsk signed an agreement on common cooperation towards building the Baltic Centre of Clean Energy.

The Centre will stimulate increase in the use of renewable energy sources in the South Baltic region. It will also contribute to academic cooperation between universities in the region. Additionally, the aim of the Centre is to stimulate local governments and entrepreneurs to use local renewable energy resources, taking into consideration social, environmental, as well as landscape circumstances. The Centre will also inform about the location and possibilities of technical use of energy potential of particular types of renewable energy sources, as well as about chances of using financial help. It will promote the best practices in using renewable energy sources including technical, administrative and financial solutions. Moreo-



ver, it will promote and support the idea of building technical device and installations to create and send energy from renewable sources, as well as energy plant cultivation in accordance with environmental circumstances. The Centre shall contribute to the development of public transport powered by renewable fuel. Last but not least, it will coordinate the realisation of the 'Regional Energy Strategy with the interest given to renewable energy' in the Pomeranian Voivodeship, as well as research and analysis regarding the use of renewable energy in the South Baltic region.

**MORE**

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# Viljandi won an award of the European Commission



The "European Destinations of Excellence" competition has been held in all Member States, under the initiative of the European Commission, since 2006. In Estonia the competition took place for the first time under the title "Hidden Treasures of Estonia".

Viljandi was a winner of the 2007 "Hidden Treasures of Estonia" competition. The town had submitted 2 worthy ventures, on one hand expressing the culture inside us all, and on the other bringing out Viljandi's roots in cultural historical development. And most importantly – both initiatives show - ordinary people give for culture the greatest vitality. This has made Viljandi a favourite destination for both Estonians and tourists.

Viljandi, with its nearly 20000 residents, is an ancient city stretching on a hill alongside a beautiful lake. The sparkling lake, down in the valley, is a popular site among holidaymakers, fishermen and those who practice health sports. When going on a boat ride on the lake, take a look at the city, where church towers, ruins of the Order castle, and an old 30-metre water tower rise high to form a beautiful skyline. The water tower is the pride and joy of Viljandi, enabling visitors to get acquainted with the city through the vista opening from high above.

The Kondas Centre and Estonian Traditional Music Centre are like strawberries on a cake, offering traditional culture which is characteristic of Estonia. Viljandi is like genuine Estonia, where the historical and cultural heritage of our forefathers is introduced, preserved and passed on. It takes place through imitation with the most frequent tools being music, dance, instrument-playing and paint-brushes. The Kondas Centre is an art centre established in 2003, mainly engaging in naivistic and outsider art, and is dedicated to Paul Kondas (1900-1985), one of Estonia's most famous naivists. In

addition to permanent exposition, the centre provides art lovers with an opportunity to view the exhibitions of other artists and participate in workshops. Estonian Traditional Music Centre is an open and innovative organisation, which promotes and organises folk music hobby education, and promotes live folk music. In its activity, the centre follows the folk music curriculum of the University of Tartu Viljandi Culture Academy, and operates as a partner and information centre for all Estonian music schools, folk bands, folk



Photo: Urmas Volmer

groups, solo artists and folk music enthusiasts.

Estonian Traditional Music Centre is the organizer and soul of the annual Folk Music Festival. The festival fills the city with folk music friends from near and far every July. The home of traditional music is located in the Traditional Music Granary, which accom-

modates a high quality concert hall, database and the school of August Pulst, where everyone can learn to play a musical instrument. Every June, the city acquires Hanseatic ambience - Viljandi celebrates the Hanseatic Days. In 2015, the Hanseatic Days will be international and Viljandi will be hosting the other Hanseatic cities of Europe. The medieval atmosphere is created by the Hanseatic fair, where craftsmen offer chip baskets, linen shawls, woollen socks and delicious food. The fair also includes fire-eaters, fortune tellers and sorcerers. Midnight concerts in the castle hills are breathtaking.

MORE

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## SEASIDE IN KARLSKRONA

Last summer the Tourist Office of Karlskrona was involved in the INTERREG IVa, the South Baltic Program and the SeaSide project. Having progressed through the bureaucratic jungle of formal procedures we can see the possibilities of strategic development ahead of us. What a brilliant possibility, to meet people in similar jobs, and develop mutual products! Hopefully, the tourism industry in Karlskrona will benefit, but equally it is an opportunity to increase city's attraction as a place to live, as connections to culture and tourism in nearby locations will soon be marketed. What a summer we will be able to make possible! Sailing events, summer and sea festivals, wonderful museums and beautiful destinations - we discover more and more possibilities during the project. The Baltic region is something that unites us, and that we all share. We are very privileged; we live in a beautiful part of the world, with wonderful attractions, and a rich cultural history. Enjoy the approaching summer, and spend some time in the region. We all have a lot to offer each other, and we look forward to seeing you in Karlskrona!

MORE

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Marie-Louise Rönnmark, UBC 1<sup>st</sup> Vice-President with Per Bødker Andersen, UBC President



The 54<sup>th</sup> UBC Executive Board meeting was hosted by Jyväskylä on 13 March 2009

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Union of the Baltic Cities (UBC) is a network of over 100 cities from all ten Baltic Sea countries, with an overriding goal of contributing to the democratic, economic, social, cultural and environmentally sustainable development of the Baltic Sea Region.

The Union has based its operational activities on thirteen working Commissions on: Business Cooperation, Culture, Education, Energy, Environment, Gender Equality, Health and Social Affairs, Information Society, Sport, Tourism, Transportation, Urban Planning, Youth Issues and EU Coordinators Network. The Commissions coordinate and execute specific projects, activities and special events. Each city is capable to have its own creative and fully independent input to the Commissions' work.

The Union has an observer status with the Council of Europe's Congress of Local and Regional Authorities of Europe (CLRAE), the Committee of the Regions, the Parliamentary Conference on Cooperation in the Baltic Sea Area, the Helsinki Commission (HELCOM). The Union is also a Special Participant in the Council of the Baltic Sea States (CBSS). The UBC cooperates with numerous Baltic and European organisations.

The Union is open for new members. Any coastal city of the Baltic Sea or any other city interested in the development of the Baltic Sea Region may become a member of the Union by making a written declaration of its will to enter UBC.

Please contact the UBC Secretariat in Gdańsk for more information about the UBC work and the rules of entering the Union.