



Baltic Cities Bulletin

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Gender Equality in the Baltic Sea cities

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EDITOR IN CHIEF
Paweł Żaboklicki

*

EDITING & LAYOUT
Anna Dargiewicz

*

EDITORIAL BOARD
Anna Dargiewicz
Ewa Kurjata
Mikko Lohikoski
Paweł Żaboklicki

*

PUBLISHER
Union of the Baltic Cities
Secretariat
Wały Jagiellońskie 1
PL-80853 Gdańsk
POLAND
tel. +48 58 3010917
tel. +48 58 3019123
fax +48 58 3017637
e-mail: info@ubc.net
www.ubc.net
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PROOF-READING
Ewa Kurjata

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Meelis Lökk

Baltic Cities Bulletin

Dear UBC Friends,

Our vision stated in the UBC Strategy is to see the Baltic Sea cities promoting equal opportunities for all, by tackling causes of social exclusion and countering all forms of discrimination.

Gender perspective included into the city's policy is one step towards this vision. Equality of women and men is a fundamental right and an essential democratic value and that should be taken for granted. A legal recognition seems to be satisfying, the situation looks worse when it comes to the enforcement. Salary disparities, political under-representation, gender stereotypes, are only a few from all existing problems.

Meanwhile, the gender equality seems to be a necessary condition for the achievement of the EU objectives of growth, employment and social cohesion. The economic calculation shows that providing equal opportunities for women and men simply pays off to the society. The studies on gender budgeting conclude that by eliminating gender discrimination in the labour market, in salaries and benefits, not only women's income but also the national income would increase.

Many UBC cities have already decided to put theory into practice and have integrated gender perspective into their policies and management, including e.g. urban planning and transportation. Some of them, mainly in Denmark and Sweden, have adopted gender equality strategies. This issue of Bulletin presents how they face the challenge to provide equal and high quality services to all citizens regardless their sex. The practical information on the tools and descriptions of the revision mechanisms may be helpful for those cities who are at the starting point in implementation of the gender equality policy.

Also, gender education plays a crucial role as it increases the awareness, helps to discourage discrimination and to remove ingrained habits and stereotypes.

Other articles describe e.g. numerous projects answering an urgent need for cooperation and exchange of good practices on opposing and preventing domestic violence against women. According to the statistics, every fifth woman in the area the South Baltic has been subjected to domestic violence. The crisis centres offer multi-dimensional support for victims and also disseminate knowledge about violence in intimate relationships.

The cities, moreover, focus on the role of local authorities and municipal institutions in providing equal chances at the labour markets. EU funded projects addressed to women and men support entrepreneurship, education, training, counseling, etc.

This is just the overview of the interesting and inspiring content of this Bulletin. We are learning from each other so let it be a basis for further discussions and exchange of experiences.

There is still so much to do to create a truly egalitarian society. I believe the local and regional authorities are the most appropriate levels to combat the persistence and the reproduction of inequalities. They can, through their competences, and through co-operation with the whole range of local actors, undertake concrete actions in favour of equality of women and men.

With Baltic Sea greetings,

Per Bødker Andersen
President of UBC



Kolding, October 2010



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Kristiansand moved into the top 25% of Norwegian councils for equal opportunities



The UBC Board held its 59th meeting in Tallinn on 13-14 October 2010

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Gender Budget

A Fresh Start for Growth

by Aurora Moberg, Chairperson of the Commission on Gender Equality, City of Umeå

When the Scottish gained independence from the British Parliament, it gave them a chance to a fresh start of the country's economy and financial politics. They decided for a policy that would increase employment, contribute to the GDP and on top of this – lead to sustainable fertility rates. What magic trick would do it all? The female workforce and citizens. Gender budgeting can contribute to your local development.

Simply speaking, the Scottish Parliament decided to gender mainstream their budget. The long term advantages?

- Higher female employment rates
- Increase in women's contribution to GDP
- Fiscal contributions
- Sustainable fertility rates

The name is Gender Budgeting

Sylvia Walby, Professor of Sociology at Lancaster University and UNESCO Chair in Gender Research, gives basic examples on how taxes aiming at supporting growth in the knowledge economy benefit men and women differently;

▶ EXAMPLE *Financial subsidies and knowledge economy*

Financial subsidies and knowledge economy can either;

- Reduce sales tax on computers for SMEs or
- Reduce cost of higher education

First question one must ask is; who benefits from the different tax reductions or investments?

- Ownership of SMEs in the IT sector
 - o More men than women
- Higher education
 - o Equal numbers of men and women, or slight majority women

This example shows that men benefit from tax reductions in the IT sector and both men and women benefit from investment in higher education.

▶ EXAMPLE *Direct and indirect taxation*

Direct taxation e.g. income tax

- The more the income, the more tax paid
 - o More men than women have higher incomes

Indirect taxation e.g. Value Added Tax (VAT)

- proportionate to expenditure
 - o The difference is smaller between men and women (as well as between rich and poor)

This example shows that men benefit from VAT and women benefit from income tax.

The technique to discover which taxation is beneficial for men and which taxation benefits women, can be used in local municipalities, as well as in regional and national parliaments.

▶ GENDER BUDGETING ABC

1. Policy goal (is it gendered?)
2. What activities might be subsidised (financially aided) to encourage policy goal
3. Identify the beneficiaries (owners, workers, consumers)
4. What is the gender composition of the beneficiaries?
5. Who financially benefits and by how much
6. Calculate gender discrimination of subsidies
7. Consider if gender implications are desirable

Source: Gender Budgeting – An Overview by the European Women's Lobby (2004)

The idea of gender responsive budgets developed out of a growing understanding that macroeconomic policy can contribute to narrowing or widening gender gaps in areas such as income, health, education and nutrition and make the living standards of different groups of women and men better or worse.

The Commonwealth Secretariat concludes that by eliminating gender discrimination in the labour market, in salaries and benefits, national income would increase. They exemplify research from Latin America where elimination of gender inequalities in the labour market could increase women's salaries with 50 per cent and national output with 5 per cent (Gender Budget Make Cents 2002, p. 24).

Economic loss, educated women are held at the substitute bench

The European Pact for Gender Equality adopted in March 2006 in the Brussels European Council stresses the need to eliminate the gaps between women and men in employment and payments in order to fully benefit from the European workforce and its potential (Presidency Conclusions Annex II. 23-4 March 2006).

For cities that doubt they have the finances to invest in childcare, a study (2002) on working mothers committed by the German Deutsche Bank should convince all interested in an increase in the tax incomes. The study found that public investment in childcare, which enables mothers to return to the labour market, could increase the public revenues. The estimated required expenditure on childcare



etting

th and Employment?

was 7.4 billion EUR but the estimated generated incomes were 9 billion EUR in additional taxes and 16.6 billion in additional contributions. All because of the increase in the mothers' employment (European Commission's Network of Experts on Employment and Gender Equality Analysis Note: the Economic Case for Gender Equality 2008, p 13).

Another positive economic outcome associated with gender diverse workforce is the growth advantage towards homogenous workforces. The McKinsey Women Matter Report (2007) selected 89 large European companies and those with the highest levels of gender diversity did better than the average in their sector counting operation results, growth and equity.

The EGGE –European Commission's Network of Experts on Employment and Gender Equality issues express in their Analysis Note: the Economic Case for Gender Equality (2008) that it is possible to make an Economic Case for gender equality as an investment with the aim to promote growth and employment. The EGGE clearly sees that gender equality contributes to economic development. First of all, increased women's participation in the labour market; second, women's economic independence contributes to growth and consumption of goods and services; third, women contributing to the welfare state through the integration into the fiscal system. But the EGGE also states:

"However, although there is clear evidence of an Economic Case for gender equality, it is also important not to ignore the moral or social dimension to equality and this still remains an important justification. Indeed, gender equality has many non-economic benefits in the form of reductions in child poverty and enhanced personal freedom for example".

Building of an inclusive sustainable society for the future that can attract not only single men and women but also families is something that should interest all cities to look into gender budgeting.

The cost of unequal education

Research on growth and education (mainly from developing countries) shows that countries with a lower ratio than 0.75 of female-to-male enrolment in primary or secondary education can expect a lower level of GDP. In fact, the difference is about 25% lower than in

countries in which there is less gender disparity in education. Investing in education accessible for both men and women just won another argument (Gender Budgeting – An Overview by the European Women's Lobby 2004).

The EGGE holds the view that the low utilisation of educated women can be seen as a prime example of the incoherence in policy making in the investment in education. All EU Member States are prepared to fund high levels of education for both women and men, yet when it comes to allowing both women and men to make full use of these qualifications some Member States retain barriers that inhibit women's ability to deploy these investments (EGGE Analysis Note: the Economic Case for Gender Equality 2008, p. 10). In other words, gender inequalities can have a negative impact on the greater economy and national income; a burden the whole society has to bear. Introducing gender budgeting will improve the targeting of resources and enhance budget efficiency and output.

What free choice do the Baltic states provide if it is narrowed down to either work or family?

The EU is based on the principles of free movement and freedom of choice. European citizen should be able to freely move within the EU and not meet any greater problems. The problem is though, that when women are forced to choose between the different standards of child care and parental leave, then the free choice and the free movement is not free or equal anymore.

The different regulations and benefits of child care or sexual and reproductive health make the European women less movable. What free movement is there, if only half of Europe's population has the true possibility to freely move and freely choose where to live and work? This is important for all citizens to take part in the free movement, be regarded as full citizens with full payment, child care and parental leave; otherwise the population of Europe will decline.

A final attraction about gender budgeting is its contribution to a modern city where young families from all over Europe would like to live and work in. Can the cities and regions in the Baltic States really afford in the long term the consequences of not offering the same economic rules for men and women, with its obvious benefits for the entire economy and social life? Can we afford a future of a persistent decline in fertility rates, a slow growth and misuse of all competence and knowledge when the alternative is growth, development and sustainable fertility rates, a society for the future.

▶ GENDER BUDGETING IS NOT ABOUT:

- Creating separate new budgets for women.
- Only looking at those parts of the budget that are explicitly gender related.
- Asking for more spending and less taxes.

▶ GENDER BUDGETING IS ABOUT:

- Including a gender perspective into budget planning and analysing budgets according to their impacts on women and men.
- Including a gender perspective into the entire budget, including seemingly gender neutral budget lines.
- Reprioritising and refocusing of spending and restructuring of taxation.

Source: Gender Budgeting – An Overview by the European Women's Lobby (2004)



Diversity enriches the Municipality of Växjö



by Suzana Mocevic

Växjö is one of the first municipalities in Sweden working with diversity programme which includes democracy, gender equality, integration, sexual orientation, children and adolescents and disabilities. It also works on creating conditions whereby power and influence are divided fairly across all sections of the civic society. Utilizing the diversity of the citizens gives a key competitive advantage in the city's endeavour to become Europe's greenest municipality.

Växjö runs goal-orientated initiatives promoting equal rights, obligations, and opportunities, bettering good living conditions for all.

The right to protection from discrimination is a central tenet of basic human rights, as well as a key element of the Swedish Discrimination Act. The diversity programme is based on these regulations.

Discrimination, direct or indirect, is forbidden. The ideas regarding diversity should show in all of the municipality's sectors of activity, be included in budget, planning, and development work. In addition, all of the committees and municipal boards are expected to contribute to achieving the diversity targets.

Växjö aims to harness and develop the benefits of diversity. The city hopes to reach its goals through mutual respect, openness, understanding of all differences, and the systematic work.

Gender equality means giving women and men equal rights and opportunities to shape their lives. The city is committed to create municipal sectors whose work is consciously underpinned by the pursuit of equal opportunity. The services are intended to be equally accessible, of an equal quality, and equally well adapted for all, regardless of gender. Both women and men should be able to move freely, feeling safe and secure. Moreover, it is a basic right not to be subjected to physical or mental violence by someone in a close relationship.

► STRATEGIES

- To achieve an equitable distribution of power and influence between men and women.
- Women and men should enjoy the same opportunities and conditions regarding education, work, and pensions.
- Physical and mental violence in relationships is to be eradicated.
- All services and activities provided to our citizens are intended to be of the same quality, regardless of gender.
- Entrepreneurship among women is to be encouraged.

► FOLLOW- UP

Measuring change - all statistics regarding individuals are to be analysed and presented according to gender.

- The proportion of women and men studying at upper secondary schools, universities, and colleges.
- The proportion of women and men in employment, aged between 20–64, according to branches of business and sectors.
- The median income from employment of men and women, 20–64.
- The proportion of men and women, aged between 20–64, who run their own businesses.
- The proportion of women and men suffering from ill-health.
- The proportion of fathers taking out parental leave.
- The proportion of women and men working in the council.
- The proportion of women and men sitting on municipal commit-



tees and boards. Information is to be provided for members and replacements, as well as chairs and vice chairs. Figures are reported for every board and committee, as well as according to party affiliation.

► OTHER FOLLOW- UP

The distribution of resources – How are resources distributed among men and women, boys and girls?
Response and service – Is the language used in written materials and reports of proceedings gender-neutral? The service and response provided to our citizens is to be adapted according to the requirements and living conditions of both sexes.

Equality in handling and processing – Are women and men treated

equally in this respect? Are women and men assessed on the same basis regarding, for example, financial aid and home help?

Survey of citizens – This provides information on how men and women assess the municipality's services. To what extent can they influence and participate in decision-making?

The municipality's boards and committees are responsible for:

- the programme being implemented in their own sectors;
- the programme's recognition among the municipality's residents;
- educational courses carried out within the area.

MORE

Suzana Mocevic, Diversity Coordinator
E-mail: suzana.mocevic@vaxjo.se



by Jeanette Heilmann

Gender mainstreaming in Malmö means investing in the development of preschool and school skills on gender issues. In collaboration with the Malmö University, several school leaders and school staff have participated in research circles and seminars for professional development and mentoring. Gender educators exist as a resource and provide guidance and analytical work. Malmö's "Integrated domestic violence programme" has won wide appreciation and attention at both national and international level. The programme has been designated as one of Europe's best to prevent violence against women. But, there is still a lot to do before Malmö will be a city totally free from violence against women and children. Within "Concept Karin" project in collaboration with the police department, the public prosecutor and the correctional system, a physical environment based on and adapted to the investigation of domestic violence and sexual abuse was established. As a result, women and children exposed to violence can meet with police officers, counsellors and the pathologist at the same location. The Crisis Centre for Children and Youth and one employee from the Crisis Centre for Men also work under the same roof. In the Crisis Centre for Men, there is an offer of counselling and therapy for example when relation problems exist and violence against a partner or a child is used. In the Crisis Centre for Children and Youth both the children and their parents get treatment to create a better relation in order to avoid future abuse. "Concept Karin" plays an important role in disseminating knowledge about violence in intimate relationships and to develop new methods both at local and national level. Gender equality is one of the starting points in the city's venture "The future of public transport". Balanced public transportation

Within the leisure department there is also work being done so that girls and boys, men and women could have the same opportunities of meaningful leisure. This is to challenge gender-segregated activities (e.g. offering activities for both girls and boys) and to discourage discrimination based on sex in the voluntary sector.



