



# Baltic Cities

Bulletin

PUBLISHED BY THE UNION OF THE BALTIC CITIES

• AALBORG • AARHUS • ARENDAL • BERGEN • BOTKYRKA • CÉŠIS • CHOJNICE • ELBLĄG • ELVA • ESPOO • FALUN • GARGŹDAI • GÄVLE • GDAŃSK • GDYNIA • GREIFSWALD • GULDBORGSUND  
• HAAPSALU • HALMSTAD • HELSINKI • HIU • JĚKABPILS • JELGAVA • JÓGEVA • JÖHVI • JŪRMALA • JYVÄSKYLÄ • KALININGRAD • KALMAR • KARLSKRONA • KARLSTAD • KAUNAS  
• KEILA • KEMI • KIEL • KLAIPĒDA • KOLDING • KŌSZALIN • KŌTKA • KRISTIANSTAD • KRYNICA M. • KŪRESSAARE • LAHTI • LIEPĀJA • LINKÖPING • LÜBECK  
• LULEÄ • ŁĘBA • MAARDU • MALBORK • MALMÖ • MARIEHAMN • MIĘDZYZDRŌJE • MIELNO • NARVA • NÆSTVED • ÖREBRO • OSKARSHAMN • PALANGA • PANEVĖŽYS • PÄRNU  
• PORI • PORVOO • PRUSZCZ GD. • RAKVERE • REDA • RIGÄ • ROBERTSFORS • ROSTOCK • ŠIAULIAI • SILLAMÄE • SŁUPSK • SÖDERHAMN • SOPOT • ST. PETERSBURG • SZCZECIN  
• TALLINN • TAMPERE • TARTU • TIERP • TRELLEBORG • TUKUMS • TURKU • UMEÄ • USTKA • VÄSTERVIK • VÄXJÖ • VILJANDI • VILNIUS • VISBY • VORDINGBORG • VÖRU



## Smart Baltic City Landscape



EDITOR IN CHIEF  
*Paweł Żaboklicki*

\*

EDITING & LAYOUT  
*Anna Dargiewicz*

\*

EDITORIAL BOARD  
*Anna Dargiewicz*  
*Ewa Kurjata*  
*Mikko Lohikoski*  
*Paweł Żaboklicki*

\*

PROOF-READING  
*Ewa Kurjata*

\*

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*  
*ISSN 1506-6266*

\*

COVER PICTURE  
*Photo: City of Kalmar*

\*\*\*

# Baltic Cities Bulletin

Dear UBC Friends,

"Smart" seems to be a keyword in the competitive world making the city preeminent and more attractive leader in the region. However, being smart goes far beyond the marketing and promotional strategies. In fact, it is a development philosophy turning the city into the intelligent and efficient organism that uses modern technologies to the benefit of its inhabitants and businesses.

Rapid advancement of information and ICT in all sectors, new environment-friendly solutions, integrated water and energy systems and multi-modal mobility planning, and new ways of thinking, provide cities and towns with an increasing set of new innovative opportunities.

The concept means smarter urban transport networks, upgraded water supply and waste disposal facilities, and more efficient ways of using the energy. Also, it comprises a more interactive and responsive city administration, safer public spaces and meeting the needs of an ageing population.

Reading the stories published in this issue of the Bulletin one may think the Baltic Sea Region has been cradle of smart development. Many of the recent telecommunications innovations, green technologies or sustainable urban mobility have been developed here. How are the smart city innovations and approaches implemented in policies and service delivery in the UBC cities? What impact does this challenge have on housing, economy, culture, social and environmental conditions? How does the concept improve the quality of life? All these questions and a lot more are faced in the Bulletin.

As the smart city concept becomes more and more popular way of the city development, the UBC Executive Board, together with the Baltic Development Forum and SmartLab, has taken the initiative to prepare a concept for a "Baltic Sea Region Urban Forum for Smart Cities". The initiative got initial financing for the preparatory activities from the EUSBSR Seed Money facility.

The main project will establish the "Baltic Sea Region Urban Forum for Smart Cities" to identify, adapt and multiply good practices in being smart.

So, welcome to the smart cities!

Per Bødker Andersen  
President of UBC



Kolding, November 2014



## I. SMART BALTIC CITY LANDSCAPE

Welcome to the smart city!	2-3
The Smart Aarhus Model	4
Future Elva	4
Espoo Innovation Garden	5
TRISTAR as a part of the Smart City Idea	5
The smart public transport in Gdynia	6
The Sprouting House - another approach to smart cities	6
Smart and secure Jyväskylä	7
Electric carpool for public use	7
Karlskrona's smart governance	8
Digital civil participation	8
Energy independence	9
Designing a smart municipality	9
Koszalin - a smart city	10
Green energy producer in Liepāja	10
Smart changes in Malbork	11
Climate contract makes Malmö a smarter city	11
Næstved - a resource city	12
Ambitious targets	12
Climate-smart living	13
Smart solutions in Pori	13
Smart energy use in Rakvere	14
Tampere - a front runner in developing a smart city	14
Mobile solutions in Tartu	15
Smart use of natural resources	15
Wasa Station - the new centre for innovations	16
Smart means happy	16
The circular economy is smart	17
Smart home services for the elderly	17



*Kangas is the most significant smart development project in Jyväskylä*



*The 71<sup>st</sup> UBC Executive Board meeting was held in Växjö, Sweden*

## II. UBC TODAY

UBC Board held its 70 <sup>th</sup> meeting in Turku	18
Växjö hosted the 71 <sup>st</sup> UBC Board meeting	18
The youth in focus	19
Generation BALT	19
Baltic Sailing Camp	20
BSR Stars Cluster Conference	20
Urban streams	21
People with disabilities in XXI century	21
Non-formal learning - a tool to reduce social exclusion	22
Youth and entrepreneurship training	22
Towards Sustainable Urban Mobility Planning	22

## III. NEWS FROM MEMBER CITIES

Elmos to promote pedicles in Växjö	23
Šiauliai Days	23
Scandinavian Days in Szczecin	24
History meets future	24
United by a single audio tour	25
Legendary Gargždai cinema "Minija" opens its doors	25
Europe Prize 2014 for Słupsk	26
Design Meets Business in Kolding	26
Marketing - a magical key of success for a small town?	27
"Art line" Theatre	27
International Youth DigiCamp in Kotka	28
New developments for visitors	28

# Contents



# Welcome to the Smart City!



Hannes Astok  
Coordinator of the Baltic Urban Forum BSR Seed Money project  
Development Manager,  
Smart City Lab, Tartu, Estonia

How many times I have heard this greeting in various cities around the globe. Every city likes to be smart. To be smart is a demand from citizens, politicians and businesses. Nobody is interested to pay taxes to the administration that is not innovative, ineffective or slow.

The cities around the Baltic

Sea are small from the global perspective. But the vast majority of the urban population lives in such cities. We are facing different challenges than the global metropolises and appear to be less well-equipped in terms of the critical mass, resources or organizing capacity.

But being smart is our “secret weapon”. How can we characterize our approach of being smart as a city?

Boyd Cohen, a researcher and climate strategist, uses the six characteristics model and gives a definition to what a smart city is:

*The term smart cities is a bit ambiguous. Some people choose a narrower definition – i.e. cities that use information and communication technologies to deliver services to their citizens.*

I prefer a broader definition:

*Smart cities use information and communications technologies to be more intelligent and efficient in the use of resources, resulting in cost and energy saving, improved service delivery and the quality of life, and reduces environmental footprint – all supporting innovation and the low carbon economy.*

Actually, Boyd Cohen just underlines the same issues what most of the cities around the Baltic Sea are already doing: saving energy, using ICT to be more efficient and transparent, providing better life quality for their citizens.

Economies around the Baltic Sea have been the lighthouses of the innovation for Europe for many years. Many of the recent telecommunications innovations, green technologies boom, and sustainable shipping methods have been developed here. So being smart is a normal situation for us.

The European Commission proposes the following policy headlines for Europe to be smart and become even smarter:

- ▶ Smart Economy – Industrial competitiveness
- ▶ Smart People – Life-long learning
- ▶ Smart Governance – Smart Regulation
- ▶ Smart Mobility – Intelligent and Sustainable Transport Systems
- ▶ Smart Environment – Energy Efficiency, Renewable Energy and Energy Infrastructure
- ▶ Smart living – Social protection and inclusion

A very smart approach indeed. In the conditions of ageing and decreasing population, fragile capital markets and endless economic crisis, the only option to survive is to be smart.

But how to be smarter? This is the million Euro question for every Mayor. It was discussed among the Baltic Urban Forum (BUF) Initiative Group, uniting forces of the Union of Baltic Cities, Baltic Development Forum, City of Turku and Tartu Smart City Lab.

The starting point was the idea that cities and towns offer a remarkable potential for innovation and both economic and social benefits in the BSR, as well as in the EU and beyond. A major issue that will be tackled is the lack of experience of regional and national authorities in designing and implementing smart specialisation strategies and practical solutions, thus strengthening the readiness to apply the smart specialisation approach in practice through peer learning.

Another underlying problem that the BUF seeks to tackle is the lack of an overall regional coordination framework that would ensure better links between various stakeholders, and thus create the much-needed synergies. This will bring substantial added-value, especially in what concerns searching for and implementing joint solutions, while taking into account the economic effects and environmental stability.

The general aim of the proposed BUF concept is to set up a smart city competence platform which would be focused on specific topics and create clear and measurable outcomes. The BUF will be useful for and serve the cities in the region, meaning that the needs of the cities will be the starting point when launching the urban



## Baltic Sea Region Urban Forum for Smart Cities



forum. And the ambition is to make the BUF demand-driven as opposed to technology-driven. As the region is primarily characterized by small and mid-sized cities, this should also define the scope of the urban forum. Besides, the BUF will likely build the capacity of the BSR cities in applying the smart city concept by providing access to knowledge, connect them with each other in order to share experiences, and facilitate relationships with the private sector.

The possible fields that could thereby benefit from smarter solutions include health and social affairs (e.g. the ageing population), smart solutions for energy (e.g. renewable energy and energy efficiency in housing and transport), smart solutions for mobility/transport (both on the local and regional levels), Baltic Sea pollution and water quality, efficient use of natural resources and social capital, tourism. As the BUF will concentrate on mutual issues and joint objectives, it will be able to evolve into a coherent platform for transnational cooperation that would increase the participants' capacity to implement complex transnational processes that promote further sustainable growth.

The competence platform and the organization around it will break barriers and communicate across various levels to seek, adopt and practice smart and innovative solutions. For this purpose, the BUF will develop a structure where the dialogue is fostered between three levels, starting from identifying and solving challenges on the local city level, scaling up on the regional BSR level and contributing to wider EU priorities in sustainability and innovation on the third level. The primary point of departure is the city level that encourages collective problem-solving through real value-added, practical and bottom-up processes. This practical level nurtures the two remaining levels, where the cities' interests are pursued on a wider scale, while scaling up and disseminating good practices.

On the city level, the main objective is to set up a competence platform to identify, develop and deploy replicable, balanced and integrated solutions on alternative energies, public transport, efficient logistics, urban planning and digital infrastructures. As a result, partnerships are reinforced between citizens, city administrations, industries and research.

On the regional level, BUF proceeds from embracing regional priorities regarding green and sustainable growth. As such, BUF will identify the common regional issues that will engage the BSR cities in smart solution-seeking and thus increase their overall capacity and competitiveness by fulfilling several roles (communication platform, marketplace, competence and assistance network, knowledge sharing and mentoring centre).

One the widest level, BUF aims to contribute to moving closer to the EU policy objectives and disseminate the success stories on behalf of its participants. The experience gathered from participating cities and expert knowledge from the already implemented projects allows BUF to present the BSR as one of the most innovative regions in the EU and the world, serving as a model for other regions.

What happens next? The UBC Board will discuss the concept and the next steps soon. The search for the pilot project funding is already underway. It is realistic that in 2015 we can start to develop the Baltic Urban Forum in reality – as a knowledge platform and joint smart actions and procurement tool for the cities around the Baltic Sea.

**MORE**

Full text of the Baltic Urban Forum Concept available at: [smartcitylab.eu/buf](http://smartcitylab.eu/buf)



# The Smart Aarhus Model



by Line Gerstrand Knive

How do we sustain the high quality in a time when the pace of change is faster than ever before, where traditional approaches have failed, and consumers set the agenda? Smart Aarhus proposes an alternative way of creating solutions for the city. The public and the private sector, citizens, the business community, and knowledge institutions work together to generate digital opportunities to handle societal challenges. Smart Aarhus is a marketplace for everyone who wants to be a part of the digital value creation.

## Cooperation across sectors

New technologies can help improve different aspects of life in the city. One example is to develop an app that suggests the fastest, safest and most environmentally friendly way to commute to work. Another example is to have your smartphone convert the calories you burned on your daily bike ride to CO<sub>2</sub> savings, and suggest other ways to aid the environment and your own health. Apps and services like these are based on the data on traffic, the environment, health and many other things. This data is a vital element of the digital economy. But we cannot realise the potential of data in today's traditional and divided sectors.

The best way to make use of technology to solve societal challenges is to create new partnerships that span across sectors.

## A Scandinavian 'third way'

The vast majority of people in the world live in medium-sized cities like Aarhus. These cities are neither global metropolises nor villages, and Aarhus could be a laboratory for new solutions and tools that can be exported. Internationally, Smart Aarhus is considered a Scandinavian 'third way' of how to develop a Smart City. The American smart city development is primarily built on commercial inter-



ests. In Asia, a centrally controlled model is used.

Smart Aarhus is based on the Scandinavian tradition of involvement of stakeholders. In addition, social, economic and environmental sustainability play here a central role. Creating the sustainable, digital city of the future is a challenge to the city and its inhabitants.

