



Kolding, 19 November 2014

**To the Mayors of
UBC Member Cities**

**INVITATION TO NOMINATE YOUR CITY REPRESENTATIVE(S) TO NEW
UBC COMMISSIONS AND TO UBC COMMUNICATIONS NETWORK**

Esteemed Mayors, dear colleagues!

Our organisation, the Union of the Baltic Cities, took a major step in its development when the Executive Board (Växjö, 29 October 2014) unanimously approved the new Commission structure, which will be effective from 1 January 2015 onwards.

Thus, the Executive Board implemented the obligation by the Mariehamn General Conference and we concluded a long and thorough process, aiming at making the UBC even stronger to serve and promote the interests of its Member Cities.

In the future, the UBC shall consist of the following seven Commissions (for more details, see the attached proposal by the UBC Task Force):

- Planning Cities
- Sustainable Cities
- Safe Cities
- Youthful Cities
- Smart and prospering Cities
- Cultural Cities
- Inclusive and healthy Cities

In addition, the Board decided to discuss and decide at its next meeting on how to promote gender equality goals best.

The UBC Board also decided on concrete measures to implement the UBC Communications and Marketing Strategy, as proposed by the new Communication Manager Ms Irene Pendolin (irene.pendolin@turku.fi / irene.pendolin@ubc.net).

The Commissions have been, and continue to be, crucial backbone of the UBC structure. Therefore, active participation by the Member City representatives and experts in their work

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is essential. Or, to say it in other words, UBC should establish only Commissions in which Member Cities are interested in participating.

Accordingly, the Board advised that in the future, only Commissions which preferably include at least 5–7 cities from three or more member countries should be supported.

Likewise, the UBC communication can only be made more effective by active cooperation by the communication experts of the UBC Member Cities and Commissions.

INVITATION TO NOMINATE YOUR REPRESENTATIVES

Therefore, I invite all Member Cities to nominate at least one representative (with an alternative representative) who will serve as your nominated member in the selected new UBC Commissions for the period of 2015–2017. Please submit her/his name and contact address (see attachment), preferably by 15 January 2015 to the Secretariat in Gdańsk.

Also, please send to the Secretariat the name of **your communication expert**, who could participate in the development of UBC communication, especially by using the opportunities offered by the internet and social media more effectively.

The future strength of UBC depends crucially on Member City participation and actions by the Commissions. Therefore, I would very much appreciate your prompt and timely response in nominating your representatives.

In case you need further information, please do not hesitate to contact us!

Yours sincerely,

Per Bødker Andersen
President, UBC