Photo: Leif Johansson

systems to serve as a link between work, leisure and home and be easily accessible and attractive to all citizens are obvious. In the city's efforts to develop public transport in Malmö, both sexes are taken into account. This is done to increase knowledge and awareness of gender equality for all personnel involved. The City Council has adopted a gender mainstreaming scheme through its signature of the European Charter for equality of women and men in local life. A draft of a new development plan for gender mainstreaming is currently being consulted, and it is proposed to apply from now on until 2020.

MORE

Jeanette Heilmann, City of Malmö
Phone: +46 40341260



Attracting young men to the clinic

by Helene Brewer

For many years, the Youth Health clinic in Umeå mainly reached out to young women. Two men, Erik Rova, Psychologist, and Jonas Jälmlbrant, Primary Health Care Nurse, decided to go looking for young men. A project aiming at attracting more young men to visit the youth health clinic drastically increased the number of young men visiting by 300%.

Before the project started, nine out of ten visitors were young women, whereas today, after only a year, the number of young men visiting the clinic has increased by 300%. When the Youth Health Centres started up in the 1970s, the aim was foremost to inform about contraception and abortion, so by tradition the focus has been on young women. Another reason for low interest of young men could be that very few men work in the Youth Health Centre, which gives the impression that it is not a place for men. So, do the problems or questions of young men or women differ

from each other? Jonas Jälmlbrant, a nurse, explains that it is rather striking with the similarities between the genders. Young men have similar needs to talk to professional about their body and soul. It is also a matter of gender equality; Erik Rova says:

"It is a matter of gender equality that effects both young women and young men negatively; a young man is excluded from the youth health care and a young woman is left alone with sexual responsibility".

In order to reach out to young men, they have organised theme-days on sexual health in local schools, increased the open hours for young men and emphasised on inviting all ninth grade classes (i.e. 15 years) to the clinic. Both Jälmlbrant and Rova hope that this initiative can inspire other local municipalities.

MORE

Helene Brewer, Senior Officer for Gender Equality
E-mail: helene.brewer@umea.se



WOMEN COOPERATE in the Baltic Sea Region



by Małgorzata Tarasiewicz

In the recent years two interesting gender projects aiming at improvement of women's situation have been initiated in Gdańsk. One is implemented by the Network of East-West Women and the other by Gdańsk Entrepreneurship Foundation. Both projects have the honorary patronage of the City of Gdańsk.

The project "South Baltic Area – Domestic Violence against Women Free Zone" implemented in Gdańsk, Kaliningrad, Kretinga and Karlshamn is answering a need for cooperation and exchange of good practices on opposing and preventing domestic violence against women between civil society organizations, local governments and institutions, like police or crisis intervention centers.

It is estimated that every fifth woman in the area of the South Baltic has been subjected to domestic violence. Hence the project is answering an urgent need, especially that in the post-communist countries, there are not enough shelters for victims of domestic violence, crisis centers and support centers for women. One of the main objectives of the project is creation of a network of NGOs, politicians, representatives of local government, business and media in the South Baltic Region that would help oppose violence against women and support its victims. The project is funded by the South Baltic Cross-border Cooperation Programme of the European Regional Development Fund.

At the same time Gdańsk Entrepreneurship Foundation is supporting women who want to become entrepreneurs. The Foundation is implementing a project entitled "Mentoring of Women in Business" which aims at provision of assistance to women who are starting their own business. The participants of the project can take part in

Within the framework of the project non-governmental organizations and institutions organize seminars and study visits, which lead to exchange of information and experience.

"South Baltic Area – Domestic Violence against Women Free Zone" Seminar in Kretinga, December 2009



workshops and use assistance of a mentor who is an experienced businessman or a businesswoman.

This is a second project directed to women implemented by the Foundation. The first one, called DIONE (which also used the mentoring method) aimed at women who needed support at first stages of establishing and running their own companies, mainly in the field of technology or other fields of knowledge-based sector of economy. The project "Mentoring of Women in Business" is funded by Fund for Non-governmental Organizations supported by Norwegian Financial Mechanism and the European Economic Area Financial Mechanism.

MORE

www.neww.eu
www.mentoring.gfp.com.pl



EQUAL OPPORTUNITIES IN KRISTIANSAND

by Toril Hogstad

Ten years ago a national index on the level of gender equality in Norwegian councils revealed that Kristiansand Council's score was very poor. Consequently, directed by senior political and administrative leaders, the council started to improve equal opportunities and in 2003 the council adopted the strategy that embodied the council's important roles: in the political arena, as an employer, a service provider and as the region's largest council. Political parties were encouraged to recruit more women and to nominate them for safe seats. The council refunds child care expenses for politicians attending political meetings. Today the aim of each sex being represented by a minimum of 40% on political bodies has almost been achieved.

With 6,000 employees, Kristiansand Council is the largest regional employer. More than two thirds of the staff are women who mostly work in the care sector, but the council is working on recruiting more men into this area. Another aim is to achieve a better ratio between the number of women managers and women workers.

Kristiansand Council has implemented several measures to make the home-work balance easier for council employees with, for example, flexi-time, leave of absence and home office solutions. In Norway parents have almost a year's paid leave after the birth of their child, which can be extended for a year or two with unpaid leave. For children under 12 benefits extend to a paid leave when looking after sick children and accompanying children to new kindergartens and schools. However, part time work is very widespread among female employees, although it means lower wages, reduces career possibilities and a lower old age pension. The challenge is that very few fathers reduce their work time, and many part time women employees want full time positions. Several projects aim to increase the possibilities of women working full time.

In 2009 Kristiansand moved into the top 25% of Norwegian councils for equal opportunities.

MORE

Toril Hogstad, Kristiansand City Council
E-mai: toril.hogstad@kristiansand.kommune.no





COMMITMENT TO GENDER JUSTICE

Twenty Years of Policy for Equal Opportunities in Rostock

by Brigitte Thielk

After the political changes in 1989, the life and professional biographies of people suffered a dramatic change. Women were displaced from their usual jobs. Instead of a female tram driver, a man took place in the cabin. Despite being well qualified, young girls suddenly had poor chances in the training and labour market to learn, for example, for a technical career. The great migration wave began - a process that still casts its shadow. Many well educated young women left Rostock. Here the course for a successful policy for equal opportunities for women was set in 1990. Associations and societies were founded, which now contribute to more gender justice in the cities.

Women who wanted to start a business had to overcome harder obstacles to get loans from banks. Microcredits were not interesting for the banks. Today, female business starters and entrepreneurs get support from the association "Frauen in die Wirtschaft" ("Women into Business"), founded in 1994 and running since years a Women Business Starter Center in Rostock.

Violence against women – once a taboo subject – is a wide field of work for the association "Frauen helfen Frauen" ("Women Help Women"). Since 1990 they run the Autonomous Women's Shelter, where they offer advice and support. They belong to the Round Table on "Traffic of Humans and Forced Prostitution" which is coordinated by the Gender Equality Officer.

After reformation of the national legislation, violence at home is not any more a private affair but attracts public interest. In Rostock a well working intervention chain was set up – in close cooperation



Brigitte Thielk, since 1990 working as Gender Equality Officer: Women in the GDR perceived their equality mainly in the job as more than 90 per cent of women were employed. There were enough nurseries and kindergartens, and one house work day per month, helping to combine the tasks in family and job. On the other hand women in the GDR were hardly to be found in political office or at leading positions. Almost exclusively men were the decision makers.

with the police, prosecutors, courts, the city offices and the association.

Also, there was a need to create a framework that could help women to combine job, family and private life. This is the mission of the Competence Center "Vereinbarkeit Leben in MV" ("Live Compatibility in Mecklenburg-Vorpommern"), which acts together with many partners from business and politics in order to take the right measures. Together with the holders of Child Day Care Centers they negotiate, if necessary, the extension of the opening hours in order to make them fit to the demands of the job. In addition, a special network for single parents, coordinated by "Institut für Berufliche Schulung" (the Institute for Vocational Training), was founded with the aim to analyse problems and to find solutions.

The local Alliance for Families is working to create a family friendly city. The institutions of parents' and family education are involved, as well as the district community centers, enterprises, associations and clubs.

Women are still not representative in leading positions. Since 1998 the city administration has been working on the basis of the Promotion Plan for Women with the aim to occupy more leadership positions in case they have the same qualifications, aptitude and ability as their male colleagues, striving this way to put an example for the business sector. From thirty departments, eleven are headed by women, and out of three public corporations, two have a female director.



Rostock Equal Pay Day Manifestation

Brigitte Thielk promoted the creation of Future Workshops in all parts of the city. Here, women can contribute directly with their ideas to a better living environment. Women should be motivated to actively participate in the local policy and to introduce their female point of view. Since 2008, Rostock has been running the campaign "Frauen Macht Kommune" ("Women Power Community") together with many partners and the network of the "FrauenPolitischerTisch" ("Roundtable of Female Politics"). At the moment, among 53 delegates in the city parliament, there are 20 women with mandate, and out of 265 members in 13 parliament commissions, 89 are women, including 4 chairwomen. In the local district council, among 19 councils with 191 members, there are only 47 women, including 4 chairwomen. Since 2001, based on the decision of the municipal parliament, the administration is working on the implementation of the conception of gender mainstreaming in all departments.



Photo: Antlers Martinsens

Kristiansand's regional project, "Free Choice" promotes equal opportunities for children in schools and kindergartens, so that when they choose their occupation, it will depend more on their interests than on gender and tradition. Perhaps it is never too early to achieve equal opportunities.

MORE

Brigitte Thielk, Gender Equality Officer
E-mail: brigitte.thielk@rostock.de



Equal rights in Botkyrka

by Anna Giotas Sandquist



The photo illustrates the preschool, and how materials are used engaging both girls and boys in the play.

Studies show that municipalities play an important role in gender equality. Botkyrka, a Swedish municipality near Stockholm, is emphasizing gender equality as crucial to reach Sustainable Development.

In 2009, the Strategy for Gender Equality was adopted by the Botkyrka Municipal Council. Thus, the platform for girls and boys, women and men, disregarding social and ethnic background, to attain equal rights and opportunities was laid. The purpose is to give all citizens the same powers and rights to have their say in the development of the society and to have the same access to municipal services. The municipal organisation and city companies have adopted gender mainstreaming as its main strategy. A crucial step is to incorporate gender equality in the steering system/budgetary process. The strategy points out important areas to develop, how they should be integrated in the steering system and the actors to be involved.

- **Botkyrka's Strategy for Gender Equality helps to mainstream and coordinate the gender issues. Here are some examples from different fields:**
- **Lead Office** ▶ The management system in the municipality is developed into being able to identify gender issues by engendering the budgetary process. The objective is that all individually based statistics used in the process are to be presented and analyzed by sex – a part of and foundation for gender budgeting.
- **Preschools and schools** ▶ The quality system measures means and results with gender disaggregated data and indicators. Incorporating a gender equality perspective in the regular quality work is seen as a means of improving our schools and preschools. Special "gender pedagogues" are also employed as support to the pedagogic development.
- **Culture and Leisure department** ▶ The Youth Centres Department and local associations have done several gender equality analyses and are now starting development work to ensure that girls, boys, women and men have the same access and rights in these activities.
- **City Planning department** ▶ Employees are educated on security issues related to girls, boys, women and men in the spatial planning process. Are different city areas secure? Is everybody given the same opportunity to use the public room and facilities?
- **Service department** ▶ Development work for gender equal citizens service.
- **Social Services department** ▶ Gender equality analyses have been undertaken and developing its gender equal services has started in several fields of activities.

MORE

[Anna Giotas Sandquist](#)

E-mail: anna.giotas-sandquist@botkyrka.se



Kaunas - Active Women for Equal Opportunities

by Vitalija Norviliene

Lithuania, like other socialistic countries, was characteristic of the especially high economic activity of women in 1945-1999, which was assured by carrying out the purposeful policy of "general employment" and the social policy. After 1990, the role of women in the labour market started to diminish. The level of women's employment in 1991 – 1995 reduced even by 18.6 per cent (from 99.0 to 80.4%), and of men – by 4.5 per cent (from 79.9 to 75.4%).

The Women Employment Information Centre of Kaunas is a public organization working with women and for their sake. Opened in 1994 on the initiative of Kaunas Municipality and Labour Organization, its mission is to improve the status of women in Lithuania, solving the issues of their employment, establishment and development of business, encouragement of the leadership of women, as well as the influence of public policy upon the problems of equality.

Since 1994, the agency of employment, information and re-qualification has been open at the Centre. Here, skilled consultants render services to the unemployed women free of charge, organize the personnel selection for free, mediate in the employment process, keep relations with employers, inform women about events, courses, possibilities of volunteering in the Centre or other non-governmental organizations.

Women are directed to the Centre by the local Labour Exchange, Social Division of Kaunas, and other social partners. The Employ-



ment Agency of the Centre helps women to get a job as baby-sitters, nurses, assistant-workers, accountants, insurance agents, etc.

There are also organizations working against violence in families (Women's Crisis Centre), divorce traumas (Women Help Women), etc. The „MILDA“ Club (Women Initiative for the Growth of Democracy in

Lithuania) was established in December 2002, seated at the Women Employment Information Centre of Kaunas. Its aim is to form a positive image of a woman-politician and to seek for the equal opportunities of genders in politics.

The club of business women „The 21st Century“ was opened in 1996. It unites 30 full-fledged members and associates. Its mission is to create the environment favourable for business women in Lithuania, improving the image of a business woman, seeking better laws and state programmes to encourage female business. The club keeps close relations with business-women of Estonia, Latvia, Finland, Kaliningrad and St. Petersburg regions.