## 3 Core projects

Smart Aarhus focuses on 3 platforms to develop the solutions. The first is ODAA – Open data Aarhus – a project that aims at making data publicly available. Another project is Internet Week Denmark that is a five-day festival celebrating the Internet and showcasing the Smart Aarhus mindset. Finally, there is "Challenges" - a project aimed at working with societal challenges in partnerships.

MORE

[Smartaarhus.eu](http://Smartaarhus.eu)



# Future Elva

by Merili Aasma

According to the Local Government Organization Act every town has to have a budget strategy and a development plan with short- and long term goals including investments. Since Elva's old plan was to expire in 2012, the local government decided to take a new approach to together with the consulting company.



Involvement seminar held for development plan.

Photo: Kaiyo Kroon

For the first time the locals were more involved in the strategy development process. The local government organized a short training session on the development plan, which resulted in a selection of a Task Force. The involvement seminar with more than 80 participants from different backgrounds was also held. The outcome was productive: all the visions of the future were mapped, including the actions that should be taken. Also, the municipality organized the public poll among the locals on their ideas. Elva Gymnasium carried out an essay contest among students with the topic "Future Elva".

All thoughts and ideas were analyzed and led to the vision of 2020 and the mission for the local government. In 2020 Elva should be:

**A welcoming nature spa in the world, apprized cultural- and educational centre in South-Estonia, best place to live – that is Elva.**

To live up to this vision the development plan has been divided into six sections:

- ▶ Urban planning, environment and infrastructure;
- ▶ Business, tourism and public image;
- ▶ Education and issues;
- ▶ Culture, leisure and sports;
- ▶ Social affairs;
- ▶ Governance and citizenship movement.

For every section, a vision for 2020 was also formulated. The action plan including planned investments for years 2012-2016 was developed. Every year the action plan will be audited to see what has been completed.

The vision meets the needs of local people and secures their well-being.

MORE

[Merili Aasma](mailto:Merili.Aasma@elva.ee)  
[merili.aasma@elva.ee](mailto:merili.aasma@elva.ee)



by Tuula Antola, Glenn Gassen and Marjut Gerkman

**E**spoo Innovation Garden area is the largest high-tech and innovation hub in Northern Europe. The area encompasses three districts: Keilaniemi (business hub), Otaniemi (R&D and university section), and Tapiola (residential and cultural).

### Science, arts and the economy

In 2010 the city launched a strategic initiative for Espoo Innovation Garden, aiming at uniting science, business and creativity in the spirit of strong strategic partnerships. At the same time, Aalto University was created as a merger of three universities with strongholds in technology, arts and business. The construction of West Metro started. By 2016, it will connect three main areas of Espoo Innovation Garden with central Helsinki.

Because of the strong academic presence, integrated businesses, emerging companies, and active residents, the Espoo Innovation Garden is now an intellectual and cultural hub that is growing and attracting investments. It is a sustainable and inspiring community where everything is within 15 minutes walking distance.

### Born and raised in Espoo Innovation Garden

Finland's startup scene is based around Startup Sauna on the Aalto

Campus. Slush has become Northern Europe's largest startup event. Foreign venture capital flow to the region has grown by 700% from 2010 to 2013. The area is home to global companies in diverse industries. These companies are responsible for more than 50% of turnover on the Helsinki Stock Exchange.

In the Espoo Innovation Garden area 63% of residents over 24 hold a university degree. The income level of Espoo households is about 30% higher than the national average. There has been a constant job growth over the past years.

### Finalist for the European Capital of Innovation award

In the beginning of 2014 Espoo applied to the European Capital of Innovation award, which was organized for the first time by the European Commission. The application was drafted together with 150 local actors. Among the six finalists Espoo was the only city from Northern Europe. The winner was Barcelona.

The next step will be a city initiative to bring together the agility of its entrepreneurs and the challenges of its public sector.



Map of the Espoo Innovation Garden

**MORE**

[http://www.espoo.fi/en-US/Jobs\\_and\\_enterprise/Innovation\\_Garden](http://www.espoo.fi/en-US/Jobs_and_enterprise/Innovation_Garden)



## TRISTAR as a part of the Smart City Idea

by Maria Magdalena Koprowska

**I**n 2006 the cities of Gdansk, Gdynia and Sopot began the work on Intelligent Traffic Control System (TRISTAR), which should ease and speed up mobility in the Tricity Agglomeration. It should revolutionise commuting system in the agglomeration increasing traffic efficiency in 20-30%. It will collect traffic data, send them to the central computer connected with two operation centres, located in Gdansk and Gdynia, and use existing road network for more efficient operation to reduce environmental, economic, spatial and social costs of urbanisation. The main idea is that the system is flexible. It monitors and collects data and then reacts to transportation conditions in the monitored roads. It consists of two subsystems: road network and public transportation and directs flows of commuters in appropriate ways.

The system consists of 11 855 car street detectors, 334 public transportation stops equipped with computer timetables, 108 TV street cameras, 55 photo cameras monitoring and detecting those, who are not respecting red lights at junctions or do not obey other rules. The project costs in total 180 million PLN (45 million euro), is financed in 85% by the European Union and will be finished in the end of 2014. The city of Gdynia is a leading partner of this project, and Gdansk and Sopot are co-partners.

TRISTAR will generate "smart green way" on the main North-South transportation axis in the Tricity Agglomeration adjusting the speed of cars to maintain their smooth flow. This system will be friendly

*The TRISTAR system is especially useful during mass public events such as concerts, matches, public gatherings, etc. when the daily bus or tram schedules are not efficient enough. It can react to any traffic perturbations by changing the traffic lights periods.*



Photo: Krzysztof Maciaszek

for users, who download the application on their mobile phones to check the schedule of public transportation, parking places availability, current traffic jams, weather conditions, etc.

Along with the TRISTAR system Gdansk develops the tram system (by modernisation of the existing lines and building new ones), the network of bicycle tracks with adjusted parking lots, the integrated ticket for public transportation. All those efforts will create better living conditions in the city.

**MORE**

[Maria Magdalena Koprowska  
brg@brg.gda.pl](mailto:brg@brg.gda.pl)



# The Smart Public Transport in Gdynia



by Łukasz Dąbrowski

The use of synchronised green lights at peak hours results in shorter travel times, better air quality and more relaxed residents. The municipality has taken that into account when developing its Metropolitan Congestion Avoidance Scheme. To avoid people getting stuck in traffic, congestion-detecting cameras have been installed at key junctions in the city and its surroundings. Whenever they detect queues, the traffic management system adapts the rhythm of green lights throughout the area to increase traffic fluidity.

Gdynia also engages its car and public transport users in improving their daily commuting by informing them in real-time about traffic conditions and by presenting pedestrian and cycling alternative routes. Owing to this system, emissions in individual and public transport are reduced.

## E-government

Easy access to the municipality is related not only to people finding their way through its streets, but also to improving the way in which they navigate its paperwork. To improve efficiency and to reduce emissions from citizens travelling to the city hall, Gdynia has developed a virtual municipal office, where residents and businesses can



receive information, submit documents and comment on city developments.

## New generation of trolleybuses system

A part of the trolleybus network has been modernised recently. A new hybrid battery Li-ion enabled to reach new destinations not available to the traditional trolleybuses, due to the lack of traction network. A hybrid trolleybuses can take about 7 passengers more and consume 23% less energy in comparison to the older generation trolleybuses. In

addition, more than a half of the trolleybus fleet is able to deliver electricity into the grid, which is generated during braking process. The city is working using ICT to improve this system and to save as much energy as possible. These activities helped to reduce electricity consumption by 23%. Thanks to this task the trolleybuses line could be widened without building new traction lines. As a next step, the city would like to expand the trolleybuses to neighbouring municipalities.

By the end of 2015, Gdynia will have 43% ecological vehicles in the public transport.

MORE

Łukasz Dąbrowski  
l.dabrowski@gdynia.pl

# The Sprouting House – Another Approach to Smart Cities



GULDBORG Sund

by Maria Engsig Østergård & Dennis Grønbaek Christensen

Guldborgsund Municipality looks upon the term Smart Cities as a place where all resources are optimized to insure the best possible development of a city or an area. This could include a number of digital solutions to manage flows in the city.

Guldborgsund is an area well known for its food production of the finest quality. The knowledge, however, is spread out among a range of companies and individuals who rarely meet and seldom are able to share and further develop the fine

food products among one another. That is why Guldborgsund now aims to create a common centre of quality food production which will increase cooperation between the stakeholders including all steps from "soil to table". The project's name in Danish is "Spireriet" which freely translated means "a place where things grow".

New technologies can support increased and improved productivity and services in a smart city. But in Guldborgsund it is not a question of introducing as many technologies as possible. It is a question of doing things smarter. It is not the number of digital installations that will make a development smart. It is about using the right ap-



Guldborgsund is a centre of knowledge within the field of quality foods.

proaches and methods to reach the goals. To be smart we have to dare to think differently and try new things out, which can help solve problems in a smarter way. We have to use our present local resources optimally.

Spireriet will be a platform developed together with the stakeholders to support their future development. The platform will be a knowledge framework with cooperation between educational institutions, companies and associations all involved

in local quality food production. This cooperation makes it possible for the stakeholders to use each other's resources and jointly develop ideas and in this way optimizing their knowledge, processes and products to the benefit of both the consumers and the businesses.

This form of cooperation is an example of using existing local resources in an optimal way which makes this a smart city project.

MORE

Maria Engsig Østergård  
meste@guldborgsund.dk





# Smart and Secure Jyväskylä

by Marketta Mäkinen



The Europe 2020 Strategy aims for a new type of growth: smart, sustainable and inclusive. Cities serve as living labs, where local and other partners provide solutions through pilot projects. In Jyväskylä, an important pilot project on cybersecurity is implemented within the national Innovative Cities programme.

The Finnish Ministry of Employment and the Economy has selected five themes for the national Innovative Cities 2014–2020 Programme. Five cities lead the programme, Jyväskylä has been selected as the national coordinator of the cybersecurity theme. One of the Finland's most important clusters for education and research in information society is being built in the Jyväskylä Region.

Jyväskylä's extensive background in human- and user-oriented approaches is being applied by professionals across the ICT and security sectors. The ability to combine various fields with technology – such as health, forestry or education – means that we can produce and offer innovative solutions. The areas of focus include reliable web technology; professional, social media and leisure applications; knowledge, communications and information; management and sharing; commercial and corporate data networks; and security systems, threat defense and cybersecurity.

Another remarkable pilot project in Jyväskylä is "Towards resource wisdom". In partnership with the Finnish Innovation Fund Sitra, the municipality has launched a two-year project aimed at promoting more efficient and relevant use of resources. The project aims to develop a regional resource efficiency calculating and operating model which can then be applied in other Finnish cities.

Practical applications also include the design and construction of the smart, resource wise and cyber secure Kangas urban environment. Kangas is the most significant development



Photo: Architectural Office Petri Rouhiainen Ltd.

project in Jyväskylä, combining ambitious urban planning with a smart urban environment and the latest solutions in community development in a unique manner. In 2025, Kangas will be home to 5,000 inhabitants and 2,000 new jobs. Services – grocery stores, restaurants, cafés, shops, a gym and day spa services, arts and crafts companies, flea markets – support the idea of a hot spot, the beating heart of Kangas, located in an old paper mill. The concentration of local services in a single centre strengthens wise use of resources, dense urban structure, ecological way of life and carbon neutral city. Underground parking makes land use more efficient. In Kangas, smart grids and other mobile solutions for urban ICT are integrated with the planning of infrastructure.

MORE

Marketta Mäkinen  
marketta.makinen@jkl.fi



# Electric Carpool for Public Use

by Jane Wågsäter & Karin Lövström

dELbil is a phenomenon similar to the bumblebee. It should not be able to fly but to do it anyway. Despite current barriers for electric vehicles, dELbil has been successfully launched by actors who are not in the car industry. dELbil is a carpool with electric vehicles that is open to use for all inhabitants of Kalmar and regular visitors who decide to become a member. The idea is to reduce carbon emission by exchanging fossil fueled cars with green energy cars, but also banish the need to own a car. Thus also making it a resource saving project.

The introduction of electric vehicles in Sweden has been slow and not without structural problems. Yet, a locally initiated carpool with electric cars started in 2013 in Kalmar. The initiators are not from the car industry but come from Kalmar Municipality, Kalmar Local Museum and Kalmar Energy. Later on, the housing organization HSB joined in the pool. It started with four electric cars (Nissan leaf) and was later joined by a fifth one. The cars are used by the four organizations but after office hours and during weekends, the carpool is open for the public. There are 120 private members in the car pool at the moment and the cars are used frequently. The cars have been driven a total of 12 000



The cars has been driven a total of 12 000 km (June 2014). That is a reduction of 1.1 ton carbondioxide, compared to a fossil fueled car!

km (June 2014), with a mean of 800 km per month. That is a reduction of 1.1 ton carbondioxide, compared to a fossil fueled car!

Kalmar joined the initiative to pilot a new concept and to give an option to own a car. At the same time, the municipality has covered its own need for transportation during office hours. By showing alternatives to common practice, we hope to break car usage patterns and eventually become a fossil fuel free municipality. The project has resulted in more electric cars in the municipality and increased the number of charging points for electric cars. Thanks to the carpool, a fast charger was installed in Kalmar that can fully charge an electric car in 30 minutes. Fast chargers are an expensive investment and unique in this part of Sweden. Despite the municipality's small size (just over 60 000 inhabitants), Kalmar has similar infrastructure

for electric cars as the three biggest cities in Sweden. So small municipalities can make the difference!

MORE

Jane Wågsäter  
jane.wagsater@kalmar.se



# Karlskrona's Smart Governance



by Fredrik Sjölin

In 2013 the Municipality of Karlskrona adopted a new vision: "Vision 2030". Smart City affects all five development areas in the vision, namely: attractive living environment, fast communications, education and knowledge, the experience of Karlskrona, the businesses in Karlskrona. The overall theme of the vision is to work together to create sustainable future and this is well in line with the work towards the Smart City.