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[Vitalija Norviliene](#)

E-mail: vitalijan@hotmail.com



Gender challenges in Kaliningrad

by Olesia Karpinskaya

As a result of the current financial and economic crisis both men and women experience the difficulties in the labour market. Analysis of the situation in the Kaliningrad Region reveals an alarming trend of significant deterioration of women's position in the labour market in comparison with men. Children and family responsibilities make women second-class workers in the employer's eyes. The project "Kaliningrad Alliance on women's expansion of possibilities" has been developing by NGOs in Kaliningrad since 2008. The NGO "Star of Hope", a regional youth organization "Youth for the freedom of speech", the Agency of Milan Chamber of Commerce "Formerer" (Milan), an alliance of "Differ Donna" (Rome) with the support of the EU participate in this project. It is aimed to change the attitude of civil society to the problem of gender discrimination and domestic violence. Its initiators consider that the main mode of realizing the aims is the assistance in the potential growth of women's NGOs and women's groups, as well as raising public awareness by conducting research and development, supporting women's small business through training of qualified personnel and technical assistance. The government and NGOs in Kaliningrad conduct trainings, seminars, lectures for students, law agents, medical and social workers, psychologists, representatives of the media regularly to prevent domestic and sexual violence. Activities are carried out by public associations and alliances and

governmental authorities and local governments guiding their efforts to protect the family, motherhood and childhood. Thus, social and administrative structures interact with each other, acting as partners in the implementation of various projects in the field of equality. In 2009, a program "United for the sake of the family" was prepared to allow to reduce the number of families found in difficult situation and the number of children orphaned when parents were still alive. One of the measures aimed to restore gender equality and social rehabilitation of the citizens is preventive work with difficult families in particular the surveys on the living conditions of children and adolescents. During 2009, there were 2,540 surveys, including almost 900 on the prevention of abandonment of minors. Representatives of the local self-government of Kaliningrad and civil society activists agree that in current conditions the following directions of activities remain a special urgency: promotion of women on the decision-making level and in the executive branch and equalization of gender differences in the labour market, particularly with respect to wages. Also, programs to prevent and combat HIV/AIDS, drug addiction, tuberculosis, combating violence against women and trafficking should be developed.

MORE

Olesia Karpinskaya, Kaliningrad City Council
E-mail: karpinskaya@gorsovet.kaliningrad.org



Gender equality in Naestved

It is something we don't talk about. It is something we just do.

by Maria Santana

In Denmark, gender equality has been a part of the Danish law for the past 30 years, and according to it, all public authorities are obliged to work for equality between men and women in public administration. In Naestved, achieving equality of women and men is both a laudable goal and a human right. It helps deepen democracy and ensures good economics - gender inequality is an obstacle to progress. To move from rhetoric to reality, commitment was needed throughout the whole organization, as well as in order to have an impact. Gender equality should be everyone's responsibility. A key step that Naestved took to signal its endorsement of gender equality was to formalize its commitment by the adoption of the municipal policy on 12 January 2009. However, transforming gender equality into practice requires more than the general formulation and good intentions. The project Young Men's Choice, one of many successfully implemented in Naestved, shows how the municipality has transformed words into action to improve equality. Unemployment among young people has increased, if compared to other groups, particularly among young men who either do not start or finish an education. For this reason a large group of young men from our community may be at risk of being marginalized in

The aim of the network Young Men's Choice is to develop and test tools that can reduce the gender barriers in the education system.



the education system and in the labour market. The Naestved Employment Centre - together with Odsherred Employment Centre - has created the Young Men's Choice network. Its purpose is to develop concrete projects that can get young men under 30, without education or limited skills, into an educational environment and keep them in the educational environment. The network consists of actors representing a wide range of local stakeholders working with young people, such as employment centres, youth guidance centres, vocational schools, unemployment insurance funds, etc.

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Linda Roer, Naestved's Gender Consultant
E-mail: liroe@naestved.dk



JYVÄSKYLÄ PROMOTES EQUALITY



by Pirkko Uuttu

Jyväskylä meets the challenges of gender equality from two perspectives. The city provides and offers services for its residents and is also an employer for many who live in the Jyväskylä Region. The objectives of Jyväskylä's human resources policy on the strategy level concern changing management and well-being at work. Jyväskylä has an HR Policy Equality Plan as required by the legis-

ferent forms of part-time work, taking the nature of the work into account. When organising duties and work, both genders should have equal opportunities to use family leave. In addition, appropriate work time arrangements, flexibility and observing personal life needs promotes successful operations, increases work motivation and commitment, while improving the well-being and energy levels of the staff, as well as enhancing the quality of workplaces.

Equality promotion is updated and carried out in everyday work

Jyväskylä will carry out a staff survey during by the end of 2010. The state of equality in the city, as experienced by the staff, is one of the focus areas. Equality-related questions and arguments are derived from the equality plan, which includes the principles and objectives of equality work. The responses indicate the current state of equality at the city's workplaces, while supplying information about possible problems and areas requiring further development. Therefore, the goal is that through the survey, information on the themes and matters, as well as workplaces where concrete and well-planned work for promoting equality in the city must be allocated, will be obtained. Through regular evaluation, equality work is updated and implemented as an increasingly fixed part of the HR policy and service production of Jyväskylä.

Even though equality is promoted in a determined way, it does not mean that all challenges could be resolved at the same time. Work on quality occurs step by step, and it is essential that the obstacles for equality have been identified so they can be affected. Equality work objectives can be divided into short-term and long-term objectives, which also makes their implementation realistic.

The Finnish gender equality legislation was last updated in 2005. The purpose of the legislation is to prevent gender discrimination and to promote gender equality and improve the position of women in the workplace in particular. Jyväskylä meets the requirements of the legislation in many ways.

photo: Juhana Korhinen / City of Jyväskylä

lation. The plan includes the objectives and principles which promote the equality and well-being of staff. The equality promotion objectives deal with staff management, recruitment, staff development, salary and employment matters, and combining work with private life.

At workplaces, the duty of supervisors is to ensure in practice that no gender discrimination and harassment take place at the workplace and that no employees are bullied.

Equality highlighted in all work situations

Men and women should be treated equally at all stages of recruitment, in the internal mobility of staff, when planning changes in positions, and providing staff with training. To promote equality, hiring practices favour the selection of a minority gender if the applicants have an equal competence and suitability. In addition, in connection with hiring and recruitment, the proportion of women in executive positions should be taken into consideration.

Regardless of gender, staff must have equal opportunities for personal and career development. Staff training supports the maintaining of professional skills, on-job-learning, and career development.

There are strong gender division in municipal positions, which means that men and women clearly have different positions. An essential goal of equality at work is that there are no gender-based salary differences between men and women. An equal position-specific salary must be paid for work which is the same and essentially equally demanding.

An objective of Jyväskylä is to combine its personnel's work and personal lives in a fluent way. To increase work flexibility and acknowledge different ways of life and needs, Jyväskylä enables dif-

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Pirkko Uuttu, Development Manager
E-mail: pirkko.uuttu@jkl.fi





EQUALITY AS A MEANS

by Kajsa Svaleryd & Moa Hjertson

Gävle municipality has about 7200 employees. The municipality is organized in nine committees and nine administration service departments. The largest administrations are care of elderly, kindergarten for children and education. Kajsa Svaleryd is a fulltime employee who works as a strategist for gender equality in the management administration office. Her role is to make a strategy for increasing the knowledge of gender equality, secure that subject integrates in planning, decisions and in steering documents. Her work mainly focuses on educating and inspiring leaders to review their organisations regarding gender equality. The strategist has also a role in taking initiatives to projects for improving awareness in gender equality issues and how that effects the everyday work in e.g. schools, social services and social planning. The goal is that all citizens can be sure that the service they are receiving is available, of excellent quality and regardless their sex. Two of the most recent projects developed in the municipality are *Equality treatment plan in schools and kindergarten* and *Diversity and recruitment*.

Equality treatment plan

Project aims to increase the knowledge of gender equality in Gävle's schools and kindergartens. The overall goal was to secure gender equality in everyday encounters with the children and students. The project combined knowledge- rising lectures and concrete individual coaching for each school/kindergarten. The target group was the management level. In giving lectures on the subject to increase the knowledge while at the same time giving individual support to each school/kindergarten in adding the gender equality



by Ewa Salmi at Barringo

perspective in their everyday work, we managed to raise awareness of the issue and getting the process going. The project is an example of how to work preventatively with gender equality to benefit the city and its citizens.

Diversity and recruitment

A web-based guide, aimed at improving the recruiting process with focus on gender equality and non-discrimination was constructed. This guide is then implemented and disseminated through the organization. The project includes lectures to raise awareness among its employees on gender equality and anti-discrimination. The guide is to be used throughout the organization and is an example of how to include the

gender equality perspective in one specific process.

These projects aim at the same goal, to increase awareness of our own behavior in the encounter with co-workers, clients and citizens. It is necessary to know how much our behavior reflects our sometimes very normative values and how we, in those cases, still can make sure we are doing a quality based job where the equality- and human rights perspective is secured. This, we need to do to make sure gender equality does not just remain a goal, but a mean to get to the goal in our everyday work with and for the citizens of Gävle.

MORE

Kajsa Svaleryd, E-mail: kajsa.svaleryd@regiongavleborg.se
Moa Hjertson, E-mail: moa.hjertson@gavle.se



I act, therefore I am!

by Eliza Popławska - Jodko

Elbląg's Counseling Union for Disabled People (ERKON) for more than eighteen years is implementing the rule of equality of opportunity supporting the entry and return to the labor market of disabled people, 50+ year-old people, young mothers and people living in rural areas. The main forms of assistance are expert advice, career counseling, vocational training and job placement. The growing awareness of the place and role of women in local labour markets made ERKON to adjust its offer to the changing conditions. Currently, every young mother who uses the programs not only receives professional counseling, psychological support or vocational training but also the childcare costs are reimbursed while serving all forms of support.

Equal opportunity is also breaking down stereotypes in employment. Local labour market is characterized by a high number of male vacancies. It is a great challenge to convince women that they can perform male occupations. Currently, ERKON recruits to two

projects "Work-to-measure" and "Work pays off".

The project "I act, therefore I am!", aimed to prepare people to run their own business, is an alternative to the vocational activation projects. This is a solution for young mothers who, becoming their own boss, can handle work and child care and combine work and family life. Within the project young mothers receive training support, consulting, investment grants and bridge support.

ERKON also runs Poland's first innovative project with a transnational component in the Human Capital Operational Program "Individual paths of employment". The project aims to develop a new model of employment for people over 45 years of age.

In 2008 – 2009, 482 women of all ages benefited from the projects, 149 of them were employed.

MORE

Eliza Popławska - Jodko
E-mail: elizapop@o2.pl



AALBORG'S GENDER POLICY



by Mette Borup Krogh

In 2009 Aalborg Municipal Committee on Gender Equality finalized a new gender policy which will be in effect until 2012. This policy focuses on three main areas:

- ▶ **Equality at children level** - where the goal is to have the child care institutions work with gender roles and gender equality in a more systematic way.
- ▶ **Female leadership** - where the goal is that both sexes are equally represented on the upper levels of management in the municipality, provided that applicants have equal qualifications.
- ▶ **Recruitment** - where the goal is to have Aalborg Municipality as a workplace supporting an equal distribution of men and women when recruiting.

On 12 August, as part of the implementation of the policy's focus area on female leadership, Alderman Thomas Kastrup-Larsen signed the Charter on More Female Leaders. The main aim of the Charter is to have more female leaders as diversity pays off, and, because it pays off to society, to make use of all of its resources. The goal is to create a good balance between female and male leaders in the municipality's chief administrative level.

The Charter on more Female Leaders has a total of 7 areas, which the municipality commits itself to address – namely:

- To finalize a strategy to get more female leaders,
- To actively work on recruitment procedures which contribute to the visibility of female leadership talent,
- To create a framework for the career development of individual woman through networking and mentoring.

The Human Resource Department works on leadership development, including the area of female leaders. To ensure a holistic effort, activities related to career development of female leaders are



Councillor Thomas Kastrup-Larsen is signing the Charter

integrated with other development initiatives on leadership. Thus, in late summer a mini-interview survey among female managers on what they see as opportunities and barriers in top management in Aalborg was carried out. The results from these interviews will form the foundation for a report to highlight and discuss the possible need for adjustments and development in relation to leadership and organization for women in top management. In addition to the mini-survey a network for 20 to 25 women who are curious about, committed to, and motivated towards senior management in Aalborg will be launched.

MORE

Mette Borup Krogh, Consultant, Health Promotion
E-mail: MBK-sbu@aalborg.dk



Equally good care for the elderly – for men and women!

by Sirpa Hjelm

It should be taken for granted that men and women are treated as citizens or users in an equally good way. Everyone shall feel reassured that publicly financed operations are run equally, whoever you are. In Karlskrona, the Board for Care of the Elderly has worked together with the staff at the Elderly Services Administration to draw up a joint value base. Last year the Board launched a project that aims at increasing awareness of the importance of gender in care of the elderly, in day-to-day work with users. The aim is that resources shall be shared equally on the basis of users' individual needs.

In the project eight assistant nurses and one support officer have been trained to become equality instructors. Their task is to visit all teams and inform them about the significance of gender in daily care work, and also to help employees in discussions and male and female issues.



Sirpa Hjelm
Elderly Care Consultant

Our common values for the Elderly Care Service administration in Karlskrona are based on meetings and interplay between people. It's all about how we look at and treat one another.

Every person is unique

Everybody has the same value on the basis of own personality, regardless of their functions, religious belief, ethnic belonging, age or sex.

Every meeting is unique

Every meeting and interplay between people should be characterized by respect, warmth and attention to one another's needs.

Every assignment is important

All assignments should be cared out, depending on the situation, in the best possible way.

We succeed through cooperation

We share. We learn from each other. We work unprejudiced. All of us, individually and together, have the responsibility. All the way!

In autumn 2010 there will be a review of how various activities and meeting places for the elderly are started and structured. Do activities largely meet the needs and expectations that men and women have?

All statistics, e.g. user follow-up and personnel reports, will be analysed from a gender perspective. By identifying and rectifying inequality, the quality of care will be improved. During the project the Administration's Diversity Officer underwent a national training programme for equality strategies. The role of the Diversity Officer is to support the instructors and also management, so that equality is integrated into decisions on and management of operations. The project will end on 31 December 2010, but the work method will be continued.

MORE

Sirpa Hjelm
sirpa.hjelm@karlskrona.se



WOMEN IN THE CITY ADMINISTRATION

by Ewa Kurjata

Polish public administration mainly employs women. Men oftener choose business. Szczecin is no different. As work in public administration allows to combine career and household chores, that is why 69% of employees is women. Polish public administration is feminized - Only 31% is men. In Szczecin, out of 1078 employees, 846 are females. On the executive level there are 77 women, out of 115.