To meet the citizen's expectations of easy, accessible and fast services, the City Council adopted an E-Development Plan in 2012. Its objective is to facilitate the development of self-services to simplify the lives of the citizens and also to streamline the work within the municipality.

When self-services are to be introduced pre-work is done, mapping the workflow. The process is documented using a mapping system to provide a clear description of the current approach. Process mapping is also used as a preparatory work for a future E-Archive.

A success factor for E-Development is the knowledge of the actual needs and its extent. This includes the knowledge of the target group's behaviour and its understanding of how the work is done today. It is important to continuously collect feedback and register

ideas and complaints from citizens.

An important part of the development is to use the right IT support. To use a picture that describes the various parts of the IT-structure has facilitated the understanding of what IT can contribute in the process of developing the work. The IT platform is today upgraded and is more efficient, flexible and secure.

New applications that enable easier and better self-services are constantly developed, such as payment functions, mobile banking ID, mobile customization and map support. This autumn the municipality will add map support to self-services where citizens can specify a geographical position when they make various applications regarding their properties. Comparison services are another area that makes it possible for the citizens to use map support to compare different municipal services. The aim is to make it easier for citizens to find the right information, to form an opinion and also to initiate a dialogue regarding an application or a need directly through the [www.karlskrona.se](http://www.karlskrona.se). Today the municipality has 30 self-services on the Web and more are being developed.

Open data is an area that we believe will positively affect the municipality and the citizens. Open data will increase transparency and trust, and will also help develop new innovative services based on the municipality's basic information.

MORE

Fredrik Sjölin  
[fredrik.sjolin@karlskrona.se](mailto:fredrik.sjolin@karlskrona.se)



# Digital Civil Participation

by Christoph Adloff

In Kiel change processes are released over and over again by the decreasing ship industry, which once has made the town big.

For a long time Kiel has been trying to step by upcoming change and reevaluation intensely with citizens in contact. The aim is to involve citizens in the processes and to find out what they think about the plans.

By transforming the Tilsiter Platz, the method of the digital civil participation was used in spring 2010 for the first time, in addition to the events in which citizens could express their opinions and wishes on how the place should be formed. It consists essentially of a website on which the plan is explained and the frame default indicated. The new thing is that it is a possible to mark ideas directly on a plan.

The user can help himself with marked symbols, can write texts in the map or put them on surfaces, so that the management receives an impression that the user fancies the future creation.

Additionally, it is possible to inform about remarks and comments.



Further on, the e-mail address can be left to receive the newest information about the progress from the management.

The system developed in Kiel is user-friendly. The advantage of this additional civil participation method lies in the availability of the tool: round-the-clock enthusiasts can work on the plan.

The tool had become a free-switched for 3 weeks, so it was enough time to work with it. More than 70 people sent in drafts and remarks. What is interesting, 2/3 of people have answered in the evening and night hours. Thus, citizens who would not probably

have been reached with the usual methods of the civil participation, could be reached by new, electronic means. Reactions on the digital civil participation was accordingly positive, too.

MORE

<http://www.kieler-ostufer.de/digibue/tilsiterplatz/>  
[eu-regiestelle@kiel.de](mailto:eu-regiestelle@kiel.de)



# Energy Independence

by Ina Sidlauskienė

The prosperity of a city and region requires steady and secure energy supplies. The most strategically significant energy diversification project in Lithuania and the Baltic States is Liquefied Natural Gas (LNG) terminal. By the end of October this year, FSRU (Floating Storage and Regasification Unit) named "Independence" will be greeted in the Port of Klaipėda and the official start of LNG terminal operation is dated on 3 December. This project is of ultimate importance not only for Lithuania, but also for Latvia, Estonia and Finland, which receive 100% of natural gas from a single supplier and until now had no technical possibility of choosing any alternative. The LNG terminal project implementer and operator is a state-controlled company SC Klaipėdos Nafta. The FSRU Independence will soon complete its sailing journey to Klaipėda from South Korean Hyundai Heavy Industries shipyards.

There are more projects of strategic significance in the sphere of energy independence under implementation in Klaipėda and its surroundings. Next year underwater electricity cable at the bottom of the Baltic Sea from the Klaipėda Region to Sweden will connect the Baltics to Scandinavian producers. Last year the first Baltic waste incinerator was opened in Klaipėda. It is located just several hundred meters away from another unique company - geothermal district heating plant.

With the increasing variety of production and import alternatives, Klaipėda rethinks its energy demand and supply scenarios from

*Lithuanian LNG terminal will be the first of its kind in the Baltic Sea: a giant FSRU with the capacity of 170.000 cubic meters. This storage-vessel, the jetty, where it will be moored, and the pipeline connection to the gas grid will rectify the currently existing complete dependency on one-sourced gas supply.*



Photo: Hoegh LNG

smart grid perspective. With know-how of Klaipėda University and the leadership of Dr. Volker Wittpahl, Lithuania's only harbour city is ambitious to strive for the title of "Energy city" for Eastern European cities and to become a pilot area for smart solutions.

With twice more intensive energy use per 1Eur GDP than EU average, energy conservation and intelligent energy management systems should be Klaipėda's priorities. The university and its competence center will accompany the city on the way to a leading role model of an Energy City for the Baltic area.

All those smart energy projects are directed to put Klaipėda on its full-potential competitiveness rails. Such projects attract people's attention and often excite admiration as specimen of the art of economy.

MORE

[Ina Sidlauskienė](mailto:ina.sidlauskienė@klaipeda.lt)  
[ina.sidlauskienė@klaipeda.lt](mailto:ina.sidlauskienė@klaipeda.lt)



# Designing a Smart Municipality

by Ulrik Jungersen & Jes Severinsen

Can a municipality be designed? In Kolding the idea emerged as a response to a recognized need for a change and new ways of branding and developing the municipality. It is an on-going process that was kicked off in 2012.

In December 2012 Kolding published a new vision. Its short version is "We Design for Life". It is based on the Design Thinking philosophy that by mapping the authentic strengths of the municipality sets the intention to become a full scale Design Thinking society by 2022.

Design is an ambiguous concept. Pre-dominant idea that virtually anything can be designed tends to dilute the meaning of the concept, and therefore, a value-adding discussion needs to include not only a "what is" but also a critical "how to" dimension. The vision is about applying design as the common mental model and process that is used to create success for entrepreneurs, developing new social services and create a professional and social forum where design is the focus of the many activities taking place in cultural, business, educational or elderly life sectors.

The new vision made it crucial to clarify and develop the leadership foundation. The design process produced four fundamental princi-

ples for leadership in the organization: Outlook and Partnership, Productive Diversity, Professionalism and Design Driven Innovation.



*The workshops developed a different approach where ecology, green structures and the sense of neighborhood became the core issues the new layout.*

One of the early and very tangible outcomes of the process in Kolding is the development of a new care centre. For the first time, the care centre has been developed in corporation between private companies and public institutions. The inspiration from the Design Thinking approach made it clear that the process should differ from the traditional construction processes. Instead of the traditional set of specific requirements, the starting point was everyday stories on "the good elderly life". Every-

day stories were created in a user-driven innovation process where residents, families, local communities, politicians, interest groups and employees across the municipality were involved.

The future is to develop a new urban area which is to be designed by involving experts, local stakeholders together with neighbouring citizens and future citizens to the area.

MORE

[Jes Zinck Severinsen](mailto:jese@kolding.dk)  
[jese@kolding.dk](mailto:jese@kolding.dk)



# Koszalin - a Smart City



by Grzegorz Śliżewski

Since 2009 Koszalin has been accomplishing the task called "The smart Koszalin - development of information society's infrastructure e-Koszalin - construction of telecommunication networks and monitoring system".



Within this project the fast internet network was created in Koszalin and in city institutions such as: schools, municipal companies and libraries. The fast internet network is used most of all to ensure secure transmission of data (by using the separate network for communication between local governments). The number of Public Internet Access Points (PIAP) and dozens of hotspots areas in Koszalin were created in the city. The video monitoring system is also being created, as well as the central management and traffic lights control system (traffic management), which might improve the communication. It contains e.g. information boards about available parking spaces, traffic impediments, a system of noise, pollution and city traffic impediments measurement. Furthermore, the electronic services were implemented and disseminated to help inhabitants and companies to process the official matters.

There is an electronic recruitment system to schools and kindergartens. Additionally, the common accounting system and the integrated system of education management have been implemented. The system

also provides faster communication between the Police, Fire Brigade and Rescue Services.

*The project is a continuation of activities aimed at developing the information society in the city, increasing the availability of Internet, electronic services, improving the communication between municipal units and local public administration - says Piotr Jedliński, Mayor of Koszalin. - The project is needed to enhance the security of the data necessary for managing the city. I am convinced the project will increase the investors' interest in the local market through a well-developed ICT infrastructure of the city.*

MORE

Grzegorz Śliżewski  
grzegorz.slizewski@um.man.koszalin.pl



# Green Energy Producer in Liepāja

by Gunta Zaldeniece

Founded in 2005, *Liepājas enerģija* is a heat supply company that also cogenerates electric power.

To initially supply heat to Liepāja, *Liepājas enerģija* bought the outdated facilities of the bankrupt company *Liepājas siltums*. During its first two years, *Liepājas enerģija* realised the Liepāja city heat supply rehabilitation programme, setting up an accounting system and eliminating the unprofitable boiler houses and heat networks.

From 2010 to 2012, *Liepājas enerģija* reconstructed transmission and distribution networks, renewing 18 kilometres of the heating mains, including main networks. By the end of 2013, 51.2 kilometres, or 48.7%, of all the heating mains were industrially insulated, achieving a considerable reduction in loss of heat energy.

To reduce the production costs and the final price of the heat energy, increase the safety of the heat supply system and reduce the dependency on natural gas, *Liepājas enerģija* has built two new

modern heat production facilities that use a local, renewable energy source – wood chips – as fuel.

About 65% of the necessary heat energy is generated by the company's heating and power plant complex with two facilities:

- a bio cogeneration plant, where wood chips are burned in a furnace with moving grates. The burning fuel heats the boiler with thermal oil, which, through a heat exchanger, heats and evaporates the silicone heat carrier, which makes the turbine generator work and, by further condensing, heats the heating water through the heat exchanger. The bio cogeneration plant operates throughout the year.
- a biomass boiler house, where wood chips are burned in a furnace with moving grates. The burning fuel heats the heating water circulating through the boilers. Each boiler is equipped with two flue gas treatment systems, releasing a small amount of environmentally friendly flue gas into the environment. The boiler house operates during the heating season providing the chief amount of heat and hot water necessary for the city. The outgoing heat carrier – heated water (60 – 95°C) – is supplied to the consumers by two distributive main lines.

The heating water is heated by burning natural gas. The electric power is produced in a gas cogeneration plant where generators are run by combustion engines fuelled by natural gas.



*With wood chips as fuel, the total power of all the company's production facilities in 2013 was 40 MWth and 2.3 MWe. 104 GWh of heat energy (40% of the total amount) and 14.1 GWh of electric power (33% of the total amount) was generated.*

MORE

Gunta Zaldeniece  
gunta.zaldeniece@liepajasenergija.lv



# Smart Changes in Malbork

by Amelia Graban

Malbork has become smart, modern, attractive and it has a potential for further development. The town currently offers plenty of options of relaxation and sport. The local government has invested into education and cultural infrastructure, and improved the condition of Malbork's roads and streets.

The municipal investments are directed particularly into creating and improving social and environmental conditions of living in the city. In 2012 one of the most modern primary schools in the Pomeranian Region was given over for use.

Numerous bike routes have been built. Malbork is a cyclist-friendly town (in 2013 it got an award for being a commune friendly to cyclists) and inhabitants often use bikes here. In September, thanks to the realization of Elmos project in the area of the town centre the road traffic will be changed. That should improve the safety of residents, and the traffic on often impassable sections of the roads. Also it should increase the number of parking lots and implement innovative resolutions for cyclists.

An important element of a constantly changing picture of Malbork is its revitalisation. Many architectural monuments have been renovated and restored, mostly using the EU funds, e.g the 13<sup>th</sup> century Latin School with the observatory, multiCentre and an open-air

museum, or Jerolimski hospital where a gallery, the centre of European cooperation and the cultural incubator of entrepreneurship are located. The railway station in Malbork, after being renovated, has got a new modern feel and shape.



The changes which occurred in the last few years in Malbork are shown on the new outdoor exhibition at Jagiellończyk Square in the city centre.

Photo: Wojciech Zdunek

*There's no place like Malbork* – it is the motto promoting the attractiveness of the town in a cultural, economic and social aspect. The Pomeranian Special Economic Zone is rapidly growing in Malbork. In 2013 it was enlarged by further 10 hectares.

MORE

Amelia Graban  
a.graban@um.malbork.pl



# Climate Contract Makes Malmö a Smarter City

by Kerstin Rubensson

Malmö has set the bar high. By 2020, Malmö will be the best in the world at sustainable urban development. And it is the new climate-smart district of Hyllie in the south of Malmö that will lead the ways.

Located near the Öresund Bridge with a direct connection to both central Malmö and Copenhagen, Hyllie is a flourishing district, expecting 8000-9000 homes to be built in the next couple of years, and also, creating the same amount of jobs. The objective for the area is to become the climate-smartest area in the Öresund Region, with great emphasis placed on creating ecologically, economically and socially sustainable solutions.

An important tool in the expansion process of Hyllie is the one of a kind climate contract that the city of Malmö has signed with energy company E.ON and VA SYD. The contract truly puts pressure on its participants by stating a vision that in 2020, Hyllie will be supplied 100 per cent by renewable or recycled energy.

To reach the high set goal, smart networks are being developed for the control and storage of energy and to create an adaption between the availability and consumption of energy. Consumers



With the expansion of Hyllie, Malmö is taking major steps forwards to create a more cohesive system for minimizing the impact on the environment and climate, while at the same time building an attractive district.