Why there are more women than men in public administration, it may be determined by the level of salaries. Starting a career in a city hall, one can earn more than in business sector. However, senior positions in public administration are paid less than in private companies. As a result, men prefer to make careers in business, while women prefer public administration which is more family-friendly and allows to balance employment and private life, maternity. However, on the other hand, women earn less than men, have to wait longer for promotion and there are less women managers than men.

Two Szczecin females hold two very exposed positions in the city administration. One of them is the Consumer Ombudsman. Extremely popular among other employees and citizens, Ms Longina Kaczmarek has been working for the city and the region since 1999. Always loaded with clever, thought-provoking ideas, energetic, this very professional female resolves the citizens' problems and pro-



Ełzbieta Masojć, Deputy Mayoress and Consumer Ombudsman Longina Kaczmarek – active female leaders in public administration.



protects their interests as consumers on a daily basis. One of her tasks is also to propose changes in the local laws to protect consumers. Secondly, education, which is most important in the social sphere, is managed by Deputy Mayor Ełzbieta Masojć, who takes crucial decisions related to the young people's future. This well-liked, always smiling and efficient manager has recently managed to reform the school system in the city.

People are crucial resource in cities. The material infrastructure that makes cities work organizationally only needs to support their well-being.

MORE

Ewa Kurjata, Senior International Officer
E-mail: ekurjata@um.szczecin.pl



PARENTAL SUPPORT IN OSKARSHAMN

by Eva-Lena Karlsson

Being a parent is a great challenge. With time and changing routines, there are now new demands for societal development. Parenthood competes with media and the Internet. Grandparents' support is no longer certain. That is why it is so important to meet other parents to exchange knowledge and experiences.

In 2009 Oskarshamn employed a coordinator to facilitate the social programme. The overall aim is to reduce the amount of investigations on children and youth's social situation based on reports and instead react earlier and offer the citizens an attractive social service. Ten years ago Oskarshamn was a front runner and started up the Family Central programme, consisting

in cooperation between the public pre-school, the maternity welfare, the child health services and the social service, with the parental support as an important part of this. The latter has a gender, a socio-economic and an ethnic perspective. All men and women shall have the same possibilities, rights and responsibilities. A father is important for child's mental health and social adjustment.



The schedule for the parental support is flexible to attract as many participants as possible, both mothers and fathers. Regarding the socio-economic perspective, the parents' social background is the most important factor for children's health. All social groups to significant to parental support must participate in the process. Optimally, extra-Nordic parents should be attending the same groups as Swedish-born parents as a tool for integration. The language barrier is unfortunately an obstacle.

The parental support in Oskarshamn is, among other things, built on:

- ▶ a competent social service with a small specialized administrative authority and a rather big advice and support part
- ▶ a well-functioning Family Central
- ▶ a joint parental support programme at the elementary school (ÖPP, Örebro Preventions Programme), 30 educated ÖPP presenters at the elementary school and 7 ÖPP educators
- ▶ marketing via brochures, PTA-meetings and addressed dispatch and information via lectures, website, blog and Facebook.

If parents can give children warmth and frames the social welfare will be improved. Both the families and the society gain from the parental support.

MORE

Eva-Lena Karlsson, Coordinator
E-mail: eva-lena.karlsson@oskarshamn.se



AARHUS' RECIPE FOR A SUCCESS



ÅRHUS
KOMMUNE

by Mia Nyhuus

The last major reorganisation of the Danish municipalities resulted in fewer women in top management. Right now, Aarhus Municipality is both facing budget cuts and major reorganisation of the municipality over the next four years. Luckily, there are politicians that take gender equality seriously. That is probably why Aarhus has been recently appreciated by the Ministry for Gender Equality as one of the top two municipalities in Denmark working actively for gender equality. Since 1988, Aarhus has had a gender committee that has been working hard to keep the issue on the agenda. The committee consists of political members, employer's and employee's representatives. This mixture ensures both the political and organisational insights into what the challenges in the area are. Many of the decentralized public service managements already work actively with antidiscrimination and equal opportunities in the way they occur to be relevant in the specific area. The biggest challenge has been to create an interest in the common municipal gender equality agenda - mostly because participation in projects of this sort can be seen as an extra workload and thus it is not prioritized. The solution seems to lie in respecting and basing actions on local initiatives or opinions and trying to form the way in which the issues of gender equality are communicated. For the coming strategy and plan for gender equality 2010-2013, the local departments were encouraged to articulate their own initiatives under four pre-chosen areas. In this way, they have been forced to engage actively in the process of setting goals for self chosen activities. The employers and employees in the gender committee have played an active role as consultants and ambassadors in the departments. Setting high and concrete goals and creating an active and engaged debate were a success. Local initiatives have been forming groups and networks. The feedback has been surprisingly good. The second focal point at the moment is rethinking the way we speak of gender equality. The work has been continued on communicating



a discourse that presents women as an under-used resource rather than talking about women's right to equal opportunities. More equal representation of women in management should be seen as a way of creating more diversity which in turn will create more innovation and cause management to be more efficient.

Also, a great effort has been made in integrating gender equality issues with issues of minorities. For example, activities that relate to ethnic minorities, sexual minorities, handicapped, etc. are combined and coordinated.

All in all 2010 is seen as a turning point in regards to the process of working with gender equality. Rational recognition of local needs and abilities combined with a stringent communication style seems to be a recipe for a success.

MORE

Rikke Stengaard Madsen, Head of HR Department, Equal Opportunities and Integration, E-mail: rism@aarhus.dk



Work Training Project in Kärddla

by Annely Veevo

Kärddla's Government together with Estonian Unemployment Insurance Fund and SA Tuuru provided in autumn 2010 a project for unemployed people in Kärddla Work Training. The unemployed unable to get a job and increasing their social inclusion were the project's target. Work practice was directed mainly to form the team work habits, to take responsibility and to increase accuracy. Altogether 10 people took part in the project: 5 women and 5 men. All participants are listed in the Unemployment Insurance Fund's database. Also, long-term unemployed and handicapped people, who lacked work habits or had obstacles to work, were included. Participants were divided into 2 groups with purpose to give both men and women appropriate work. Program included 400 hours

per participant, where 250 hours were work hours and 150 other activities (counseling, lectures, etc.).

Participants were provided with the loan counseling and victim support services. Also, they had some health tests, could talk with psychologist, career counselor, get computer training, etc. Moreover, they got information about labour market situation and possibilities of employment. They were introduced to different professions and met with employers.

There was also time for some practical work. Activities included different cleaning works in the city, like lawn mowing, raking, cleaning curbs, cutting small trees, cleaning ditches and ponds, chopping firewood, etc. Also, participants got training about blacksmithing and carpenter's work.

There were lessons about knitting, crocheting, sewing, embroidering and making food. The participants could work as assistants in kindergarten and in the rehabilitation centre for handicapped people. The practical component of the training program was 62,5 %.

MORE

Annely Veevo
E-mail: annely.veevo@kardla.ee



GENDER EQUALITY

are we not overdoing it?

by Anna Konovalova

In Narva you won't see women with placards rallying for equal rights. It accounts partly for the mentality of people living in the region, and partly for the present economic situation, which urges one to fight for survival, with or without equal rights.

At Narva Youth Center gender equality has always been perceived through everyday activities. Every year summer work camps are organized, where equal criteria apply for girls and boys. The selection system is unified, the number of youngsters belonging to either gender is the same in each unit, the amount of work is given regardless of gender as is the payment at the end of the month.

Having worked with youth for a number of years, one may come to the conclusion that it is important to observe the limits, not to fetch things too far, also in matters concerning gender equality. Boys being raised in single-parent families (mostly by mothers and grandmothers) have no role-models for gentlemanly behaviour and vice versa: girls, who dress beautifully, in a truly woman-like style, are few and far between. Sometimes, it comes to the point when a couple of youths walks hand-on-the-shoulder, looking absolutely

identical (jeans, jacket, long hair). It is hard to guess which one of them is a girl! Thus, what we witness today is a clear backlash to the problem: gender equality has led to obliteration of social and natural roles. It has been scientifically proven that during the first year of life the ties between mother and child are of vital importance for a baby's development. Yet, many women today are ready to sacrifice this link with the baby for the sake of their careers.

In an attempt to eliminate this backlash, a practical solution came up: an optional course for girls was developed and offered to one of the schools in Narva. It is delivered in the form of an informal talk on the issues important to girls: relationships with pals, career planning, self-defense, women's fashion, sexual relations, having and raising children, etc.

Should this pilot course prove successful, a similar course will be drawn up for boys.

MORE

Anna Konovalova, Director of Narva Youth Center
E-mail: anna.konovalova@noortek.ee



NORRTÄLJE
KOMMUN

Supporting women

entrepreneurship and innovation

by Sofia Händel

Norrtälje is currently engaged in the Quadruple Helix initiative, EU funded project where municipalities, universities, entrepreneurs and civil society actors from Sweden, Finland and Estonia have come together to strengthen gender equality and entrepreneurship in the region. Two-year efforts to strengthen women entrepreneurs by cluster networking and increased technology skills are combined with efforts aimed at actors involved in business support, where the overall goal is to achieve non gender biased support structures.

The projects starting point is the existing gender gap with respect to new venture creation and business ownership. In Sweden for instance, 1/4 of all companies are women owned. There is a great potential in increasing the numbers of women entrepreneurs. The European Commission estimates the GDP of the EU to grow with 27% if as many women as men were business owners (*Report on equality between women and men 2010, European Commission, Directorate-General for employment, social affairs and equal opportunities, 2009*).

At the same time research regarding public funding of innovation systems and clusters has exposed how industries primarily employing men have been given high priority within Sweden's innovations policy, while a group such as Service and Experience Industries, employing mostly women or both genders to the same extent, has been given a low priority (*Lindberg Malin, Men and masculinities in Sweden's innovation policy, 2009*).

With this background in mind the Quadruple Helix projects aims to make its contribution in unlocking potentials for growth. One way



is to enhance business in sectors where many women are involved. Another is to make sure a gender perspective is vivid in all actions to promote entrepreneurship and innovation, so called gender mainstreaming. Quadruple Helix makes its own investment - the Tourism Industry, creating a small scale cluster where a network of tourist entrepreneurs operating in archipelago areas in Estonia, Finland and Sweden are involved. This team of entrepreneurs works both locally and cross-borderly with capacity building and forming a functioning business network. They

also take part in a pilot study of new technology, i.e. tourist services adapted to mobile phones. New mobile services and applications are developed and tested on the basis of the needs expressed by the participating tourist SME's.

The project has now come half way through and the experience so far is that the initiated cluster networking and access to technical knowledge and research can boost innovations in small women owned enterprises.

MORE

Sofia Händel, E-mail: sofia.handel@norrtalje.se
Anders Olander, E-mail: anders.olander@norrtalje.se



CITY FOR GENDER EQUALITY



by Solweig Gard

If the goal of gender equality is to be achieved in municipal services and in the city's working environment, all employees of the municipality must have full awareness of gender equality issues. Mrs Solweig Gard, expert on gender equality in the city management office:

"Our strategy is to integrate gender equality into every work situation. A gender equality perspective shall be included in decision-making, planning and implementation. Proposals and decisions should be analysed from gender perspective to assess the consequences for women and men, girls and boys."

Supported by the Gender Equality Act, Karlstad has worked systematically over years to achieve greater equality in working conditions for men and women. Salaries are surveyed each year to reduce unfair salary differences between women and men, training courses are organised to counter sexual harassment, and men are encouraged to apply for jobs in healthcare. Also, measures are implemented to make working life and parenthood less complicated. Meetings and trainings are arranged so that parents can leave and fetch their children from day centres.

A right to full-time work

In many fields of work like elderly care and childcare, part-time job is common in Sweden. Since these are professions chosen mostly by women, this leads to unequal economic conditions. It is important for Karlstad to offer employees full-time employment, while offering part-time work as alternative. A system called HelRätt in Swedish, was introduced. It includes guidelines that all temporary jobs within the municipality shall be based on full-time appointments. It



also means that part-time work is always considered a possibility whatever the reason.

Safety and Security

Safety and security, though essential for women and men, means different things for both. Women and girls use cities and urban areas differently than men and boys. The city environment programme states that women and men shall have the same opportunities to move freely in the city. It is therefore important that different experiences of women and men on how they use the urban environment are analysed and utilised in planning.

Gender teachers

Work on gender equality at schools involves a large process of change in which both school managers and gender teachers have roles to play. The aim for all schools and pre-schools is to have at least one gender teacher by 2012. Increased knowledge about gender issues has had a big effect on education.

MORE

Solweig Gard

E-mail: solweig.gard@karlstad.se



Health ambassadors of both genders

by Bodil Damgaard Høegh

Kolding Municipality has succeeded in recruiting ambassadors from ethnic minorities of both genders to promote health activities among their own ethnic groups.

Health is normally women's domain, especially regarding rehabilitation, healthcare and health education. In the ethnic minority families, health concerns are usually women's responsibility as long as no outside intervention is needed. A husband interacts with the surrounding society – the healthcare system and the local authorities. He is expected to be able to navigate the healthcare system when members of his family need professional assistance. Non-western citizens are more frequent users of healthcare services than the Danes. They have more health injuring habits and are more exposed to lifestyle-based illnesses. Kolding Municipality attempts to minimize this difference of healthcare use between the ethnic groups. In order to achieve this, we have educated Health Ambassadors with non-western backgrounds, representing the four main ethnic minorities in the municipality.

The intervention builds on the Peer-to-peer education principle, where the ambassadors have the same background as the target audience. Furthermore, they have access to settings that healthcare professionals will never have. They are able to put health promotion on the agenda and support a healthy lifestyle in the specific groups' own cultural settings.





ÖREBRO



Gender mainstreamed control systems

by Johanna Ek

In Örebro the politicians decided that the municipality shall work with gender mainstreaming. This decision resulted in application for funds from the Swedish Association of Local Authorities and Regions (SALAR). Örebro also signed the CEMR Declaration of Equality between Women and Men.



The city was granted funds from SALAR and a development project was put into action in 2009. The project was confined to three main processes of the control systems: management process, operational planning and following-up, and operational development. The main goal is to provide high quality and good results guaranteed for everyone, women and men, girls and boys.

Handling cases ► Örebro has developed a new administrative system for handling cases in the City Administration Office. The cross-sectional perspectives, child perspective, gender perspective, diversity perspective, are an important part of the system. The consequences for different groups in the society should always be illuminated before decision-making. To support an impact analysis, tools and templates have been developed.

Operational planning and following-up ► In operational planning and following-up, gender-disaggregated data and analysis on the basis of gender are in focus. Additionally, there are templates for quarterly results and year-end closure. Monitoring the results and examining the implications for women and men, girls and boys are made in consultation with the City Administration Office and its departments.