Photo: Perry Nordeng

will also be producers of local solar and wind energy which they can decide how they want to use for themselves.

In Hyllie it shall be possible to live in a way that is climate-smart and resource-efficient, while at the same time enjoying a good life. It must be easy to do the right thing, which is why sustainable solutions cannot just revolve around housing and smart technology, it is also a matter of smart infrastructure, such as good path and bicycle ways and great connections to public transport as well as easy access to powering up your electric or gas fueled vehicle.

To truly call your district smart, smart technology is not enough. The expansion of Hyllie also paves the way for an anticipated opportunity to link up investment programme areas in the south of Malmö. The growth of Hyllie will help to bring the city together and create new opportunities for residents and visitors to get to know more of Malmö.

MORE

Kerstin Rubensson  
kerstin.rubensson@malmo.se



# Næstved - a Resource City



by Sara Vergo & Søren Revsbæk

**W**ith the initiative named Resource City, the Næstved City Council aims to give the city a boost in terms of identity and creation of new jobs. The old and disused Maglemølle paper mill is to be transformed into a green industry cluster, that will attract companies working with the recycling of materials. This is already a growing business, but there is no place in Denmark, which is dedicated to supporting business development in this direction.

The basic idea is sustainable in the "Brundtland" sense: it is about the environment, economy and social conditions. Resource development is the groundwork for sustainable growth, hopefully, turning waste into gold. Resource City Næstved aims to accelerate this process, by facilitating the meeting between companies and knowledge institutions. And entrepreneurship among local businesses will be supported.

The city intends to create a platform for sharing knowledge, building new partnerships and attracting labour.

How does it work? For example a production company has a waste product that today is discarded, but could be the raw material for another company. It is called upcycling - where waste is resurrected as a new valuable product.

Resource City can be a number of thrift stores collected in a recycling bazaar, where people can come for a good deal or just to have repaired or converted defect products. Waste from the bazaar will

be used in new products, like unsold/old clothing converted to insulation.

An important part of the bazaar is the principle of socio-economics: everybody contributes to the development of new products, and proceeds go to the needy.

The ambitions of the Resource City is to take development a step further. Hopefully, this project will create jobs, save resources through circular economy, and help to revitalize the city's identity.

Næstved wants to be known as a city that gives the concept of green growth a very concrete image.



Photo: Christopher Keiff Dehn Carlsen

**MORE**

[Søren Revsbæk  
revsbaek@revsbaek.dk](mailto:revsbaek@revsbaek.dk)



# Narva Vesi AS Sets Ambitious Targets

by Hilje Ounapuu

**T**o fulfil the strict local and European norms on drinking water and waste water AS Narva Vesi, the local municipal water company, has successfully implemented three EU Cohesion Fund co-financed projects during the last decade.

First one – the reconstruction of a sewage treatment plant - was implemented in 2001-2005. New sewage treatment plant foresaw mechanical, biological and chemical treatment in two separate lines: municipal and industrial wastewater. New sewage treatment plant has been working for almost 9 years and has been working, with excellent treatment efficiency – 95% of BOD, 95% of suspended solids, 95% of total phosphorous, 90% of COD and 80% of N-total are eliminated.

The second project was the replacement of sewage and water pipes to the private housing areas of the city. Until 2004 sewage networks were completely missing in these areas and households used outhouse facilities. In the frame of the project 36.36 km of sewage pipes and 20.2 km of water pipes were laid and two main city sewage pumping stations were reconstructed. Compared to other similar projects in Estonia where households' connection rate was under 30%, we are proud to announce that 69.10% of households

were connected to water network and 65.77% to sewage as a result. The project total cost was 9,456 million euros of which 5,15 million were received from the EU and 4,3 million euros was covered by AS Narva Vesi and Estonian Ministry of Environment.



The water-treatment plant in Narva was built from scratch and now it strives for new ambitious projects.

The third project is currently being implemented and will be finished by 2015. It has with the total cost of 45,72 million euros a new water treatment plant will be built in Narva, together with reconstruction of 73 km of main water and sewage pipes. There are two main goals to be achieved: to decrease the water losses and leakages to 25 % and to guarantee the citizens drinking water which meets the EU and Estonian Norms and Standards.

By now 90% of the technological equipment has been installed and construction works have been completed. Narva's new and very modern waterworks will have a capacity of 860 m<sup>3</sup>/hour.

One of the main goals of Narva Water Company is to implement multimillion EU projects with tariffs that are affordable to citizens, including groups with low income such as pensioners, employees with minimal salary, and unemployed.

**MORE**

[Hilje Ounapuu  
hilje@narvavesi.ee](mailto:hilje@narvavesi.ee)



# Climate-Smart Living



by Elsa Fries

**W**ith the initiative from the municipality of Örebro called *Climate-smart living* it is simple to live in a more climate-friendly way. The first challenge is reducing food waste with a famous Swedish entrepreneur and restaurateur, Carl Jan Granqvist.

*The meal is an experience, no matter if it is a simple breakfast or crackling dinner. I have the opportunity to experiment on many types of food and dishes. I am focusing more on the quality than the quantity. Knowing that we in Sweden are throwing away 28 kilos eatable food per year and per person, I am willing to meet the reality and do something about it - says Carl Jan Granqvist.*



To make food waste more visible, every participant in the project's first competition will have to weight the food thrown away and think about the results at the end of the week.

Every month new challenges are presented in the areas where there are big possibilities to reduce your climate impact. All information to subscribe to the challenges are on our blog [orebro.se/klimatsmartvardag](http://orebro.se/klimatsmartvardag). You can also follow us on Facebook - explains Elsa Fries,

project leader at the Unit for Sustainable Development.

Experiences from the challenges will be presented on the website and in the social medias. Famous local profiles will be invited to participate at different challenges and to blog on their experiences.

*We have already done a lot to reduce our climate impact in accordance with our local Climate Plan. It is about the construction of more cycle paths, reduction of food waste in schools and elderly homes, and self-sufficiency with renewable electricity. Now, we want the citizens to get involved directly to improve even more our actions and to catch new ideas - says Björn Sundin, the Vice Mayor and Head of the Community Planning Programme Area.*

On the *Climate-smart living* website there are possibilities to test your own climate impact, to read more about the offers and challenges, to ask questions, or to leave some comments and to get ideas to save money and the environment. The goal is that 1000 citizens of Örebro will participate in one activity during this year.

*The upcoming challenge is about climate-smart travels, where we are looking for persons willing to test electric cycles, instead of using their cars. Have a look at the website - adds Elsa Fries.*

MORE

[Elsa Fries](#)  
[elsa.fries@orebro.se](mailto:elsa.fries@orebro.se)



# Smart Solutions in Pori

by Pasi Pitkänen

**P**ori introduces some 'smart city' solutions, concentrating mainly on a more participatory approach (customer orientation), better planning and the intelligent use of ICT.

## New forms of city planning

The City Planning Unit has participated in several EU projects activating citizens to participate in planning of their neighbourhood. The Unit has created an interactive model that encourages different actors in the area to participate in real discussions. The changes in the city plans are launched by the city and the initiative is based on the interests of private parties.

## eMunicipality (eKunta.fi)

eMunicipality (in Finnish eKunta) is an Internet portal which collects together all the E-services. The new service is convenient for the user who creates only one account with one password to all services.

## Citizens' jury

The social and health care division of Pori, together with some associations, is going to pilot a citizens' jury model. The jury will consist of 25-30 persons. People aged over 75 can evaluate the existing services provided for elderly people, bring out development ideas and intermediate information. The themes under evaluation will include, for example, identification, prevention, and treatment of memory disorders.

## Living Lab

In the "Living Lab – User-driven Wellbeing" project, elderly people, their relatives and elderly care professionals have been empowered to develop user-friendly, reliable, easy-to-use and suitable for the

needs technological solutions.

## Snowploughing optimization

City workers must keep 1163 km of streets and 295 km of bicycle paths free of snow and ice. Snowploughing operations were traditionally managed on a large wall map that detailed the city's service areas. In 2012 the city started a GIS-based route optimization project together with a private service provider. This reduces the overall number of kilometres driven by each snowplow driver, providing the city with savings in both time and fuel costs.

## Mobile geo trigger service provider

The city has continued to develop GIS-based services. The newest services include, for example, a mobile phone application (geo trigger) that provides the nearest private and public services for potential customers on their mobile phones automatically.



Photo: Nina Holappa

*One example of the tested technology is Telehealth service made by Tunstall Ltd. Telehealth is designed for remote monitoring of a patient's vital signs and symptoms in their own home – proven to enhance the quality of life and clinical outcomes for people with long-term conditions.*

MORE

[Pasi Pitkänen](#)  
[pasi.pitkanen@pori.fi](mailto:pasi.pitkanen@pori.fi)



# Smart Energy Use in Rakvere



by Andres Jaadla & Keit Kallas

**R**akvere puts a special emphasis on energy efficiency in the buildings.

One of the city's utmost priorities is to change the heating system. The intention is to introduce district heating and replace fossil fuel use with bio fuels. The buildings are also renovated and insulated.

Other important aspects are water consumption, urban transport and street lighting, where the resources need to be used responsibly and efficiently.

Old city lights have been replaced with LED lighting in several streets. Using environmentally friendly lighting in longer perspective will save general costs for the city.

Rakvere has been implementing its Comprehensive Plan since 2009, complemented with several development plans. The main goals of the recent Development Plan 2013-2030 are: completing city's water and wastewater infrastructure, extending gas supply network, supplying commercial buildings with fibre optic cables, replacing overhead lines with underground cables, expanding the network of bicycle paths and pedestrian routes, etc.

As a result, one of the city's music schools, transformed into an energy-efficient building, is now delivering considerable savings in terms of energy costs. Indeed, heat use between 2008 and 2011



has been cut almost in half! Another significant undertaking in Rakvere is the development of a so-called "Smart House/Intelligent Building Competence Centre" where it will be possible to test innovative energy efficiency solutions through an interactive method. Within this framework, a 1900 m<sup>2</sup> of the historic bank building dating back to 1935 will be turned

into a smart house where intelligent solutions will provide and guarantee energy efficiency savings.

Different solutions to improve infrastructure and overall energy savings in city room initially require big expenditures, however over some time they pay off. The cooperation between the city and the Smart House Competence Centre and their partners may create better preconditions for successful city planning and governance. It is important to maintain and improve communication with citizens and find solutions how to involve them more in workflow. Raising citizens awareness in different areas like environmental sustainability helps to create cleaner and higher quality living environment.

**MORE**

[Keit Kallas](mailto:keit.kallas@rakveretarkmaja.ee)  
[keit@rakveretarkmaja.ee](mailto:keit@rakveretarkmaja.ee)



# Tampere – a Front Runner in Developing a Smart City

by Pauli Välimäki

**T**ampere is the leading Finnish city in the areas of smart and innovative cities, eco-efficiency in the built environment, intelligent transport systems (ITS) and electro mobility. In the national Innovative Cities (INKA) programme which is built up to create an internationally attractive innovation cluster of Smart City and Industrial Reform in Finland, Tampere is responsible for the theme Smart City and Renewable Industry. This makes Tampere a key actor in smart development in Finland.

Two examples of actions in smart city are ITS factory and ECO2. ITS factory is an innovation, experimentation and development environment in a close partnership with the city of Tampere and private and public entities in the Tampere Region. It fosters the development of ITS systems and services in Tampere, and supports the national ITS Strategy. In ITS factory, solutions for the new challenges for transport are created to improve people's ability to move about smoothly, safely and in an environmentally friendly manner. ECO2, the eco-efficient Tampere 2020 programme, aims to develop cooperation in eco-efficient and low-carbon business. It contributes to the creation of low-carbon and eco-efficient tools and policies, and it deals with intelligent energy and construction, especially sustainable urban districts.

Both ITS factory and ECO2 improve Tampere's sustainable urban mobility. In a nutshell this means that Tampere aims at and promotes clean power for transport and open access for all public data to boost intelligence in urban transport systems.

*The essential project of Tampere smart mobility is a modern city tram. The first line will be built in 2016-19. The tram line will connect the most important suburban housing and shopping areas to the city centre. The picture presents the tram passing underneath the railway tunnel. The station area will be renewed into smart station as central travel hub.*



Particular attention is paid to translating smart city innovations into concrete practices that include and benefit both the public and private actors, as well as the citizens of the region. These innovations have and will be used to tackle present and future challenges while also looking beyond the Tampere Region and Finland. As a concrete example of translating sustainable transport innovations into practice, Tampere is defining a strategy for electromobility and is planning to utilize the electric vehicles in departments of the city and to invest in infrastructure and charging facilities in order to encourage private sector and citizens to choose electro mobility. In Tampere, smart city innovations and approaches are an important part of the city's strategy and services.

**MORE**

[Pauli Välimäki](mailto:pauli.valimaki@tampere.fi)  
[pauli.valimaki@tampere.fi](mailto:pauli.valimaki@tampere.fi)





# Mobile Solutions in Tartu



by Raul Veede

A new mobile application for citizens and visitors of Tartu, commissioned by the city government, was finalized last year. It was and still is developed by one of the leading mobile application manufacturers in Estonia, Mobi Solutions, in collaboration with the city of Tartu. The project began within the smart e- and m-city solutions cluster called Smart City Lab, initiated as a part of the international project for e-involving citizens, eCitizen II. Initially, the Tartu mobile application had three functions - a newsfeed of articles related to Tartu, a database for cultural events in the city and a database for important contact information. The



The application was based on a survey conducted among the citizens of Tartu who wanted information about bus schedules and cultural events.

newsfeed includes both local articles from local newspapers as well as press releases from the city government itself. The event database has been in use as a website since 2001, promoting thousands of events each year. In the contacts database, there are contacts of city officials and other important phone numbers. The application is available for both Android and iPhone.

Even though the city's mobile app sparked widespread interest from the start, it really shot up in the beginning of the present year, when a fourth function was added to the application - a function that traces the movement of the city's buses in real time. Besides maps of the bus routes and schedules for each line, one can now look up the buses about to arrive to any bus stop, according to current data, which takes into account any delays due to traffic and temporary changes in traffic management. The application is a part of a new public transportation information system, which includes a connection with all of the buses and electronic signposts displaying the same information in city's bus stops. The bus information is also available in a separate application.

A city is a complex organism, in which there are many related information flows. For that reason, there are numerous possibilities to further develop the mobile application, but careful choices have to be made, since simplicity and clarity are amongst the most important parameters for user friendliness. So far, the practice in Tartu has shown that our choice - an advertisement-free application with a simple design, which offers information about select topics to a large number of users - has proved to be the right one.

MORE

Raul Veede  
raul.veede@raad.tartu.ee



# Smart Use of Natural Resources

by Jenny Skantze Nyberg

Trelleborg is the southernmost city of Sweden, situated by the coast of the Baltic Sea. With 35 kilometers of coastline it gives inhabitants and tourists an access to the sea. That means, however, additional challenges for the local government, as the beaches during the summer season are often covered with algae and seaweed.

Trelleborg shares the vision of Skåne county, to have a fossil fuel free society by 2030. Discussions on the best way to reach this goal are ongoing. One way forward is to extend the use and availability of biogas. In Bucefalos, a regional project involving EU LIFE+, the city of Malmö, Region Skåne and Trelleborg Municipality, Trelleborg has tested a full scale biogas production facility, where the production is based on aquatic biomass today treated as waste. Through wet digestion the material produces methane gas. The resulting biogas is used directly in local gas stations for filling up cars. Some is also upgraded to natural gas standard and fed into the natural gas grid.

Not only does this take care of the algae collected along the beaches, it also removes superfluous nutrients from the Baltic. What used to be a problem is now a resource.

This is just one of several projects related to biogas in Trelleborg. Biogassys (A collaboration between Trelleborg, Biobränslebolaget, WSP, Lund University, E-ON, Malmö Stad, Biogas Syd) - Sustainable system for production and use of biogas - is a project collecting examples and best practice for the production and use of biogas.

Part of this project has been to build the Centre of Excellence. The centre spreads biogas related news and technical information the project has gathered.

There is also the newly inaugurated SBI Jordeberga, the facility that produces biogas from silage and cover crops. A by-product from the Jordeberga plant is bio-fertilizer that is delivered back to the farmers providing the plant with biomass.

The municipality of Trelleborg possesses some of the world's best agricultural land. It is also a city that wants to develop and be at the forefront in the development towards a locally sustainable, low-carbon economy. For us this is the smart way towards the future.



The newly inaugurated SBI Jordeberga produces biogas from silage and cover crops.

Photo: Susanne Nilsson

MORE

Jenny Skantze Nyberg  
jenny.skantze-nyberg@trelleborg.se



# Wasa Station – the New Centre for Innovations



by Jaana Kinnari

**W**asa Station is one of the most interesting building projects in western coast of Finland. The promising, well-situated area used to serve as a bus station until 2009. The future purposes for the square were settled on, when the city government of Vaasa chose the building plan called "Wasa Station – the event center"



Photo: Arosuo Arkkitehdit Ltd.

from Lemminkäinen Group, which is one of the biggest infrastructure construction companies in the Baltic Sea Region.

Vaasa boasts Finland's largest energy cluster and aims to become a leading centre for sustainable energy in the coming years. Thus, the most inspiring thing about Wasa Station is that it aims to create a globally remarkable, energy-efficient block in collaboration with Vaasa Energy Cluster.

*Wasa Station will be a sort of demo version and a show window for Vaasa's best innovations in energy field. This project brings together all kinds of partners in energy technology and it will show the products, skills and know-how that the companies have here in Vaasa.*

*We want to make fresh innovations for how to develop and create different services in Wasa Station - says Mikael Snellman, Vaasas Regional Director in Lemminkäinen Talo Ltd.*

The main idea is that the new buildings of Wasa Station are seen as a self-contained unit. The whole block's energy needs would be at least partly

fulfilled by solar or wind energy.

*We have also given a thought for the square being entirely energetically self-sufficient - says Snellman.*

According to Lemminkäinen's plan, the new Wasa Station will create a natural extension for Vaasas market square and will become the second navel of the city. Wasa Station will have, among other things, a congress center, a music hall and a shopping center. Also, a hotel and a residence with 22 floors would serve as an identifiable landmark.

**MORE**

**Mikael Snellman, [mikael.snellman@lemminkainen.com](mailto:mikael.snellman@lemminkainen.com)  
Anna-Kaisa Valkama, [anna-kaisa.valkama@merinova.fi](mailto:anna-kaisa.valkama@merinova.fi)**



# Smart Means Happy

by Anton Nikitin

**A** decision to start smart solutions for inhabitants and their e-participation in the city's decision making has been made by the city government. Now it is probably the first time in Europe that a city's entire lighting system will be totally modernized all at once and the high efficiency modern LED lighting fixtures will shortly reduce energy consumption in the city by more than 70%.

For the past decade, Vilnius has been taking an integrated transport management approach and seeking the best suitable IT solutions to improve its public transportation. Many different projects implemented in transportation sector improved the mobility of both citizens and city guests.

The traffic monitoring and regulation system was deployed several years ago and all the traffic lights of the city were renewed and connected into a single traffic monitoring centre. It has made a tremendous impact on the traffic situation in the city — even though the number of cars increased by more than 40 per cent during the past decade, the average journey time still remains shorter than before deploying the system.

The public transportation system also went through positive changes. The city presented the single card for public transportation together with which dozens of new vehicles were acquired and the fast track buses were presented to make journeys more comfortable and fast. What is more, the bike sharing system has been launched to extend the possibilities of moving in the city and has become one of the most popular means of transportation around the city centre.

*The latest study by Eurostat shows that 93 per cent of people are satisfied that they live in the City of Vilnius.*



The city has recently launched the new mobile applications package of Smart Vilnius. The newly presented m.Ticket app allows commuters to buy mobile tickets, plan a journey and see the live timetables of the public transportation. The m.Parking app which has become extremely popular after the launch, has a start-stop function that allows users to pay only for the exact real parking time and forget about coins that were needed to be payed into parking machines.

Vilnius has been awarded with the Smarter Cities Challenge grant which will help the city to improve its transportation systems merging them and deploying different management and prediction tools.

*All the decisions and improvements we've been making on daily basis, whether it was a transportation system or the new citizen's participation platform, were small, yet significant steps to becoming a smarter city - says Arturas Zuokas, the Mayor of Vilnius.*

**MORE**

**Anton Nikitin  
[anton.nikitin@vilniustransport.lt](mailto:anton.nikitin@vilniustransport.lt)**



by Bo Hjälmeffjord

Växjö has long traditions of work for better environment that resulted in the label "The Greenest City in Europe". Now Växjö has decided to take further steps to become a smart city by focusing on circular economy.

Recently Växjö has been awarded a grant from the Swedish Innovation Agency Vinnova to plan a new centre for re-use and circular economy. The "Växjö Re-Use village – A centre for Re-use and Circular Economy" shall be placed adjacent to the municipal recycling centre where citizens of Växjö are disposing of their bulky waste. The re-use village will be a natural stop on the way to the municipal recycling plant. The village will also contain workshops for bicycles, textiles, appliances and furniture. Items will be repaired, renovated or re-designed and then sold in one of the stores in the area. Much focus will be given on re-make design and the area will also contain the re-make museum, the restaurant and the conference centre focused on sustainability issues, everything built from re-used construction materials.

The re-use village is expected to contribute to the Växjö's goals in several ways. First, it will reduce the amount of bulky waste in the municipal recycling plant and extend the capacity. It will also



Växjö Re-use village will become a meeting place for different actors in the region working for a circular economy in a wider sense.

preserve the environment by reducing emissions. The village will offer work and training for persons that otherwise would have difficulties to find work on the traditional labour market. It could be recently arrived immigrants, persons with disabilities or young persons that have not got the opportunity to enter the labour market yet.

The idea is that the centre shall become the meeting place and innovation arena for public and civil society actors, academia and companies that wish to work together for resource efficiency and smart circular economy solutions.

The re-make village is being developed in a close cooperation between the municipality and a social enterprise called Macken. Hopefully, this dynamic process will result in a model where the municipality and social enterprises can work together to meet challenges for the society.

MORE

Bo Hjälmeffjord  
[bo.hjalmeffjord@vaxjo.se](mailto:bo.hjalmeffjord@vaxjo.se)

by Danny Weyns

Providing social care to the growing population of elderly people poses one of the major societal challenges for the coming decades. Recently, the city of Växjö has obtained funding from the Kamprad Family Foundation to investigate the possibilities of smart home services to support the care for elderly people living in their own homes. The project called BoConnect involves also the regional hospital, companies that develop and deploy smart home services, and a multi-disciplinary team of researchers from Linnaeus University.

It is widely acknowledged that assistive technologies, such as smart homes equipped with sensors that detect for example when the elderly falls or telecare services for the elderly to interact with caregivers can enhance the independence of the elderly, reduce costs for care, and generate economic growth. But, despite vast efforts, the adoption of these technologies has not taken off. Studies show that most efforts have followed a technology-driven approach resulting in services that are poorly embedded in the social context of everyday living. From an organizational viewpoint, there is a lack of attention for a reliable arrangement of stakeholders (users, municipalities, hospitals, technology providers). In particular, operating models are missing to implement the technologies in the field and guarantee financial sustainability.

The BoConnect project aims to break through these barriers. We take a holistic perspective and put user needs and reliability of smart home services in focus, both from a technological and organi-



Växjö develops a demand-driven platform that provides assistive services to elderly people and care providers.

zational perspective. The project focuses on a target group of elderly that are discharged from hospital and return home. In the city about 100 elderly leave the hospital every week and up to 80% of them require home care. Example services are a robust heart failure follow-up service and an innovative remote rehabilitation service.

The project aims to yield new knowledge on assistive services for the elderly, for the municipality and the hospital. The focus is on how to achieve and assess reliability of the service platform deployed on a large scale, which includes trustworthiness and acceptance of smart home services. Industry partners will gain new know-how on how to realize and deploy reliable assistive services. Finally, the project aims to develop practical operating models to transfer the service platform to the field.

MORE

Danny Weyns  
[danny.weyns@lnu.se](mailto:danny.weyns@lnu.se)



# UBC today

The city of Turku was the centre of Baltic issues in June 2014. The UBC held its 70<sup>th</sup> meeting in conjunction with the 5<sup>th</sup> Annual Forum of the EU Strategy for the Baltic Sea Region and 16<sup>th</sup> Baltic Development Forum Summit. The new Baltic Sea Region Programme, consolidation of the commissions and their reports, as well as the latest activities of the Task Force on youth employment and well-being were discussed.

Matti Mäkelä, chair of the UBC Task Force on youth employment and well-being, reported on the latest developments and plans for the future. At the TF meeting, good practices of the cities were presented as well as challenges which do not have good solutions yet. The reports from the TF meetings will be sent out to the member cities.

Hannes Astok, city of Tartu, presented the BSR Urban Forum for Smart Cities project and concluded that one of the future roles of the UBC is to assist the cities to be smarter.

As for the internal UBC matters, the consolidation of the Commissions was discussed. The task force appointed by the Presidium after the Board meeting in Tampere should prepare its proposal before the autumn Board meeting in Växjö.

President Per Bødker Andersen suggested that the cities and commissions should be asked for additional comments.

Also, the Executive Board was informed about the outcomes of the latest seminars of the Commissions on: Youth Issues, Business and Tourism, Local Safety, Urban Planning in cooperation with Environment and Transportation.

The Board members took part in the 5<sup>th</sup> Annual Forum of the EU Strategy for the Baltic Sea Region.

## UBC Board held its 70<sup>th</sup> meeting in Turku



## Växjö hosted the 71<sup>st</sup> UBC Board Meeting

The 71<sup>st</sup> meeting of UBC Executive Board was held in Växjö on 28-30 October 2014. The major question discussed by the Board was the consolidation of the Commissions.

The UBC General Conference in Mariehamn authorized and obliged the Executive Board to decide on the new Commissions' structure to enter into force on 1 January 2015. Having taken into consideration the GC resolution, Commissions' and

member cities' proposals, and opportunities created for example by the EUSBSR, the Task Force, appointed by the Executive Board, submitted the proposal to create Commissions thematically and operationally. As a result, they will be more relevant, viable and active, attracting more member cities. The improvement of efficiency of newly structured Commissions was strongly emphasized.

The creation of the following Commissions was introduced: Planning Cities - working on integrated planning for sustainable, inclusive, attractive and prospering cities, through peer review exchange; Sustainable cities - dealing with environment, energy, smart urban mobility; Safe cities - concerned with civil protection issues - prevention, preparedness, response, restoration; Youthful cities - engaged in promoting interests of the young; Smart and prospering cities - dealing with business development, employment, co-creation with



researchers/universities, procurement policies, links between education and the labour market, smart citizens and governance, etc.; Cultural cities - working on issues linked to attractiveness, creativity, cultural heritage including maritime heritage, etc.; Inclusive and healthy cities - engaged in smart social and health services and new solutions, social cohesion and inclusiveness, diversity, equality, healthy habits including sport, etc.

The Board approved the TF proposal. The member cities will be asked to nominate a representative to each Commission they are going to participate during the period 2015-2017. Also their proposals on the possible office holders in the Commissions, as well as possible specific themes to be included in the Commissions' Plans of Action will be invited. Only those Commissions which receive sufficient participation from the Member Cities will be established.

Among other issues discussed in Växjö there were the outcomes of the seminars held by the Commissions in autumn 2014, the follow-up of UBC Statement against trafficking of women and children, preparations to the XIII General Conference in Gdynia, development of UBC communication and marketing.