To establish a strong foundation for the group of ambassadors, it was found important to recruit both men and women, to interact and communicate with both genders. Issues such as reproductive health cannot be discussed in mixed gender settings, though it is an important topic for both genders. Furthermore, meeting in separate groups for men and women are common in these cultures. Kolding succeeded in assembling a group with one third of the ambassadors being male. As a result it is possible now to communicate health aspects such as nutrition, physical activities, vitamin D, sexual health and knowledge of the healthcare system through cultural associations as well as the ethnic women's own social networks. The health ambassadors were educated in December 2009 and have already been involved in more 50 meetings.

MORE

Bodil Damgaard Høegh
E-mail: boho@kolding.dk

Operational development ► The work for gender mainstreaming has also involved the integration of gender perspective in the service guarantee work. When the municipality is developing its services in accordance with the guarantee, gender is also taken into account. An action plan for working with CEMR's declaration will be established in autumn 2010. This will be important to ensure the quality of municipal activities and operations before they reach the citizens and of the work towards a sustainable and equal society.

MORE

Johanna Ek
E-mail: johanna.ek@orebro.se



You are not alone

by Eglė Juozapavičiūtė

All people in Lithuania are prevented from discrimination. Statute of equal opportunities between man and woman in Lithuania was adopted on 1 December 1998. The statute ensures the same opportunities for men and women in all spheres of life. The opportunities are protected by the authorities who must ensure that their regulations do not violate rights of both sexes. Authorities are also constantly increasing awareness and support for prevention programs and measures for their implementation.

In Gargždai equal rights between man and women were started to be examined just recently. The most widely echoed project „You're not alone“ implemented by Gargždai Social Service Center. The purpose of this project is to help women (and their children) suffering from domestic violence. The main idea of the project is to encourage them to change their lives.

Women who have voluntarily referred to a local crisis center were given a complex (social, psychological, legal, temporary accommodation) support during the project. Project executives, responsible for inter-institutional cooperation and complex support of woman, gathered quarterly in a steering group.

The project also offered educational activities on the domestic violence problems (dissemination of booklets, posters, articles in local newspaper, municipalities website). Meetings with the community members and social worker were organized by seeking to increase public awareness of domestic violence.

A crisis center in Gargždai works constantly (24/7) and its main task is to consult and inform women about domestic violence, to mediate and represent in matters with law enforcement.

MORE

Eglė Juozapavičiūtė
E-mail: e.juozapaviciute@klaipedos-r.lt



Working with gender mainstreaming in Kalmar



by Ann-Sofie Lagercrantz



In Kalmar gender mainstreaming means that women and men have the right to claim equal distribution of municipal services, and funding. The municipality has an obligation to secure that the needs of both women and men are met equally.

Kalmar has been working with gender mainstreaming as a strategy since 2003 when the City Council adopted the local gender programme. But the real change came with the 4.2 million SEK from the National Association for Municipalities and Counties. Now the work has been brought into different parts of the organisation.

A plan for gender mainstreaming includes clearly defined areas of responsibility, goals, indicators for follow-ups, activities and time schedules. A keystone for success is that each administration in the municipality is involved with clearly defined responsibilities. Two other prerequisites for success are increased knowledge regarding gender systems and gender equality, and the use of sex aggregated data.

The managers and politicians have been educated in different programs. One of the most successful has been "EDL" - "Equality: Doing and Learning" owned by the Swedish National Defence College. The other is a special educational program for school principals and vice principals done in cooperation with the University of Linköping. These activities have led to a change, from opinions about gender and equality to knowledge, and also to a demand for equal distribution of municipal services.

Sex aggregated data is being used now. Also, gender analysis of data has been improved and gaps in life conditions between women and men have begun to be identified. The Educational Department in Kalmar is working with indicators for gender equal schools, while the Social Service Department is working with procedures and processes. The Culture and Leisure Department is working with gender in youth centres. It has been mapping activities in both youth centres and at music and cultural schools. In spring 2011 a youth centre will be re-built so that the area suits both girls and boys. The objective is that the youth could choose activities beyond gender traditional choices. Finally, Kalmar city planners have also included gender perspective in their work.

MORE

Ann-Sofie Lagercrantz

E-mail: ann-sofie.lagercrantz@kalmar.se



Sundsvall develops equal services

by Görel Crona

Sundsvall is participating in a development programme 2009 - 2010 for equal and gender equal service at the Swedish Association of Local Authorities and Regions (SALAR). The project "Equal Worth" (EW) is an improvement process for equal service to all inhabitants. Women and men, girls and boys, are entitled to a good treatment and high quality service on equal terms.

The objectives are:

- ▶ To strengthen the democratic process and start mainstreaming the gender perspective in the objectives of the political boards, the decision making processes,
- ▶ To develop the operations within the organization for awareness and understanding of the gender perspective, which includes everyone,
- ▶ To certify equal, gender equal and non-discriminating service to all customers and inhabitants.

The main part of the objectives have been reached and the project has been found important and useful by the participants.

Results on the political level

- 26 elected officials from all boards now taking part in EW.
- Political initiatives for analyzing governing documents has started gender mainstreaming in several processes.

New facts from Leisure and Culture Department

- Girls and boys get almost the same training hours in sports accommodations.
- The grants to NGOs for leisure and sport activities are relatively equal between girls and boys. The girls dominate in horse riding and figure skating and the boys dominate in ice hockey and floorball.

Project participants at Alnöbadet. From left to right the swimming instructors and attendants: Tony Nilsson, Annika Nilsson, Jessica Lundström, Supervisor Yvonne Lehnberg and Annika Magnusson.



- 61% of the grants to NGOs for building, rent and electric costs, go to boy-dominated sports. Girl sports get 39%.

Some results from the workplaces

- The staff experience - more gender conscious approach
- The youth recreation centre, where 70 % of visitors are boys, have enhanced awareness of their actions, activities, internal environment and budget for a better gender equality.
- One indoor bath has analysed statistics from a gender perspective and changed its offer.

Gender mainstreaming is a conscious way of thinking, rather than another work task. Political priority is needed to make gender mainstreaming successful. The society as a whole must be committed to promote gender equality.

MORE

Kim Ottosson, E-mail: kim.ottosson@sundsvall.se

Görel Crona, E-mail: gorel.crona@sundsvall.se



UBC today

UBC Board met in Tallinn

The 59th meeting of the Union of the Baltic Cities Executive Board took place in Tallinn on 13-14 October 2010 upon the invitation of the Mayor of Tallinn Mr Edgar Savisaar. The meeting was held in connection with the 1st Annual Forum on the European Union Strategy for the Baltic Sea Region, Tallinn, 14-15 October 2010. The forum was attended by 500 participants – Commissioners and General Directors of the European Commission, representatives of governments, the Baltic cities, regions, organisations and institutions. The EU forum discussed the implementation of the strategy during the first year since its adoption. UBC took active part in the forum, President Per Bødker Andersen participated in the plenary discussion summarizing the event, together with General Director of DG Regio, President of CPMR Baltic Sea Commission, Executive Secretary of HELCOM.

The Board took note of the action plans provided by the UBC commissions for 2011 and decided to assign resources for the commissions' activities in 2011. Four UBC commissions presented annual activity reports October 2009 – September 2010 and action plans for 2011: Sport, Tourism, Transportation, and Youth Issues.

The Board discussed the theme of the XI General Conference to be held in Liepāja in autumn 2011. The commissions can send proposals concerning the main theme of the conference by 1 December 2010.

Secretary General Pawel Zaboklicki informed the Board on the latest developments concerning the four flagship projects of the EU Strategy for BSR selected by the Executive Board in Naestved in February 2010. Following the proposal of the Commission on En-



vironment, the Board decided to select one more flagship project namely 5.3 'Create a network of sustainable cities and villages'.

The city of Arendal, Norway, presented its vast activities devoted to environment protection and climate change issues.

The cities of Tallinn and Turku – the European Capitals of Culture 2011 - made presentations introducing immense range of cultural activities planned for the year 2011.

MORE

E-mail: info@ubc.net
www.ubc.net

Highlights from the 58th UBC Board meeting



58th UBC Executive Board was held in Trelleborg on 4-5 June 2010

The role of the UBC in implementing the EU Strategy for BSR and discussion on the UBC Commissions' activities were the main points of the 58th meeting of the Executive Board held on 4 June 2010 in Trelleborg, Sweden, upon the invitation of Mr Ulf Bingsgård, Mayor of Trelleborg.

Following the recommendation of the Board of Audit, it was decided to invite 3-4 UBC Commissions to the Board Meetings to get acquainted with the Commissions' current activities and achievements. At the meeting in Trelleborg four Commissions were present: Business Cooperation, Education, Energy, Environment. The Board discussed the ways on how the commissions should cooperate with each other as many of the areas of activity are common. It was decided that possible mergers of the Commissions, evaluation of their work and allocation of money would be discussed at the next Board meeting.

Ms Catharina Sørensen representing the DG Regio, European Commission, made the presentation on the EU Strategy for the BSR and its latest developments. The Board members took the opportunity and asked questions concerning the implementation of the Strategy and the role of the cities. President Per Bødker Andersen stressed that the UBC had to be active to have an impact on implementation of the Strategy. He reminded the flagships selected by UBC: 5.1 "Anticipate regional and local impacts of climate change through research", 8.1 "Promote young entrepreneurs", 8.4 "Make the Baltic Sea an Eco-efficient region", 11.1 "Complete the agreed priority transport infrastructures".

Also, the new UBC strategy and its implementation was discussed. The Board appointed Mr Mikko Lohikoski as a UBC Strategy Coordinator.



Meeting in Panevėžys



Study visit to European Institute for Gender Equality in Vilnius

The Commission on Gender Equality held its meeting in Panevėžys, Lithuania on 7-8 October 2010. The Action Plan for the next year was presented. One of new ideas of the Commission is to combine meetings with practical work on the host city's specific topic, e.g. on creating an equality plan or a strategy for gender issues. This method was tried out in Panevėžys where a seminar for municipal staff had been held. Working with victims of sexual violence and trafficking is a difficult and hard work which requires great professionalism and strong determination of the cities. Klaipėda has an excellent NGO working with these matters and the participants could learn a lot from the "Klaipėda Social and Psychological Services Center" experts. Also, the exchange of experiences on how to train volunteers for helpline services was very useful.

The Commission had an opportunity to observe work with families at the Panevėžys Shelter Center, where children and adults get different possibilities to start and rebuild their lives.

The Commission on Gender Equality met with the European Institute for Gender Equality (EIGE) in Vilnius. The European Institute has just opened and one of its tasks is to work with recently adopted Strategy for Gender Equality in the European Union.

The next meeting is planned to be held in Gdańsk in spring 2011.

MORE

Helene Brewer, Coordinator of the Commission
E-mail: helene.brewer@umea.se

VILNIUS Gender Equality Capital of Europe

We believe that the Commission's new strategy will lead to an increased awareness on gender equality and we are in the process of delivering a range of tools in support of this. These include various studies on gender equality which will ultimately form the basis for the creation of an EU Gender Equality Index. The Index will provide Member States and the EU Institutions with the tools to measure progress within gender equality - further strengthening the Commission's new strategy.

said Virginija Langbakk, Director of the European Institute for Gender Equality. Not only is Virginija Langbakk director of the institute, she has also a Lithuanian background.

In its communication: "Strategy for equality between women and men 2010-2015", the European Commission spells out five priorities: the economy and labour market; equal pay; equality in decision-making; tackling gender-based violence; and promoting equality beyond the EU. The Institute is expected to assist the European Commission and the Member States by producing evidence-based ground for efficient policy-making. Its tasks are to collect and analyze comparable data on gender issues, to develop methodological tools, in particular for the integration of the gender dimension in all policy areas, to facilitate the exchange of best practices and dialogue among stakeholders, and to raise awareness among EU citizens.

As part of its ongoing work programme, the Institute will help the European Commission and the Member States to report on the implementation of the Beijing Platform for Action, improve the existing indicators within the critical areas of concern and develop further indicators where needed (such as Women and the Environment and Women and Media). Furthermore, the Institute will set up a physical and a virtual Resource Centre and will create a virtual European Network on Gender Equality to foster synergies, disseminate information and pool knowledge among its stakeholders.

MORE

www.eige.europa.eu



Discover Sophia Antipolis – the original Science Park!

One of the topical issues of the UBC Commission on Business Cooperation in 2010 is the implementation and management of Science Parks. Sophia Antipolis, situated at the French Riviera, near Nice, has served as a worldwide model for Science Parks. It has been developing constantly for more than 30 years. Today there are more than 1.414 companies, around 30.000 jobs, 5.000 students and 4.000 researchers. In cooperation with Sophia Antipolis Science Park and back to back with the 6th edition of the Competitiveness Cluster Forum: "International Cooperation and Funding Devices", BizCom will hold its annual meeting in November 2010 in Sophia Antipolis.

Competitiveness Cluster Forum: "International Cooperation and Funding Devices"

The 6th edition of the Competitiveness Cluster Forum: "International Cooperation and Funding Devices" will be held on 18 - 19 November 2010 at the Advanced Communication International Center (CICA). For the sixth consecutive year, the Fondation Sophia Antipolis organizes this major international event dedicated to industrial innovation and support to young innovative companies. The first day will feature presentations and debates around themes of the internationalisation of clusters and competitiveness "poles" and of the initial funding. The first session will be dedicated to the international cooperation (best practices of development strategies). The

second one will concentrate on public / private funding and will be organised with the support of Sophia Business Angels within the EBAN Winter University (European Business Angels Network). The second day will focus on "European Initiatives for the Internationalisation of Clusters". The comparisons will enable to clarify differences and similarities between policies of the European Commission, the States and the regions towards clusters and the mobilised means for mapping them.



Registration is still possible!

Commission's meeting

Wolfgang Schmidt
Chairman of the Commission
Fax +49 431901742473
E-mail: wolfgang.schmidt@kiel.de

Cluster Forum

Nadège Bouget
Phone + 33 492967817
E-mail: bouget@sophia-antipolis.org

UBC Commission on Education met in Tallinn

Young entrepreneurs and education

On 27-28 September in Tallinn UBC Commission on Education held its meeting „Young entrepreneurs and education“. The theme of the meeting was inspired by the Baltic Sea Strategy flagship project 8.1. „Promote young entrepreneurs“, in which the Commission is involved as representative of UBC. The first day was devoted to the theme „Young entrepreneurs and vocational education“.

Wolfgang Schmidt, Chairman of UBC Commission on Business Cooperation, presented projects of the commission and ideas on how to develop collaboration between two commissions.

Kärt Maurus from Estonian Ministry of Economic Affairs and Communications presented entrepreneurship policy of Estonia and activities directed at young people. Anders Olander from Norrtälje spoke about network of vocational education in the Baltic Sea Region. The examples were delivered on how entrepreneurship for young people could be promoted.

The participants were also divided into workgroups for brainstorming, searching for new ideas. Workgroup of Kärt Maurus

discussed the necessity of a website, which could include all information about entrepreneurship of young people. Second workgroup, led by Anders Olander discussed the possible vocational education network.

The theme of the second day was „Young entrepreneurs and environmental education“. Made Kirtsu from Archimedes Foundation introduced the program Comenius Regio. This is a program, where two local governments from different countries can collaborate, including into a project local schools and NGOs. Such program could also be used for developing the entrepreneurship of young people.

Anneli Veevo, Head of the Commission's Secretariat gave brief overview of education survey, which has been made this year. The survey includes EU education policy and education systems of Baltic Sea countries (structures, age of students, length of different learning steps, certificates, description of education levels). Before the uploading to UBC webpage the participants could read the survey and make remarks and suggestions.

Kadri Randma from Kärda Government spoke about Internet-based youth environmental project, which will start in beginning of 2011.

Finally, Kurt Pettersson, the Chairman of Commission, presented two projects - Nature schools and Erken Laboratory Research School.



Kärt Maurus presenting Estonian entrepreneurship policy

MORE

Anneli Veevo, Head of Secretariat
E-mail: anneli.veevo@kardla.ee



Youth in Rostock



On 26 - 28 October the UBC Commission on Youth Issues held its second open meeting in Rostock. Two days were full of discussions on various important topics for the youth in the Baltic Sea Region. As always the youth representatives of the UBC cities and civil servants were present. The topics were approached from different perspectives.

All cities had the opportunity to make the presentation on the topic "Supporting youth employment and career in our city". Many different possibilities were introduced and the tone of the presentations was positive. It was concluded that these issues are extremely important in current economic situation and that youth work is supposed to support young people entering employment market. The Commission's meeting was continued with the overview of the results on youth policy questionnaire carried out by CoYI during spring-summer 2010 (see below). In addition, the debate on the importance of prioritizing youth issues and existence of youth policies in UBC cities was held and concluded that UBC cities should put even more focus on youth involvement and work in general. CoYI should generate and support the process. The first day ended with the plans for Youth Conference 2011.

The second day started with minutes of the Commission. The meeting was continued with activity report of Commission's work in 2010.

MORE

[Ilona-Evelyn Rannala](#)

E-mail: Ilona-Evelyn.Rannala@tallinnlv.ee

Get inspired by and for youth!

Recently there has been a discussion raised within the Commission on Youth Issues whether or how well we know if youth issues are planned and prioritized in UBC cities. To answer these questions, the Commission started a research among UBC members in May 2010. Internet based questionnaire, which consisted altogether of 8 questions on youth policy and youth work strategies, was used as the data collecting method. Within the period of May – September 28 cities filled the questionnaire. The questionnaire will remain opened for answering until December 2010.

On the basis of the results received by now, the conclusion is that the majority of the cities has youth policy or youth work strategy in their cities (64%) or they are planning to have it or to integrate it into other strategies. Only 4% of those who answered are not even considering the issue. Mostly covered topics in strategical documents are youth participation, youth centers and clubs, non-formal education, youth culture. To lesser extent youth unemployment, health and social issues are covered in youth work strategies, which does not mean that these questions are not dealt with, they just might be part of social work plans. It is interesting to notice that focus on solving social problems within the youth work is more common in Scandinavian cities. In the Baltic States cities co-operation, youth work quality, training for youth leaders and youth workers and following EU Youth Policy guidelines are more stressed. From the goals already mentioned, the dialogue with youth and supporting participation stood up as most important and that is in line with EU guidelines on Youth Policy, which, as turned out are followed by cities.



In conclusion, it might be stated that 1/4 to 1/3 of UBC cities are actively involved or will be involved in youth policy planning and work strategy.

The Commission is waiting for Russian, Polish and more Finnish cities' feedback! The questionnaire is available at www.ubc-youth.org



Commission on Culture met in Umeå

Culture in the city planning

The working session of the Commission of Culture took place in Umeå on 21 – 24 October. The role of culture in city planning was the theme of the conference.

Sustainable city development with the concrete example of the Sustainable Ålidhem project in Umeå was among the cases discussed by the conference participants. The city of Umeå is one of the pioneers in sustainable planning and construction, especially in the cold climate. Sustainable Ålidhem is an interesting example of how sustainable solutions which spare the environment can be used in residential areas. The aim is to make the whole Ålidhem city district sustainable with safe and pleasant living environments and to halve the total energy use in the district.

Another subject concerned the Umeå university Artistic Campus, a joint public-private investment in knowledge development. The unique conditions are to be created where education, science, entrepreneurship and artistic development meet within the framework of architecture, design and art. The aim is to make Umeå a unique centre of creativity in the world. There will be conditions for a creative environment which can be unique in Sweden, Europe and maybe in the whole world.



Umeå Arts Campus

MORE

Tarja Hautamäki, E-mail: tarja.hautamaki@vaasa.fi
Charlotte Lundkvist, E-mail: charlotte.lundkvist@umea.se

BRIDGING AGES CONFERENCE IN KALMAR

Bridging Ages is an international organization in Historic Environment Education and Time Travels. The organization consists of people from museums, schools, local historic societies, universities, etc. in more than twenty countries throughout the world. There are members from Europe, America, Africa and Asia. Many come from countries around the Baltic Sea: Estonia, Latvia, Lithuania, Finland, Denmark, Sweden.

The goal of Bridging Ages is to support organisations and individuals working with Heritage Education and Time Travels. Historic Environment Education uses local historic sites and nearby history as an active way of learning and inspiring today's people and communities about the past. Time Travel is an educational method where the participants research and take part in the life of another historical time period in order to learn about themselves and their society. With all your senses you experience the life of a historical time and site in your own neighbourhood. Target groups are students, tourists and/or the local population.

Bridging Ages organizes annual conferences. In 2008 the conference was held in South Africa, in 2009 in Finland and in 2010 the conference is going to be organized in Kalmar, Sweden.

The Bridging Ages conference in Kalmar on 17-19 November is organ-

ized together with Linnaeus University in Kalmar/Växjö and Kalmar County Museum. The theme is "Applied Cultural Heritage. How telling the past at historic sites benefits society." Key Note Speakers are Jon Hunner, New Mexico State University, Usa, Henrik ZipSane, Jämtlands County Museum, Sweden, Radikobo Ntsimane, University of KwaZulu-Natal, South Africa and Berndt Gustavsson, Adult Educator at Örebro University, Sweden.

About 40 other papers, and speakers from 15 countries will be presented at the conference in the field of heritage and education. We hope to generate discussions between people of several academic disciplines, museums, schools, historic societies, municipalities etc.

The conference will also include a Time Travel to the Middle Ages at a medieval monastery just north of Kalmar.

The Commission on Culture is supporting the accommodation and conference fees up to maximum 400 euros. The support is aimed at the professionals in the field of culture in UBC member cities.

More information and registration:

www.bridgingages.com
Ebbe Westergren
ebbe.westergren@kalmarlansmuseum.se

Commission on Culture's support

Tarja Hautamäki,
E-mail: tarja.hautamaki@vaasa.fi



Time Travel to 1809 in Kokkola, Finland, at the Bridging Ages conference 2009



Meeting in Riga

Upon the invitation of Riga Municipal Police the 2nd meeting of Local Safety and Public Order Working Group was held on 13-15 October in Riga, Latvia.

Mr Leszek Walczak, the Chief of the Municipal Guard of Gdańsk, was elected as a Chairman for a two-year period. Mr Hans-Ivar Swärd, the Security Coordinator of Municipality of Nacka and Andrejs Aronovs, Head of Tourism Police Department of Riga Municipal Police were elected as Vice Chairmen.

The Statute of the Group was enacted. Four new cities, namely Jelgava, Jūrmala, Liepāja and Panevė žys joined the Group.

"Public order and local safety" was the main theme of the meeting. During the panel discussion public consumption of alcoholic beverages

and road safety among the youth were debated on. The participants presented how the cities deal with the problem of drinking alcohol in public spaces and how they assure traffic safety standards for the youngest.



From the left: Mr Andrejs Aronovs, Vice Chairman, Mr Czesław Dwojak, Mr Leszek Walczak, Chairman, Mr Hans-Ivar Swärd, Vice Chairman.

News from the Commission on Tourism

On 3 September 2010 Koszalin KARR S.A. hosted the Agora 2.0 project partners (WP4) 2010 to discuss the development of a web-based heritage panel and heritage potentials in the Baltic Sea Region. Held on the Commission's initiative, which is Agora is associated project partner, the meeting gathered also representatives from Polish cities of Chojnice, Szczecin, Gdynia, Koszalin and Słupsk.

The meeting was chaired by Prof Przemysław Kulawczuk, President of Gdynia National Foundation for Enterprise Culture, project partner.

The meeting focused on the following issues: creating a product based on cultural and natural heritage, creating e-databank of heritage potentials (huge amounts of photos, very little text – 100 objects out of ca. 500-600 objects; definition of the term "heritage", selecting "6 wonders" of cultural and natural heritage, identifying and using more flexible classification of heritage potentials than that proposed by the UNESCO, highlighting the BSR image (sea, water, ports, fortifications, events, etc.). As a next step the panel will deal with the survey on the relevance of heritage potentials for business development which shall be distributed by the CoT.

Although originally planned for 21-22 October in Greifswald, the next meeting of the Commission is postponed until spring 2011 and it will highlight the BSR identity issues in the light of the UBC Strategy. Baltic identity and heritage, tourism destinations and cooperation projects are the buzz words.

MORE

Ryszard Zdrojewski
E-mail: r.zdrojewski@karr.koszalin.pl

Also, the Group participated in the study tour to Riga's institutions responsible for the public order. The participants had an opportunity to see how CCTV network is organized and how the Municipal Police patrol works on daily basis.

The Group decided to work on city-experts routine. Five cities volunteered to prepare reports on assigned subjects: Vilnius – Illegal Graffiti; Gdańsk – Traffic Problems in the City Center; Nacka – Crime Prevention Among Youth; Botkyrka – Social Riots & Football Supporters; Riga – Safety for Tourists. The reports will be presented and discussed during the next meeting planned to be held in Vilnius, in April 2011.

MORE

Czesław Dwojak
E-mail: ubc@strazmiejska.gda.pl

Commission on Urban Planning

VISIONS OF AN ATTRACTIVE CITY

The Commission on Urban Planning held its seminar on 7 - 9 October in Šiauliai, Lithuania. The city was practically rebuilt after the World War II. Like many North European cities, it is suffering from loss of inhabitants. One of the aims of the CUP seminar was to find ways to increase the attractiveness of the city and to discuss how urban planning could help the city to keep its present inhabitants and possibly even increase the number of population.

Šiauliai used to be a very important and innovative industrial city where new industrial methods were in use. It also has the oldest pedestrian street in Lithuania, which is just one example of the up-to-date touch of the local planners. But due to the economic turmoil, there are few new investments and the maintenance of the old structures has been rather poor. The seminar concentrated on finding good examples of positive urban development. There were very interesting presentations from Hamburg, Odense and

Umeå, where the local administration's active approach to solving problems has led to fine results despite the economic and political difficulties. One of the main conclusions was that the cities active in finding ways to solve their problems are the ones that survive. Seeking financial possibilities together with private enterprises and different state or EU programmes has made possible to carry out ambitious projects.

The seminar workshops focused on creating new use for the former Frenkelis leather factory area and on developing the city centre and the surroundings of the pedestrian street. There were lots of useful proposals for renovating old industrial buildings for education, culture, NGOs purposes and apartments, and for creating new parks, pedestrian and biking routes, light and new places of attraction for inhabitants. CUP will hold its next seminars in Växjö in spring 2011 and in Tartu in autumn 2011.



Photo: Jussi Kautto

MORE

Sirpa Kallio
E-mail: sirpa.kallio@hel.fi



UBC Road Safety Campaign

As a signatory of the European Road Safety, the UBC decided to launch a Road Safety Campaign aimed at raising awareness of all traffic participants: pedestrians, cyclists and drivers in the UBC member cities. The campaign was conducted by the UBC Commission on Transportation. Within the campaign several actions have been undertaken.

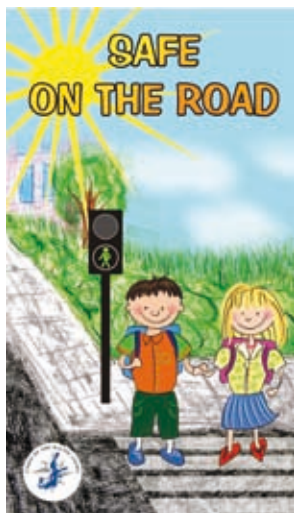
In May 2010 a Road Safety Course for Children – Autochodzik was organised. It is one of the largest Polish educational programmes focused on traffic education addressed to pre-school and school children. Following the specially designed route, kids learned traffic safety rules, road signs and had the possibility to obtain their first “driving licence”. The event aimed at introducing new pleasant and enjoyable ways of teaching children how to behave safely in the traffic area.

Another initiative in the Campaign was the Road Safety Competition 2010. The Commission intended to award the best project which introduced measures aimed at increasing safety of inexperienced young drivers, and consequently making them more aware of the dangers of alcohol and drugs offering information that raise awareness of young people as regards the rules of safe driving.

The UBC Road Safety Campaign was concluded by an international road safety seminar: “What can we do to increase the road safety among children and

young people?” organised in Gdynia (Poland) on 21-22 October 2010. The seminar was aimed at showing what measures can be

taken to increase the road safety of children and the youth, what has already been done and what more could be undertaken to increase the general level of road safety. It was addressed to teachers, local government, non-governmental organisations, police, as well as institutions dealing with road safety issues. Both national and foreign speakers had been invited to the seminar, among them Ms Isabelle Kardacz, Head of the Road Safety Unit in the European Commission who presented the European Road Safety Policy Orientations in the years 2011-2020. The participants learned the assumptions of the Swedish Vision Zero Initiative described by a representative of the Swedish Embassy in Poland. The basic rule of this Swedish approach to road safety is a conviction that no loss of life is acceptable. The Vision Zero approach has proven highly successful – Sweden has one of the world’s lowest traffic-related fatality rates. The representative of the Gdańsk University of Technology presented the Polish Vision Zero - GAMBIT 2005 – 2013.