The next UBC Executive Board meeting is to be held in Kemi on 25-27 February 2015.



## The Youth in Focus

The UBC General Conference in Mariehamn (1-4 October 2013) decided to set up a Task Force on Youth Employment and Well-being, which shall work until the next UBC General Conference 2015, where it is invited to submit its final report.

Discussions in Mariehamn clearly indicated that UBC Member Cities and their partner organisations possess a vast experience in these issues. Furthermore, it proved they are interested to work together to seek practical and effective solutions to tackle youth unemployment and marginalization.

The work of the Task Force is based on the Action Programme created by the experts of ten Finnish cities last year. The first meeting of the Task Force was held in Tampere on 17 March 2014. After a long and fruitful discussions and workshops the participants from ten cities around the Baltic Sea decided that all the UBC cities involved in the Task Force would provide an overview on challenges, good practices and innovations/new ideas in their cities/regions on following themes:

- guidance and support
- flexible educational paths
- cooperation between different actors
- participation
- taking special groups into account
- other services that prevent social exclusion

UBC Task Force on Youth Employment and Well-being continued its work in Turku on June 2014 and in Karlskrona on October 2014. As a result of these two meetings an interim report of the Task Force was published. It is divided in three sections: statistics from differ-



ent countries and cities, where are we now?, where will we be tomorrow?, where the magic happens (true success stories).

The report shows that in most UBC countries youth unemployment rates have raised during the last two years due to the problems in European and global economy. However, the report also shows that there are, after all, many reasons for optimism, for instance, multivocational co-operation, guidance and support and many other services are extremely functional in many UBC cities. These practices are vital in supporting the well-being of youngsters and ensuring the availability of the future's work force when the economy finally turns to better.

In their joint efforts the members of the Task Force decided to concentrate on the following questions during the next year:

- ▶ How to motivate youngsters?
- ▶ How to promote social entrepreneurship and social economics?
- ▶ How to recognize and validate skills of the youngsters?
- ▶ Support and guidance of immigrant youngsters
- ▶ How can we use new technology more efficiently in guidance, support and education?
- ▶ Steps from ill-being to well-being and employment
- ▶ How we help the system to become more diversity-friendly?

18 experts representing 12 UBC member cities contributed to the work of the Task Force during 2014.

MORE

Matti Mäkelä  
[matti.makela@turku.fi](mailto:matti.makela@turku.fi)

### Commission on Business & Tourism and the University of Rostock cooperation

## Generation BALT

*The strategic cooperation between business, academia and our cities will be crucial for our ability to compete in the upcoming age of knowledge - says Per Bødker Andersen, President of the UBC. The UBC – as the biggest city network in northern Europe is a desired partner for expertise in such cooperation projects.*

The cooperation treaty is based on the EU funded project Generation Balt, which aims to link maritime education with the changing job market for a new generation of Baltic Sea experts. It was signed in September 2014 between Prof. Dr. Gerhard Graf, Head of Department Maritime Systems, the University of Rostock and Wolfgang Schmidt, Chairman of the UBC Business & Tourism Commission.

The Letter of Intent aims to improve higher maritime education and to strengthen the co-operation between academia and the maritime sector.

In detail it reads:

RECOGNIZING the importance of the maritime sector for the Baltic Sea Region economy,

FULLY AWARE of the need to balance blue growth, resource efficiency and the protection of the marine environment,

HAVING EXAMINED the need to strengthen higher maritime education,

HAVING FURTHER EXAMINED the need to improve match-making between university graduates and potential employees within the maritime sector,

REFERRING to the results and experiences gained in the Generation BALT project,

RECOGNIZING the need to establish a distinctive panel or network pooling information on the development of higher maritime education in the South Baltic Region and adjoining regions,

The signees of this document intend to:

Identify possibilities to promote and strengthen co-operation between academia and the Maritime Sector regarding the development of higher maritime education,

Exchange experiences and best practices aiming at the further development of maritime related study programmes,

Intend to mutually inform the other parties about new developments regarding higher maritime education, conferences, future projects and other matters related to higher maritime education.

The parties agree to minimize data traffic by only exchanging information relevant to the issues Blue Growth, Maritime Economy in relation to training and education.

MORE

<http://www.generationbalt.eu/potential/>



## Baltic Sailing Camp

The City of Kiel, Germany, is home of the world's largest sailing event Kieler Woche and the Camp 24/7. Run by Kiel Marketing since 2002 the unique Camp 24/7 gave more than 70.000 participants an opportunity to get familiar with sailing in over 30 different courses. The sailing camp is an ideal platform to show children, adolescents and families the proper handling of the ocean while leading them to water sports. An extensive, free-of-charge land programme rounds up this genuine Baltic Sea project.

Based on this professional experience, the Union of the Baltic Cities Business & Tourism Commission and Kiel Marketing at the kick-off meeting in September 2014 in Kiel set up the UBC – Kiel Sailing Network project. Its aim is to raise the potential of the connection of water sports, location marketing, tourist attraction and investment promotion.

The project is composed of the following modules:

- ▶ Get the Camp 24/7 for a week in your city
- ▶ Young sailors exchange program
- ▶ Seminars on the connection of water sports and marketing
- ▶ Implementation of a Baltic Sea Regatta

Starting from 2015 the Commission would like to send a spin-off sailing camp on tour to present the concept in different cities – always in collaboration with the local authorities and associations. The sailing camp would stay in each city for one week, inviting local schools to participate in the programme.

To kick-off a closer cooperation between the participating cities, a youth exchange programme based on the concept of the sailing project Camp 24/7 is planned.

In 2015 the UBC Business & Tourism Commission in cooperation with Kiel Marketing and the hosting city will run 2 to 3 seminars on connecting water sports for location marketing, tourist attraction and investment promotion. Participants will get the chance to present their cases. The exchange and the development of similar projects in UBC member cities will be possible.



Kieler Woche

Photo: Oliver Franke

The project funding for each stopover can be generated by involving local partners from the public or private sectors.

As a follow-up, the sailing regatta between the participating cities could be organized to show close bonds between the partners. Starting from Kiel, the yachts will sail from a participating city to another city. For the spectators, it will be possible to follow the race via live tracking system and join the teams at each stopover.

In November 2014, a meeting in Aarhus International Sailing Centre (Denmark) is planned to discuss the implementation of the project with interested cities.

In the long term, the cooperation could lead to a common EU project with the purpose of developing a toolbox about how to use water sports for location marketing, tourist attraction and investment promotion.

MORE

Wolfgang Schmidt  
[wolfgang.schmidt@kiel.de](mailto:wolfgang.schmidt@kiel.de)

## BSR Stars Cluster Conference

The UBC Business & Tourism Commission acts as an official partner of the 2<sup>nd</sup> BSR Stars Cluster to Cluster Conference held in Berlin, on 18-19 September.

*The aim of the UBC Business & Tourism Commission is to provide a platform for policy development in the fields of economic recovery, long term economic development and employment. The international Cluster Conference in Berlin is a perfect place to achieve our goals and to promote the UBC - says Wolfgang Schmidt, Chairman of the UBC Business & Tourism Commission. We are proud to be an official partner of this event.*

Over 150 clusters not only from the Baltic Sea Region, but also from several other European countries have registered to the fully booked 2<sup>nd</sup> BSR Cluster-to-Cluster Conference. The conference is a unique chance to network and to meet with potential cooperation partners in the prominent premises of the German Ministry for Economy. The event provides the opportunity to meet with potential cooperation partners and offers speeches on internationalisation of clusters by top keynote speakers such as Dr. Gerd Meier zu Köcker, Director, Go Cluster, Director, VDI/VDE Innovation + Technik

GmbH and Dr. Christian Ketels, Professor, Harvard Business School. BSR Stars cluster-to-cluster conference is dedicated to matching clusters and SME networks with each other, and support them in finding relevant funding for international activities. This two-day event gives both insight into funding schemes for clusters such as BSR Innovation Express and H2020 and a unique opportunity to establish international collaboration with other clusters. In 2014, the event presents an increased focus on the opportunities for clusters in Horizon 2020 and takes place in Berlin in order to represent broader collaboration possibilities. Besides excellent matchmaking opportunities the event also offers an interesting but light conference programme. The insight into the new BSR Innovation Express call, offering funding opportunities dedicated to clusters. An overview of different possibilities for funding to develop or enhance international cluster cooperation activities. Opportunity to form or develop a Horizon 2020 consortium and other European projects.

MORE

<http://www.ubc.net/plik,6859.html>



## URBAN STREAMS

Bringing together experts from the whole region, the joint seminar of the Commissions on Urban planning and on Environment "Urban Streams" was held in Riga, Latvia on 14 - 17 September.

*The UBC Commission meetings have been efficient for the cities when it comes to a cost effective learning and exchange of expertise process. The international cooperation usually brings in new solutions and also increases the possibility to benchmark and evaluate the work done - says Björn Grönholm, Head of Secretariat, UBC Commission on Environment.*

The theme of the seminar was water as an important resource for the urban environment, looking at its recreational, aesthetic and ecological potential in the city. The participants had the possibility to hear lectures on climate change, tools for storm water management and to get acquainted with best practices regarding different aspects of city-water relationship from Riga, Malmö and London.

The participants were given the possibility to acquire hands-on experience and offer solutions for three different areas in Riga: Kileveina channel, Zunda channel and Islands. Each of the territories posed different challenges regarding their scale and location in the city. The islands – Lucavsala and Zākusala are very valuable resource located just 1,5 km away from the city centre. Because of high flood risk there have always been very limited possibilities of building on them. Yet now the Riga City Council has made a decision to sell the land for development.

The teams explored project sites by feet, by bikes or by boats trying to find *genius loci* of place and during a one day workshop, creating visions for the future development of these areas. The ideas included both practical proposals, for example a need to clear the water, develop public spaces along the waterfront and diversify functions located on the banks of streams, as well as a need to make strategic decisions – to sell or not to sell the land. The ideas elaborated by the participants were presented to the authorities of the City De-

*A field trip to Kileveina channel. This small scale water stream is heavily polluted by industries that for century have been growing on its banks.*



velopment Department.

*Throughout the year the Commission on Urban Planning co-operated with more than 25 cities around the Baltic Sea and several other Commissions making these kinds of seminars. We bring people together, learn from each other, develop new ideas on current issues in the host city and present them to the local politicians, the city administration, the press and citizens. It is a great way of working together and it brings our cities closer across the Baltic Sea - says Niels-Peter Mohr, Head of Comprehensive Planning in Aarhus and Head of the Commission on Urban Planning.*

How much of the ideas will become a reality?

*Right now a new territorial plan for Riga is being developed, therefore the ideas received from our UBC colleagues will be discussed and integrated into this document. After that we can think about separate projects that will address problems related to each of the territory - claims Dzintars Balodis, Head of Riga City Council City Development Department.*

MORE

Lauma Lidaka  
lauma.lidaka@riga.lv

### Commission on Health and Social Affairs

## People with Disabilities in XXI Century

"People with disabilities in the era of the twenty-first century" Conference of UBC Commission on Health and Social Affairs took place on 22-23 September 2014 in Elbląg. The participants from Poland, Denmark, Estonia and Latvia discussed the question of the social inclusion of the disabled.

*Welcome to Elbląg. We hope the meeting will result in exchange of experiences and ideas to make the social environment of the disabled more friendly and without limits - said Jerzy Wilk, Mayor of Elbląg, when opening the meeting.*

During the first day of the conference, the vocational rehabilitation of people with disabilities and the activities against the social exclusion undertaken in the cities were on the agenda.

The local organizations presented their achievements. The Disabled Experts Reference Group of Elbląg, represented by Krzysztof



*From the left: Jerzy Wilk, Mayor of Elbląg, Marek Pruszek, Deputy Mayor of Elbląg, Paweł Galiński, Chairman of the Commission, Paweł Żaboklicki, UBC Secretary General, Monika Kurpanik, Social Department of the City of Elbląg.*

Grablewski, highlighted the projects aiming at the disabled employment. Anna Domańska, Head of the Special Education Centre no. 2, introduced the activity of this institution that takes the professional care of the children and teenagers.

Also, the Integration Sports Club ATTACK, which organized the World ParaVolley Championship, and other organizations working for the disabled presented their activities.

The first day ended with the "Hipnoza" Dance Group of Disabled performance.

The study tour to the Therapy Workshops in Elbląg was held on the second day. The participants were acquainted with the possibilities the disabled are offered, e.g. the workshops on tailoring, floristics, make-up, eco-recycling, etc.

Last, but not least, the future plans of the Commission were discussed.

MORE

Monika Kurpanik  
monika.kurpanik@umelblag.pl



# Non-formal learning - a tool to reduce social exclusion

30 young people and civil servants gathered in Riga to shed light on issues such as non-formal learning and social exclusion. 13 UBC cities (Falun, Gdynia, Guldborgsund, Gävle, Jögeva, Karlstad, Klaipėda, Kolding, Kristiansand, Liepāja, Riga, Tallinn, Turku) took part in the meeting.

A short introduction into the culture of Latvia was a great kickoff of the Commission's meeting.

Hasan Habib, Chair of the COYI and Dmitrijs Zverevs, Head of the Youth Division at the Department of Education, Culture and Sports of the Riga City Council, opened the meeting.

On the second day, numerous discussions and presentations by representatives from UBC CoYI member cities were on agenda. Participants could hear about different challenges faced in different countries regarding the youth. How young people are out

of institutional support? How do they face the lack of income, knowledge, skills, opportunities and motivation? It was also discussed that for all stakeholders in the society "motivation" is the most important thing to change. There is a need to work together on the local and international levels to gain wider influence.



On the last day of the meeting the participants worked on the next youth Conference which will be held in Gdynia in 2015 alongside with UBC's General Conference. The COIY formed a working group to plan and execute the work on the conference. A fieldtrip was organized to the youth centre, and a NGO working towards inclusion.

## Commission on Transportation

# Towards Sustainable Urban Mobility Planning

On 23-24 October Gdynia hosted the UBC and City of Gdynia Joint Conference entitled "Baltic Sea Region advancing towards Sustainable Urban Mobility Planning" organised within CIVITAS DYN@MO European project.

The conference was organised with a view to supporting cities, focusing on the Baltic Sea Region in their efforts to elaborate the SUMP.



68 representatives of European cities and institutions took part in the conference.

The event gathered 25 international speakers from six European countries, experts in the field of mobility planning, who shared their knowledge on SUMP development.

On the first day, 16 speakers delivered 14 presentations divided into three main themes: *SUMP as a complex approach to*

*mobility planning* where subjects of transition of transport plan into SUMP, mobility management, including of freight into plan and SUMP evaluation were risen; *SUMP ripple effect across borders - experiences and future funding* focused on effective measure implementation, followed by the discussion panel where good practices were presented; *Local scale mobility planning - City of Gdynia case study*, where the host city presented its experiences in implementing Transport Plan and its further ongoing development into proper SUMP.

The second day of the conference focused on competence building and methodologies supporting the SUMP development process. The panel on *Competence building regarding SUMP in Europe*, covering subjects of the Baltic Sea Region and South-Eastern Europe Compe-

**MORE** [UBC Commission on Youth Issues  
youthinfo.ubc@turku.fi](mailto:youthinfo.ubc@turku.fi)

## Youth and Entrepreneurship Training

UBC Commission on Education invites to the seminar entitled "Youth and entrepreneurship training", which will be held on 27 November 2014 in Hiiumaa in the framework of the Baltic Island Network B7 Annual Conference.

The seminar programme includes the presentation of Edvard Johansson, Principal of the Åland University, "Education on tourism and hospitality in islands: possibilities for cooperation", and of Matti Mäkela on the UBC trends for the future of youth.

The registration is open at:

<http://www.b7.org/index.php/2-uncategorised/205-registration-form-to-the-b7-25-th-annual-conference>.

tence Centres on SUMP, was followed by interactive session during which participants talked about weaknesses and strengths of mobility planning in their cities and discussed the possibility for improvement of competence building on the local level. After the panel on tools and methodologies - *Support in SUMP process from EU projects and initiatives*, the workshop on methodology for self-assessment in SUMP process started. Also, the workshop on micro SUMP - case study on Gdynia Główna railway hub area, which is being developed within ENTER.HUB project, was held.

**MORE** [ubctransport@gdynia.pl](mailto:ubctransport@gdynia.pl)





# NEWS

## from Member Cities

### Elmos to Promote Pedicles in Växjö

Växjö has participated in the Elmos project, an INTERREG/South Baltic project promoting electric vehicles in small cities in Europe.

In this project Växjö chose to work with electric bicycles/pedelecs. The initial idea was to build an automatic rental station for pedelecs next to the train station to improve commuting.

During a study trip to Offenbach in 2012 (Offenbach is almost twice as big as Växjö, with 120,000 inhabitants), the project team visited one centrally located rental station with 15 pedelecs. They learnt that during 8 months the project had only succeeded to attract 150 registered users, who altogether had rented the pedelecs about 350 times. According to the project manager, many users decided to buy their own pedelec. The figures showed that each pedelec was rented only 3 times each month during the first year.

This confirmed that the initial project idea for the Elmos project would not be feasible in Växjö, which is a smaller city than Offenbach. That is why it was decided to change the project approach to lend the bikes to the public, instead of renting them out at the station. The new strategy was to buy 30 pedelecs and hire them free of charge for three to four weeks to individuals working at private companies and public institutions, including the municipality, national government agencies and the County Council. During the 4



week-lending period commuters also were offered a public transport travel card for free. The aim was to facilitate commuting for those living more than 10 km from work to encourage them to combine public transport with the usage of the pedelecs. Furthermore, a bicycle garage equipped with charging facilities for pedelecs, lockers and a compressor pump for bicycle tires was built.

Another important part of the project has been to draft an e-Mobility Strategy. This important document will be included in the new sustainable transport plan being developed in Växjö.

The project has been very successful as there was enormous interest to try out the pedelecs. Some 450 persons were offered to borrow the bikes and each of them hire the bikes to 6 or 7 others. That means around 3500 citizens have tried out the pedelecs. A particularly positive outcome is that some 10% of those who participated in the project decided to buy their own pedelec. At the beginning there were few pedelecs, but now, 2 years later, the electric bikes are widely seen in the city.

MORE

[Mats Persson](mailto:mats.persson@vaxjo.se)  
[mats.persson@vaxjo.se](mailto:mats.persson@vaxjo.se)

### Šiauliai Days



As usual, the city festivity started with the gorgeous procession of citizens.

On 11-13 September Šiauliai celebrated 778<sup>th</sup> anniversary. The citizens and the city guests could enjoy numerous events of the birthday festivity. The twinning cities of Šiauliai: Etten-Leur (the Netherlands) and Jelgava (Latvia) joined the event. The Dutch friends presented an extraordinary gift to Šiauliai – a colorful and amazing dance group "In10ce" performing on different stages of the city.

On the first day - the Children and Youth Day - all city educational institutions dedicated their events to the city birthday. The traditional show "Alive History Remembering K. Donelaitis: Šiauliai in the 18<sup>th</sup> Century" ended the day.

The Mayor Justinas Sartauskas presented the city achievements and invited all citizens to build up the future of the City of the Sun.

The citizens and visitors could enjoy the concert of brass bands from the largest Lithuanian cities and the brass band of the Lithuanian Armed Forces dedicated to the 10<sup>th</sup> year anniversary of Lithuania's NATO membership. The evening concert of the symphonic music at the lake Talkša was accompanied by the impressive laser and fireworks show.

MORE

[Audrone Jaugelaviciene](mailto:a.jaugelaviciene@siauliai.lt)  
[a.jaugelaviciene@siauliai.lt](mailto:a.jaugelaviciene@siauliai.lt)



## Scandinavian Days in Szczecin

On 4-6 April 2014 the first Scandinavian Days, organized by the City of Szczecin, took place. The initiative came from the need to refresh and strengthen existing partnerships (Swedish Malmö and Danish Esbjerg are twin cities of Szczecin), the extension of the platform for economic cooperation with Nordic companies and the willingness to present of the countries and their cultures.

Scandinavian Days were held in the framework of four modules: the economy, education, culture and sports, and included a number of events, such as business conference, educational debate, photographic exhibitions and literary readings, meetings, literary and artistic competitions in schools, concerts, a sporting event "Scandinavian Run" and other.

On this occasion, the Ambassadors of Sweden, Denmark, Finland and Minister Counsellor of the Embassy of Norway, as well as the Mayor of the City of Malmö and vice-mayor of the City of Esbjerg visited Szczecin.

The event has been initiated with the business conference "Scandinavian model of cooperation in Szczecin - the exchange of knowledge and experience." The discussion panels were filled with talks concerning cooperation between the countries located in the Baltic Sea Region, as well as the role they can play in Szczecin relations between Scandinavia and Europe.

*Our common area of interest is the area of the Baltic Sea. Therefore, we will strive to support and develop our cooperation - said the Ambassador of Sweden Staffan Herrström.*



*Scandinavian Days were held in Szczecin, gathering distinguished guests.*

*Szczecin plays a leading role in this work, which is why I wish the city authorities further success in all aspects of this cooperation - said Jari Vilen, Ambassador of Finland.*

*We need to be open to innovation so that we can successfully look to the future - added Steen Hommel Ambassador of Denmark.*

Soon in Szczecin a new field of study will be opened - Scandinavian Studies. With this faculty the city and the region will become more attractive to investors from Scandinavia, because students will know that they can count on the cooperation with people who know their working methods, their way of thinking and acting.

Scandinavian Days was not just for business meetings. The programme was also enriched by a number of accompanying events such as concerts, exhibitions and sporting events.

In the Primary School No. 35, there was a debate during which the participants could learn what the road to success of Finnish education looked like. In the same school, there were also artistic shows prepared by children from Szczecin's schools. Another interesting point of the Scandinavian Days was certainly Silje Nergaard concert, which amassed a large audience. In addition, citizens could learn the Scandinavian culture through exhibitions that have been organized in different parts of the city.

**MORE**

Miriam Lam  
[mlam@um.szczecin.pl](mailto:mlam@um.szczecin.pl)

## History Meets Future



The European Solidarity Centre, which has been opened lately, is a flag project of symbolic value, located in the post-shipyard and post-industrial part of Gdańsk. This new and perspective area for redevelopment, called Young City, covers the area of ca 100 hectares and can change significantly the urban lay out of the Historical Downtown.

The shipyard functioned as Gdańsk Shipyard named after Lenin till 1990's and it was a birthplace of "Solidarity" movement led by Lech Wałęsa in 1980. The economic and political transformation of the late 1980's and the changes in the world's shipyard economy industry caused the shipyard bankruptcy and gave the opportunity for urban changes. Most of the area indicates the features characteris-

tic for post-industrial cultural landscape. The Solidarity Square with the Monument of the Fallen Shipyard Workers, the historic Shipyard Gate and the Hall where the August Agreements were signed in 1980 are the most significant spots of the area. The planned "Road to Freedom" and waterfront boulevard in the Young City will become a part of the city centre ring for pedestrians. It will connect physically and mentally the historical and revitalised – modern part of the Downtown. A modern commercial centre, with very highlighted waterfront on the Motława and Martwa Wisła rivers could become an important element of the city development on a regional scale.

The European Solidarity Centre will serve as a co-operation and integration forum, sharing the heritage of solidarity and its advocacy for justice, democracy and human rights. It has two main tasks: retrospective and perspective. A retrospective task will be gain by creating a modern, interactive museum demonstrating how the events in the Gdańsk shipyard initiated the fall of communism in Central and Eastern Europe. A perspective goal is to hand down the heritage, ideas and notion of solidarity for future generation, stressing its universal value. It will be a place for public participation, open democratic discussion, NGO's activity, along with and cultural and artistic events. ECS incorporates conference rooms, "Roads to Freedom" exhibition, library, archive, bookshop, restaurant and a large number of educational activities. The internal public space designed as a winter garden gives mystic and unforgotten flavour to this place. The rotten steel facade resembles the spirit of former shipyard.

**MORE**

Maria Magdalena Koprowska  
[brg@brg.gda.pl](mailto:brg@brg.gda.pl)



## United by a Single Audio Tour

Border cities Narva (Estonia) and Ivangorod (Russia) are worldwide famous for their fortifications, which include Narva castle and bastions on Estonian side and Ivangorod fortress on Russian side. The fortifications, which used to symbolize opposition of the west and the east and were once hostile, are situated on the opposite sides of the Narva River only at the flight of an arrow's distance between them.

An international project directed to increase access to Narva and Ivangorod fortification ensemble was realized in 2011 - 2014. The project named "EstRusFortTour-2" included improvement of access roads infrastructure to the fortresses and development of common audio tours, which talk about the history and the present days of the fortifications and also comprise numerous legends of the border cities.

In total three different audio tours in three languages have been developed and recorded: Estonian, Russian and English, with the total duration of 6 hours in each language. Thus, a long and short versions of the general tour around Narva and Ivangorod fortifications, as well as thematic tours, telling the legends are now available. Visitors can rent the audio guide either in the Narva castle or Narva Visitor Centre, or in Ivangorod fortress on the Russian side.



*If you happen to find yourself in Narva or Ivangorod, don't miss the chance to get closer to the history of the greatest architectural monuments and touch the secrets kept inside the mighty walls of the XIII century Narva castle, the XVII century bastions, and the XV century Ivangorod fortress.*

In the framework of the project there were purchased 55 devices and 40 more had already been purchased earlier. As a result, nearly two bus-loads of tourists can enjoy audio tour simultaneously on both sides of the Narva River.

More and more tourists nowadays prefer travelling individually, using their electronic devices as a guide to discover new places. Border cities Narva and Ivangorod are following the demands of the time and doing their best to offer the cities' visitors the most comfortable and accessible way for discovering the area.

Each tourist can upload any version of the audio tour into their own electronic device for free. The link for uploading tours is on the project web-site: [www.forttour.net](http://www.forttour.net) in the section AUDIO TOUR ([www.forttour.net/audiotour/index\\_eng.html](http://www.forttour.net/audiotour/index_eng.html)).

The traditional guides' service has been made more efficient and further unites the two countries by telling a single story of the two cities.

**MORE**

[Olga Tcheryomushkina](mailto:olga.tserjomuskina@narva.ee)  
[olga.tserjomuskina@narva.ee](mailto:olga.tserjomuskina@narva.ee)

## Legendary Gargždai Cinema "Minija" Opens its Doors

This fall Gargždai City Cinema "Minija" will open its doors completely modernized. It can be proudly stated, that it is one of a few unique municipal cinemas in Lithuania. The building faced its half-century anniversary last year. Over fifty years the main activity of the Cinema "Minija" remained the same – to carry out cultural activities, promote culture to residents and visitors by displaying movies.

After modernization of the cinema its hall is equipped with amphitheatre stage and auxiliary facilities, there are planned premises for small museum of cinema mechanisms and place for cozy cafeteria. The hall is suitable for conferences and other cultural events. 2D and 3D films will be shown using the most modern equipment. The cinema's building is decorated with restored original sign "Minija" in order to preserve the history of cinema and combine traditions with modern style.

Currently, the team of the cinema is being formed which will face the challenge to transform "Minija" to an exceptional cultural venue in Klaipėda region and in Lithuania. The aspirations are to attract chamber events of various genres, film festivals, young filmmakers, video artists. Also, the exhibitions and educational programmes are planned to be realised.