The Commission published the brochure on road safety in three languages: English - “Safe on the road”, Polish - “Bezpiecznie na drodze” and Russian - “Безопасность на дороге”. Total circulation of the brochure amounts to 1500 copies.

MORE

Monika Pawlińska
E-mail: ubctransport@gdynia.pl

Commission on Sport launches the Campaign

Sport is cool!

Nowadays fewer and fewer young people regard sport as an interesting way of passing their leisure time. Instead, they choose to be inactive playing computer games or watching TV. In order to counteract this tendency, the UBC Commission on Sport has launched the “Sport is cool” Campaign addressed at young people from UBC member cities as well as at adults who are professionally in charge of organising sports activities for young people.

The Campaign’s main objective is to promote sport as an interesting alternative to regular pastime, and consequently to stimulate them to actively spend their free time. Additionally, the Campaign focuses on raising youngsters’ awareness of the physical activity as an important element of healthy lifestyle. The Campaign also serves to promote water sports so closely connected with the Baltic Sea, in particular sailing, canoeing and swimming, etc.

The Campaign was launched in April 2010 at the Commission’s Annual Meeting in Tallinn, and the idea of promoting sport activities among children and young people was the main subject of the meeting. The Commission members looked for the measures of encouraging young generation to be physically active and fit as well as of promoting to them sport as an interesting way of passing their free time, and in this way discovering the tourist potential of the BSR.

As the first initiative realised within the Campaign, the Commission organised the 2010 Grant Session “Sport is cool”. The grants of the total amount of 6,500 EUR were allocated for those projects which offered the most original ways of encouraging young people to pass actively their free time and those promoting physical activity.

Among the awarded four projects there were: Join Recreation Activities! from Tukumis (Latvia), Bergen Rugby Project from Bergen (Norway), Sport for life from Sillamae (Estonia) and Sport is cool – Impossible from Voru (Estonia).

Additionally, the Commission intends:

- ▶ to announce another grant session in 2011,
- ▶ to organise a multimedia competition in 2010/2011 – young people will be requested to submit computer presentations / films on how to actively spend free time in their hometown. The competition will be announced at the end of 2010. Details will be available on the UBC website,
- ▶ to organise sports workshops for young people in spring/summer 2011 to discover through sport the beauty of the Baltic Sea Region,
- ▶ to hold a conference for sports professionals in spring/summer 2012. It will be addressed at those who organise sports activities for young people and who work in sports departments of city administration, sports clubs and organisations.

While implementing the Campaign, the Commission has been closely cooperating with the UBC Commission on Youth Issues in order to reach young people from UBC member cities.

The Commission plans to conclude the Campaign in autumn 2012.

MORE

Joanna Leman
E-mail: ubcsport@gdynia.pl





Solutions local, together

inspires for practical solutions

On 31 January - 2 February 2011, the Nordic conference on Sustainable development in the Baltic Sea Region will fill the city of Turku, Finland with enthusiastic people in search of sustainable local solutions. **The Conference - Solutions local, together** - will concentrate on introducing practical solutions and inspiring participants to use them locally, together with other stakeholders.

Solutions local, together is the fourth conference in the series of Nordic conferences on sustainability. The previous conferences were held in Gothenburg, Sweden (2004), Oslo, Norway (2006) and Odense, Denmark (2008). Solutions local, together brings together all actors in the field of sustainable development from several sectors: government and administration, business, civic organizations from different local, regional and national levels. Interested citizens are also warmly welcome!

Programme out now

The preliminary programme for the conference has been published and registration is open. During three days, the conference introduces high-profile speakers such as Mari Kiviniemi, the Finnish Prime Minister, and a panel by the Ministers of Nordic cooperation. Equally importantly, many interesting discussions in parallel sessions as well as a variety of praxis visits will take place. The four main themes in the conference are the Earth – urban planning for citizens and nature, Water – water for life, Air – climate and energy and Fire – inner inspiration – knowledge, new skills and partnerships.

Sustainable side events for every taste

Sustainability is a top priority in organising the conference and Solutions local, together aims to set a model example of a sustainable



RATKAISUJA

lähellä, yhdessä

LÖSNINGAR

nära, tillsammans

SOLUTIONS

local, together

Nordic Conference on Sustainable Development in the Baltic Sea Region, 31 Jan - 2 Feb, Turku 2011

conference. The conference develops new practices for sustainable way of event organisation for others to use in future. Besides interesting sessions, Solutions local, together offers a variety of side events ranging from short-films event to a water path in schools. As part of the process, the conference has enabled dishes with 80% of locally produced food to be offered in several local restaurants in Turku. This will be launched on the 1st of February 2011 during the conference. The programme also includes a Market of Solutions where various exhibitors present their sustainable and innovative solutions.

Register quickly, as places are limited!
Take a closer look on our website:
www.solutions2011.fi
More information
E-mail: solutions2011@turku.fi

Commission on Energy

Effective, interactive and informative UBC



Today it becomes more and more clear that the carbon footprint needs to be considered. Consequently, travels, energy use, paper, etc. have to be reduced. That does not mean we cannot get together and meet, it means we need to find new ways. One way is to hold meetings, seminars and to share documents via Internet.

The UBC will start using Adobe Connect. Adobe Connect is a safe, flexible and inexpensive web communication system. This software is used to create information and general presentations, online training materials, web conferencing, learning modules and user desktop sharing. Just using a computer, web camera and microphone the members can come together and chat, use a common whiteboard, share documents, take part of lectures or just discuss with each other. This is a way for the members of the UBC to reduce the costs of travelling, the carbon footprint and time!

MORE

Eva Hjalmered
E-mail: eva.hjalmered@ubcenergy.org



UBC supports the Covenant of Mayors

31 UBC member cities have already joined!

With signing the agreement to become a supporting structure, UBC committed itself to encourage and support its member cities to join the Covenant of Mayors and implement Sustainable Energy Action Plans for a more sustainable future.

The EU is leading the global fight against climate change, and has made it a top priority. Its ambitious targets are expressed in the EU Climate Action and Energy Package, which commits Member States to decrease their CO₂ emissions by at least 20% by 2020. The Covenant of Mayors is the first and most ambitious European Commission initiative directly targeting the local level and their citizens to take the lead in the fight against climate change. All signatories make a voluntary commitment to go beyond EU objectives in terms of reduction in CO₂ emissions. Since its launch in 2008, the initiative has grown to include more than 1900 towns and cities.

Why should cities join?

The signatories make a clear public statement that they are committed to CO₂ reduction and working with climate change issues. They can share their own expertise and benefit from other examples, as well as publicise their achievements to a broad public and on the EU level. The European Commission has committed to support local authorities involved in the Covenant of Mayors with offering assistance

through the Covenant of Mayors Office. They provide clear technical guidelines and templates for implementation as well as support with media work. Last, but not least, the European Commission has committed to mobilizing financial facilities and political support at EU level.

Union of the Baltic Cities as a supporting structure

In June 2010 UBC president Mr Per Bødker Andersen signed the agreement for the organisation to become the so-called supporting structure for the Covenant of Mayors. This means that UBC is promoting the initiative among its members and is also a contact for the Covenant of Mayors Office.

UBC EnvCom is part of a project application by Energie-Cités for the Intelligent Energy for Europe call, and will through that, hopefully, also get some additional resources for concretely supporting our member cities who will or have signed the CoM. More information about this will be received by end of 2010. A good opportunity to join the Covenant of Mayors is offered at the Solutions local, together – conference in Turku on 31 January - 2 February 2011 where a signatory ceremony is also offered.

MORE [Esther Kreutz, E-mail: esther.kreutz@ubc.net](mailto:esther.kreutz@ubc.net)
www.eumayors.eu

Commission on Business Cooperation in the Baltic Sea Identity project

The Commission on Business Cooperation is associated partner in the planned EU project *Baltic Sea Identity*. Although most of the states of the Baltic Sea Region (BSR) are EU members, the region is characterised by national perspectives, a lack of common identity and a weakness in the field of collaboration and joint action. How will *Baltic Sea Identity* address the problem? On one hand, BaltSealident addresses individuals and strengthens their understanding of the culture and history in the BSR. This understanding is the key for developing a greater capacity for transnational cooperation and increased working mobility. On the other hand, BaltSealident gives cities, regions and other organisations in the BSR assistance with developing the potential of common identity and strength in their regional development efforts.

Enabling Individuals for Transnational Cooperation & Mobility in the BSR – In parallel, Intercultural Training Courses are developed and conducted. They give participants deeper understanding of differences and commonalities of BSR identity, qualify them to live and work in the BSR intercultural environment, facilitate working mobility and strengthen the development of a regional identity as a whole by addressing multipliers. Target groups are youth, professionals working on a transnational level and further multipliers in the region, e.g. teachers. The Intercultural Baltic Sea

History Book and Intercultural Baltic Sea Region Management Guide will serve as teaching material within the Intercultural Training Courses.

Capitalizing *Baltic Sea Identity* for Regional Development

► Opportunities for cities, regions and further organisations to benefit from a Common BSR Identity in fields of common strengths – on the basis of an analysis of existing initiatives and branding activities in the BSR, the impact of regional identity on regional development is examined to highlight common strengths and potential in the BSR in past and present.

Branding and Identity Dialogue with relevant actors and experts accompanies this process. Based on the results, a model for a Baltic Sea Region Brand has been developed and tested as a pilot in BSR Cities and Regions. This pilot exemplifies opportunities and recommendations for the application of a Baltic Sea Brand and gives insights to the further development of common BSR identity and a Baltic Sea Brand. The results are available for organisations and actors in the region via a *Baltic Sea Identity* and Branding Internet Platform and Handbook.

MORE [Wolfgang Schmidt](mailto:wolfgang.schmidt@kiel.de)
E-mail: wolfgang.schmidt@kiel.de



SAFE ROUTE TO AND FROM SCHOOL

“Children are the only form of immortality we can be sure of” – Peter Ustinow

The everyday route to and from school is not always and not everywhere well prepared, fitted with equipment and designed to trigger appropriate behaviour of traffic participants and to develop good habits in accordance with safety rules and facilities for both pedestrians and bikers. A route to school in a small town should be as safe and child-friendly as that in a large city.

their legal duty to assure the children get safely to school and return. However, the safety in the areas adjacent to schools depends also on social understanding of this problem. Therefore, the cooperation among all institutions responsible for road safety, teachers and parents and also children themselves is important. This process is composed of:

- Identifying dangerous places and problems,
- Preparing school travel plans,
- Providing both parents and children with information and maps including the route to school,
- Implementing preventive measures and improvements.

It is necessary to create an information map concerning accidents with pedestrians and cyclists for the period of 3-5 years. The accident analyses must be supplemented by questionnaires carried out among students

and parents. A map of the area should be attached to the questionnaire, which will allow the parents and children to mark the route to school as well as obstacles and dangerous places on it.

On the basis of such analysis a map of children's route to school should be created. The plan should:

- Provide children with maximum protection at minimal cost
- Take advantage of the existing traffic organization facilities
- Show the school particular streets as well as safety facilities at road-crossing places.

School headmasters should aim at making the provisions on safety statutory regulations and at including road safety education in the curriculum. Chief Education Officers, when approving school statutes and curricula should pay special attention to regulations

concerning the safety of children. They should promote schools creating their own safe route to/from school programmes on the regional level.

Local self-government representing the community should take care of safety and invest in safe road solutions. The Convention on the Right of the Child is one of the legal acts obliging local authorities to taking such steps.

Children protection in traffic requires:

- ▶ vigilant, responsible and technically good drivers
- ▶ thoughtful and prudent guardians – tutors – teachers
- ▶ education of parents as to the necessary child protection resources
- ▶ change in the penal code regulations as to the responsibility for negligence in performing statutory duties on the part of institutions responsible for these issues.

Parents, guardians, tutors, teachers and all those who help a child participate in the road traffic should be included in all actions to improve children's safety on their way to and from school.



Route to school -- Silno, Gdynia, Gdańsk

Safety of life and health of children as traffic participants lies within the responsibility of parents, school headmasters, teachers, relevant services, as well as local and central authorities. The home and school area is usually safe for children, whereas the route to and from school is often a danger zone, where children are most often left alone to deal with this danger. A child of 6 or 7 with no experience, skills and good habits and knowledge is not yet prepared to properly assess the situation on the road and thus to act properly according to the traffic situation.

Road surroundings

It is required that the children have good examples. Lack of educational cohesion among parents and school, drivers and other road users leads to the child choosing own solutions.



Bad examples set by adults

However, the education of children and youth alone, without appropriate road transport solutions will not improve the level of safety as it is merely an element of the road safety system. It is necessary to adjust engineering solutions to child's capabilities. The road surroundings and road solutions should educate also through forcing children's safe behaviour in road traffic.

Organizing a safe route to school

The children must be trained in traffic safety regulations. Nevertheless, a safe system of pedestrian (and bicycle) routes should be designed to force appropriate behaviours.

The municipalities are responsible for proper road system and it is

MORE

Stanisława Zielińska, E-mail: szagda-pil@wp.pl
Izabella Oskarbska, E-mail: bell@pg.gda.pl



NEWS from member cities

Dreams come true in Rakvere

Pärt75



Arvo Pärt, Estonia's internationally most renowned composer celebrated his 75th birthday on 11 September 2010. During one month, many special events, e.g. concerts, exhibitions, dance performances, film festivals, took place in Rakvere, and other Estonian, and European cities.

Rakvere was a childhood city of Arvo Pärt, where also his music education got its start. Therefore, the celebrations were especially meaningful for the city and 11 September became a historical day. Rakvere's Trinity Church got a very special present – the chimes *Kyrie* composed by Arvo Pärt himself. The chimes, that can be heard daily at noon, hides a musical message – it is ending with some notes of a famous Estonian children song about spring and symbolizes the eternal revival and new beginnings.

The main event, however, was the unveiling of the sculpture *Boy on a Bicycle Listening to Music*. It is not only a sculpture in the honour of the famous composer. It is also telling a true story of a young boy in post-war years yearning for music and dreaming of becoming a composer. The old market place with a loudspeaker atop of a pole offered the boy the possibility to listen to the symphony concerts. The older generation still can remember a young boy cycling around this pole, listening to the music and dreaming his dreams. This statue is dedicated to everybody trying to accomplish his dreams. Mayor of Rakvere, Andres Jaadla, said: "It is actually a monument for believing in one's dreams".

The same boy, although considerably older, stood again, with the bicycle beside him, looking at the bronze statue.

The bronze statue was made by a sculptor Aivar Simson. A special bicycle ballet was performed at the old market place in Rakvere. In front of the sculpture, there is a bronze text on the ground: "A Boy on a Bicycle Listening to Music. With gratitude to Arvo Pärt from City of Rakvere."

MORE

Anu Oja
E-mail: anu.oja@rakvere.ee

Jõhvi works for its inhabitants

The construction of a new modern kindergarten, opening its doors in October, was an important project in Jõhvi. Designed by the Estonian architects, it represents a new type of buildings. Along with the rooms for kids, a workroom for training in needlework and handwork, the music classroom with interactive learning opportunities, equipped amusement playground will be placed in the round shape house resembling flower petals. In the new kindergarten 120 children will get the opportunity to have fun and pre-school education. This municipal organization brings new 33 workplaces for inhabitants.

Additionally, Jõhvi rural municipality continues works on construction of a pedestrian promenade, which will connect the downtown with the new ring road and allow fans of hiking, cyclists and skaters to enjoy the fresh air and safety traffic.

The work and efforts of Jõhvi administration and organizations in the area of development and improvement were noted by the president of Estonia, who has presented the award in the contest



"Beautiful house in Estonia 2010" to the mayor of Jõhvi rural municipality. Thanking for the award, Tauno Võhmar emphasized that Jõhvi is doing all its best to ensure the residents and guests will always feel comfortable and pleasant in the city.

MORE

Maria Laanemäe
E-mail: maria.laanemae@johvi.ee



ICCA CENTRAL EUROPEAN CHAPTER MEETING IN GDAŃSK

On 25-27 August 2011, Gdańsk will host the ICCA Central European Chapter Meeting. During workshops and discussions delegates exchange national experiences, work out solutions and set new goals. ICCA conference participants are working for companies dealing with the organization business meetings, conferences, training courses, congresses. This event is an excellent opportunity to promote the whole Pomerania region, as well as a chance for Gdańsk and the region to become more recognized business destination. The conference involves around 40 people, who are participating in educational sessions. Meeting is run exclusively for professionals involved in business events. Main purpose of the meeting is to gather planners and service providers who seek to actively develop business meetings industry. Participants are ICCA members, international associations, representatives of global corporations, convention bureaux, travel agencies, carriers, hotels, professional congress organizers, national tourist organizations and convention centres, media. Participants prepare presentations on current business tourism situation in their country, investments planned. They share their experiences in organizing conferences and congresses, discuss about new trends in corporate tourism - from the

The International Congress and Convention Association (ICCA) is a major international association operating in the tourism business, bringing together over 900 companies from 86 countries worldwide. Gdańsk Convention Bureau (as the only organization in Pomerania) is an ICCA Member since August 2007. Since 2008 Gdańsk Tourist Organization/ Gdańsk Convention Bureau CEO - Anna Górska is board member of ICCA CEC branch.



corporation and association perspective, new technology in industry meetings and the principles of effective cooperation between stakeholders in the organization of the conference.

MORE

Anna Górska
E-mail: gorska@gdanskconvention.pl

Panevėžys invites investors

Panevėžys Industrial Park is situated in a strategic geographic location of Lithuania, with highly skilled labour force and a system of exemption for business fostering the establishment of working places. Favourable conditions for production, logistics and services are provided. The Park is constructed in the midway between Vilnius and Ryga, by the highway „Via Baltica“ and the railway route connecting Moscow and Kaliningrad. The most important Lithuanian and Latvian cities are located just 150 kilometres away. The Industrial Park, on the territory of 47 ha with high quality engineering corridors, water supply, sewerage system, power supply network, inner access roads and lighting, is offered. The land plots can be formed according to the needs of the investors. There is a possibility to have a specific infrastructure. There are no taxes for the establishment in the Park. Foreign Investors Business Association (FIBA) is under the establishment process. It will serve as the platform for meetings, exchange of experience and social cooperation. FIBA will work for creating the best possible conditions for healthy business. It will provide the platform for open communication between foreign investors and all kind of public institutions, city authorities and help foreign businessmen with the integration to local community.

MORE

Dalia Gurskienė
E-mail: d.gurskiene@panevezys.lt





SZCZECIN 2016: Common Cultural Space

For many years associated mainly with tension and mistrust, the Polish-German border has always been of special attention in Europe. Those living nearby can observe how it is daily becoming less and less restrictive. Residents are free to move, settle, work and purchase goods on both sides of the border, which in fact retains only its administrative function today. Yet the border remains the dividing line between the Polish and German cultural policies and the public budgets financing them. That is why the task of Szczecin as European Capital of Culture candidate is to stimulate the Common Cultural Space. Understood as an area of cross-border circuits of culture around Metropolitan Szczecin, and within the radius of its impact measured by the intensity and functionality of connections, it covers both Polish and German municipalities - from Greifswald to Kołobrzeg and from Świnoujście to Gorzów Wielkopolski. The impact of Szczecin can be felt across the Baltic Sea. The Common Cultural Space serves as a territory of common public opinion that comprehends common good. It is also as a way to prepare people for joint actions in the economic, social and cultural domains. The awakening of the Common Cultural Space is a unique phenomenon for the Polish borderland viewed as a space of the long-term mixing of cultures, languages, traditions and customs

that have never existed here before. A genuine borderland is coming to life at a unique, unprecedented rate, as a bottom-up process, without the involvement of authorities, governments or institutions. Communities are getting closer to one another very dynamically, faster than even the most optimistic plans and predictions had assumed. This is a genuine laboratory of binding Europe together.

This cross-border common cultural policy must be urgently launched within the Common Cultural Space. Methods of participatory planning, introducing rules of cross-border democracy to the domain of culture, will be applied. The Common Cultural Space is also about common cultural education, providing inhabitants of the borderland with tools to make their own informed decisions on how to participate in culture, inviting them to create such tools themselves. The projects to be implemented also focus on the process of minimizing the barriers.

Among the projects submitted by the SZCZECIN 2016 office and suitable to be implemented in the year celebrating the European Capital of Culture, there are 105 projects prepared by German partners and 116 prepared by Polish ones. The Common Cultural Space is becoming a reality.

MORE

[Marek Sztark, Project Coordinator](#)
www.szczecin2016.pl



TALLINN European Capital of Culture 2011

In 2011 Tallinn gets the unique opportunity to hold the title 'European Capital of Culture'. This will be an opportunity to tell fascinating stories through the cultural programme.

It will include 251 different events. Beside smaller events, there will be at least one larger festival each month. More important events to take place include the international Jazzkaar jazz music festival in April, the Tallinn Old Town Days in June, the Youth Song and Dance Celebration and the Tallinn Maritime Days in July, the Birgitta Festival for opera music in August, and the Black Nights Film Festival in November.

While the Capital of Culture year brings together brand new projects with existing traditional events in Tallinn, one will encounter the sea and the use of seaside spaces in the cultural programme of 2011. The theatre-lovers would do well to take heed upon hearing that one of Tallinn's most extravagant theatre companies, NO99, will be setting up something unique near the sea—the Straw Theatre, made of 9 000 bundles of thatch. Those interested in sports can begin to get ready for the Tallinn Marathon, which will take place along Tallinn's 50-kilometer stretch of shoreline, the Simpel Session, which draws the best extreme athletes in the world to Tallinn, or the world championships in martial arts.

In addition to the cultural programme, Tallinn2011 has launched many long-term projects to engage volunteers and young people, and to raise people's environmental awareness.

Tallinn's year as the European Capital of Culture will be kicked off by two major events: the award ceremony of the European Film Academy held in Tallinn in December 2010 and the opening ceremony of the Capital of Culture on 31 December 2010.

MORE

www.tallinn2011.ee



Słupsk Revitalization Programme

The project entitled 'Revitalization of the Prince's route in Słupsk within the first problem area of the local revitalization programme of the City of Słupsk for 2009-2015' is aimed at revitalizing a degraded urban area.

The project received funding in the amount of 31.8 million PLN from the European Regional Development Fund under the Regional Operation Programme for Pomorskie Voivodeship 2007-2013, and the total project's value is 47.2 million PLN.

The project includes many different infrastructure investments, such as: rebuilding of roads, constructing the alley and walking-bicycle routes, constructing a rainwater collector, renovating in 15 buildings located in the downtown streets, constructing and developing cultural facilities (expansion of the theater, construction of the ceramic studio), etc. It also secures a social dimension, which is to counteract negative trends observed in the area. Modern dance and ceramics classes, art therapy, photography courses are planned to be organized. Two main NGO's from Słupsk signed partnership agreements with the city. The Civic Initiatives Center will create the Słupsk NGO and Social Economy Center and the Volunteer Centre will organize trainings for adults and young people on volunteering and social activities.



Słupsk invests in the new roads and pedestrian areas

MORE

Justyna Pluta

E-mail: j.pluta@um.slupsk.pl

HISTORY REVIVES IN NARVA
INTERNATIONAL FESTIVAL

THE PROGRAMME INCLUDES:
PHOTOGRAPHIC COMPETITION
for amateurs and professionals
"Historical Narva through the Lens of a Modern Camera"

PRESENTATION
of an exclusive post-stamp –
the main souvenir of the festival

WORKSHOPS
on the 17th century
craftsmen street

CONFERENCE
"Living history"

19-21
NOVEMBER 2010

THE HIGHLIGHT OF THE FESTIVAL
**EXTENSIVE MILITARY-HISTORIC
RE-ENACTMENT OF THE
BATTLES**
of the
**NORTHERN
WAR**

Come for a time-travelling weekend in Estonia!
<http://tourism.narva.ee>

Spend Autumn in Narva!

For three months Narva is carrying the honorary title of the autumn capital of Estonia. The most remarkable of the plenty of cultural events prepared by the municipality will be a Historical Festival "History Revives in Narva", held on November 19-21 and organized with the support of the EU Regional Development Fund. The aim is to show how the "Living History" approach achieves multiple effects: from attracting tourists to the city to boosting socio-economic indicators of the region as a whole.

Within the frames of the Festival, an international historic conference will take place, focusing on the role of historical centres and offering 4 dimensions for the analysis: tourism-driven, scientific, educational, and applied. Representatives of historical centres and museums from Russia, Lithuania, Finland, Sweden, USA, and Estonia will share their experiences.

During the Festival the doors of the Northern Yard of the Castle will be open to visitors to take them for a trip in a virtual time-machine. The visitors will be able to experience life as it was 300-400 years ago, see how people toil and perceive the world, what clothes they wear, and how the rooms where they live and work are furnished. Everyone will have a chance to learn from the craftsmen and make something with their own hands to take home as a proof of the travel back in time.

Another feature of the Festival is an exclusive postage stamp that will be produced for the event. A photographic competition for amateurs and professionals "Narva through the Lens of a Modern Camera" will accompany the Festival.

The highlight of the Festival is an extensive re-enactment of the Battles of the Northern War. Members of military-historical clubs from 5 countries will recreate the battle that took place at Narva between the Russian and Swedish armies on 19-20 November 1700. Spectators can witness events unfolding throughout the whole day. They will also see the camp arrangements and hear the old music in the Castle in the evening.

MORE

<http://tourism.narva.ee>

CITIES - MEMBERS OF THE UBC EXECUTIVE BOARD:



58th UBC Board Meeting in Trelleborg, Sweden, 4-5 June 2010



59th UBC Board Meeting in Tallinn, Estonia, 13-14 October 2010

Gdańsk

City Hall
Nowe Ogrody 8/12
PL-80803 Gdańsk, Poland
Contact: Mr Maciej Lisicki
Tel. +48 695 451605
m.lisicki@gdansk.gda.pl

Jyväskylä

City Hall
P.O. Box 193
FIN-40101 Jyväskylä, Finland
Contact: Mrs Marketta Mäkinen
Tel. +358 14 624390
marketta.makinen@jkl.fi

Kärdla

City Hall
Uus 1
EE-92413 Kärdla, Estonia
Contact: Ms Anneli Veevo
Tel. +372 46 36093
anneli.veevo@kardla.ee

Kristiansand

City Hall
Radhusgata 20
N-4604 Kristiansand, Norway
Contact: Mr Øyvind Lyngen Laderud
Tel. +47 92 838529
oyvind.l.laderud@kristiansand.kommune.no

Liepāja

City Hall
Rožu iela 6
LV-3400 Liepāja, Latvia
Contact: Ms Ligita Pudža
Tel. + 371 34 04789
ligita@dome.liepaja.lv

Næstved

City Hall
Teatergade 8
DK-4700 Næstved, Denmark
Contact: Mr Søren Revsbæk
Tel. +45 55 445076
revsbaek@revsbaek.dk

Panevėžys

City Hall
Laisves a. 20
LT-5319 Panevėžys, Lithuania
Contact: Ms Dalia Gurskienė
Tel. + 370 45 501200
d.gurskiene@panevezys.lt

Rostock

City Hall
Neuer Markt 1
D-180 50 Rostock, Germany
Contact: Ms Karin Wohlgemuth
Tel. +49 381 3811452
karin.wohlgemuth@rostock.de

St. Petersburg

Government of St. Petersburg
Smolny
RU-193060 St.Petersburg, Russia
Contact: Mr Igor Lonsky
Tel. +7 812 5767688
lon@kvs.gov.spb.ru

Växjö

City Hall
Box 1222
S-351 12 Växjö, Sweden
Contact: Ms Charlotta Svanberg
Tel. +46 470 41352
charlotta.svanberg@kommun.vaxjo.se

PRESIDENT OF THE UNION OF THE BALTIC CITIES

Mr Per Bødker Andersen
City Hall, Akseltorv 1
DK-6000 Kolding, Denmark
Tel. + 45 40 191500
peba@kolding.dk

VICE-PRESIDENTS OF THE UNION OF THE BALTIC CITIES

Ms Marie-Louise Rönnmark
City Hall
S-901 84 Umeå, Sweden
Tel. + 46 90 161000
marie-louise.ronnmark@umea.se

Ms Urve Tiidus
City Hall, Tallinna 10
EE-93813 Kuressaare, Estonia
Tel. +372 45 33680
urve.tiidus@kuressaare.ee

Mr Jarkko Virtanen
City Hall, Yliopistonkatu 27a
FIN-20100 Turku, Finland
Tel. +358 50 5590222
jarkko.virtanen@turku.fi

SECRETARIAT OF THE UNION OF THE BALTIC CITIES

Mr Paweł Żaboklicki
Secretary General
Wały Jagiellońskie 1
PL-80853 Gdańsk, Poland
Tel. +48 58 3010917
info@ubc.net
www.ubc.net



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. 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.