**MORE**

[Raimonda Kucinskaite](mailto:raimonda.kucinskaite@klaipedos-r.lt)  
[raimonda.kucinskaite@klaipedos-r.lt](mailto:raimonda.kucinskaite@klaipedos-r.lt)



## Europe Prize 2014 for Słupsk!

One of the most prestigious awards in Europe was presented this year to Słupsk. The Award Ceremony of Europe Prize took place on 6 September 2014.

Słupsk is only the fourth Polish city that received the Prize of Europe. Throughout 60 years of the history of the Prize, only 71 European cities may boast becoming its owner. Europe Prize is awarded since 1955 by the Council of Europe. Cities distinguished in this way contribute substantially to promotion of the idea of a united Europe and to build bridges between nations.

The two-day event on the occasion of receiving the Europe Prize 2014 by Słupsk was an excellent opportunity to present the city to the visitors. On 5 September there were performances of singers and artistic ensembles of Słupsk. Another attraction was the unveiling of another grid with a reproduction of a painting by Stanisław Ignacy Witkiewicz, prepared by the group Witkacy Cacy Cacy.

The evening ended in the Park of Culture and Recreation with an outdoor show spectacle "Kukier", prepared by the Roundabout Theatre.

On 6 September the gala session of the City Council was held during which the history of Słupsk's 16 years efforts to gain the Prize were presented. The City Council unanimously adopted a resolution on the City's accession to the Association of Towns Awarded the Europe Prize.

Then, on the main stage, in front of the City Hall, the Trophy was handed by Axel Fischer, Chairman of the Subcommittee of the Europe Prize of Parliamentary Assembly of the Council of Europe, in the presence of Wojciech Sawicki - Secretary General of the Parliamentary Assembly of the Council of Europe and Janusz Lewandowski - MEP. Maciej Kobyliński, Mayor of Słupsk, on behalf of the citizens received the Trophy.

*The Prize is a culmination of nearly 30 years of work performed by the citizens of Słupsk on the idea of a united Europe. The citizens of our City are engaged in international cooperation, youth eager to partici-*



*pate in the exchanges. The artists of Słupsk and creative environments also contributed to receive this Prize throughout their active cooperation with partners from other countries. I am very pleased to have my personal participation in the efforts to receive the Prize. I am proud that together with Robert Wilson of Carlisle and Olaf Dielewicz of Flensburg we were able to conclude an agreement, which became the foundation of cooperation lasting for more than a quarter of the century. When we signed the agreement we were representing cities from different countries, but also from different worlds - said Maciej Kobyliński, Mayor of Słupsk and a member of the Committee of Regions - In 1986 when we signed the first contract with a partner city from the Western Europe, we fixed our eyes on local democracy and its system solutions. Now we are trying to repay this debt, establishing collaborations, for example with Grodno in Belarus, Archangelsk in Russia or Eupatoria in the Crimea.*

The prestige of the Prize is decided by a very high evaluation criteria used by the Council of Europe. Each candidate must demonstrate consistency of activities on the development of European solidarity. To apply for the Main Prize, a city must obtain the European Diploma, the Flag of Europe and the Plaque of Europe (Słupsk won these Prizes consecutively in 1993, 1994 and 1997). They are evidences of commitment of a city-candidate and its citizens for the promotion of European values and the idea of united Europe.

**MORE**

Iwona Chrapkowska  
[i.chrapkowska@um.slupsk.pl](mailto:i.chrapkowska@um.slupsk.pl)

## Design Meets Business in Kolding



global and inspiring platform to debate, exchange viewpoints and build relationships between researchers and practitioners across the multidisciplinary domains of design and business.

The conference is organised by D2i – Design to innovate, a Danish market-driven cluster for design-driven innovation. The key partners in D2i are Design School Kolding and the University of Southern Denmark.

**MORE**

<http://www.designmeetsbusiness.com/>

Design Meets Business is a two-day international conference held on 3 - 4 December 2014 in Kolding that will showcase and discuss the value of design and how it can benefit business.

The conference provides a unique opportunity for design practitioners, policy-makers, business executives and academics to advance their knowledge about the crossroad between design and business.

The Design Meets Business conference is a



# Marketing - a Magical Key of Success for a Small Town?

One important action from the town's development plan was marketing strategy. In 2013 the process began with the help of the consultant Piret Hallik-Sass from LLC HelPir.

As usual the process included mapping current situation, highlighting the problems followed by visions and goals, selecting the target groups, trends and strategic goals and concluding the ideas for product development. For managing all those topics, three different meetings were held. As a result the action plan for the strategy was developed.

What were the crucial problems? Firstly, there was a need to make a distinctive image of Elva. In the end of 2014, Elva should have distinctive image portfolio within logos, videos, etc.

Another problematic matter was the target group. With this strategy the target groups were defined. A first group is the local families, then the families in the neighbouring city of Tartu and the families in the southern Estonia. Elva is a nice, safe and family friendly town with renovated kindergartens, quality education and loads of interesting activities not just for guests but for locals, too. The second target group is the amateur sportsmen. Health is extremely important and more and more people take care of themselves through sports and recreation. Natural environment of Elva with its hiking trails and sports facilities is historically famous for its good influence on health. The schools are the third target group. With the highly trained tour guides Elva can offer all sorts of educational programmes for schools making it an interesting destination



*In 2020 Elva should be well known as an inland nature resort offering salutary and recreational activities for the families.*

Photo: Keyvo Kroon

for students. The last group is Estonian businesses. The town offers an opportunity for collaboration of small-and medium sized entrepreneurs.

When it comes to the tourists Elva focuses its marketing activities on the Finns, then the Russian tourists (especially from St. Petersburg, Pskov, Moscow) followed by the Latvians and the Germans.

The marketing actions include product development and design, use of social media, visuals (videos, photos etc), special marketing events, brochures, etc.

In conclusion in 2020 Elva should be well known as inland nature resort offering salutary and recreational activities for the families.

**MORE**

[Merili Aasma  
merili.aasma@elva.ee](mailto:merili.aasma@elva.ee)

## "Art Line" Theatre

"Art Line" Theatre in Sillamäe Vanalinna School was established 13 years ago. The name of the theatre which, translated into the Russian language sounds like *art line*, seemed euphonical and beautiful to the stage-director, Irina Grigorjevna Parhomenko.

She has been working creatively and with passion to attract children to the theatre and to bring out their abilities and talents. Sometimes she looked for an actor having a play-script, sometimes the role was found specially for a child. Irina Grigorjevna favourite genre is musical tale.

Previously Irina Grigorjevna wrote the play-scripts by herself, at present she uses the Internet, processing different stories. The choreographer Olga Lebedeva and the accompanist Irina Vasiljevna Active are assistants of stage-director/scriptwriter. The other school staff helps in the preparing of scenery and theatrical props.

The composition of the theatre changes every year. School graduates leave the theatre and they are replaced by others. The con-



*School theatre long awards list contains numerous Grand Prix for the best actors*

stant change of the group is something what a director must take into account in her work. It is the specificity of any school theatre and it causes some difficulties in the work.

*But it seems to me, that the theatre "Art Line" successfully deals with them, says Irina Parhomenko.*

"Art Line" regularly participates in the national festivals, e.g. in the "Goldfish" in Narva where the most prizes were taken. Many times the "Art Line" actors received the Grand Prix. In 2007 and 2008 the prizes collection was especially enriched - the theatre got 14 awards, including Grand Prix for best performance, actors, best play and stage-director. The theatre participated also in the international festivals in St. Petersburg, Moscow, Riga, in the Republic of Belarus. They are especially important for children, because they not only play, but also get new experiences from others.

**MORE**

[Maria Tsetvertnaja  
tsetvertnaja@sillamae.ee](mailto:tsetvertnaja@sillamae.ee)



## FIRST CALL TO KOTKA - FINLAND/UBC 2015 INTERNATIONAL YOUTH CAMP DigiCamp 18-23 JULY 2015

ENJOY ART AND FOREST! CULTURE AND NATURE HAND IN HAND!

Youth Department of the City of Kotka has the good experience in organizing International Youth Camps

- Purpose:** To experience international atmosphere, to get to know Finnish culture, to enjoy the summer  
**Invited:** Young people from UBC-cities (5 youngsters/city, born 1999 - 2001 + 1-2 leaders/youth workers). Max. 100 campers.  
**Place:** Lintukoto, the camp site by a small lake, half an hour drive from the town  
**Costs:** Foreign groups pay only their travel expenses to Finland. We shall apply EU funding from Erasmus +  
**Facilities:** Basic camp circumstances, accommodation in cabins, electricity, Finnish sauna (bonus: 1 night adventure!)  
**Specialty:** All the participants can participate in the Maritime Festival opening Parade among 25 000 other people! More info: [www.meripaivat.com](http://www.meripaivat.com)  
**Contact:** Phone: + 358 40 7790162; Reservations are accepted now to reserve a place for your group!  
**Information:** More information soon. City information: [www.kotka.fi](http://www.kotka.fi)



## New Developments for Visitors

Currently, several projects are carried out in Palanga that are of interest not only to the citizens of the town but also to the inhabitants of other cities that visit the resort. One of them is the reconstruction of the Birutė Park. The implementation of this project involves the works on the infrastructure, plants and ponds of the park. The attention is given to the minor infrastructure of the park as well.



*The Counts Tiškevičiai Palace, the home of the Amber Museum which is famous not only in the country but far beyond its boundaries, undergoes the renovation.*

Another new cultural spot in Palanga, the Palangos Kurhauzas, has been restored and opened to the visitors. The brick part of the building was rebuilt and the authentic Kurhauzas' mouldings were restored, oak parquet flooring installed and the walls decorated with the

wallpaper identical to that which used to decorate the Kurhauzas at the time of the Counts Tiškevičiai. The Great Hall of the Palangos Kurhauzas was adorned with the chandelier from the end of 18<sup>th</sup> century. Today, the hall of the Kurhauzas hosts cultural events. Another piece of good news for the lovers of culture is the intensively ongoing reconstruction of the resort's Summer Concert Hall. After the reconstruction, the Hall building will take the round form with the space of about 4 thousand square meters. The concert

hall will be equipped with an amphitheatre holding 2500 seats arranged in a semi-circle around the stage. During the reconstruction of the building, a special attention is paid to the acoustics of the Hall. The space of the Hall will have a unique lighting with the light accessing the building through the upper skylight and the windows "cut into" the facade.

A new multi-purpose sports complex, which can simultaneously accommodate trainings of several different kinds of sports, was opened half a year ago in Palanga. The renovation works of the adjacent stadium are also actively performed. After the implementation of the project, the athletics tracks of the stadium will meet the international standards ensuring the possibility to hold high-level national and international competitions.

A camping site which meets the European standards is under construction in Nemirseta town. The location is close to the sea and surrounded by pine trees. Once the entire project is implemented, the campsite will welcome the holidaymakers coming by campers, as well as those who wish to stay in tents or stationary holiday houses. The guests will be offered all the necessary facilities.

The construction of the new Palanga bus station complex is close to completion, too. The new object: a modern bus station and a shopping centre will open the doors to the visitors at the end of this year. The complex will be outstanding among the buildings of this type in other cities not only because of its shape, which is specially adjusted to the coastal nature, but also because of the unusual lighting of the facade "pulsing" in a variety of colours.

**MORE**

Jurgita Vanagė  
[jurgita.vanage@palanga.lt](mailto:jurgita.vanage@palanga.lt)

## CITIES - MEMBERS OF THE UBC EXECUTIVE BOARD



Turku hosted the 70<sup>th</sup> meeting of the UBC Executive Board



71<sup>th</sup> Executive Board meeting, Växjö, 29 October 2014

### PRESIDENT OF THE UNION OF THE BALTIC CITIES

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

### VICE-PRESIDENTS OF THE UNION OF THE BALTIC CITIES

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

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

Taavi Aas  
City Hall, Vabaduse Sq. 7  
EE-15199 Tallinn, Estonia  
Tel. +372 6404108  
taavi.aas@tallinnlv.ee

### SECRETARIAT OF THE UNION OF THE BALTIC CITIES

Wąły Jagiellońskie 1  
PL-80853 Gdańsk, Poland  
Tel. +48 58 3010917  
+48 58 3019123  
Fax +48 58 3017637  
info@ubc.net  
www.ubc.net  
www.facebook.com/unionofthebalticcities

#### Elva

City Hall  
Kesk 32  
EE-61507 Elva, Estonia  
Contact: Merili Aasma  
Tel. +372 733 0132  
merili.aasma@elva.ee

#### Gdańsk

City Hall  
Nowe Ogrody 8/12  
PL-80803 Gdańsk, Poland  
Contact: Piotr Grzelak  
Tel. +48 695890295  
piotr.grzelak@radny.gdansk.pl

#### Jyväskylä

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

#### Kristiansand

City Hall  
Radhusgata 20  
N-4604 Kristiansand, Norway  
Contact: Lukas Wedemeyer  
Tel. +47 38 243023  
lukas.wedemeyer@kristiansand.kommune.no

#### Liepāja

City Hall  
Rožu iela 6  
LV-3400 Liepāja, Latvia  
Contact: Natalja Vecvagare  
Tel. + 371 63404789  
natalja.vecvagare@dome.liepaja.lv

#### Næstved

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

#### Šiauliai

City Hall  
Vasario 16-osios 62  
LT-76295 Šiauliai, Lithuania  
Contact: Audrone Jaugelaviciene  
Tel. + 370 41 596303  
a.jaugelaviciene@siauliai.lt

#### Rostock

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

#### St. Petersburg

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

#### Växjö

City Hall  
Box 1222  
S-351 12 Växjö, Sweden  
Contact: Per Schöldberg  
Tel. +46 470 41352  
per.scholdberg@vaxjo.se



Union of the Baltic Cities (UBC) is a network of 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 the following Commissions on: Business and Tourism, Culture, Education, Energy, Environment, Gender Equality, Health and Social Affairs, Local Safety, Sport, 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.