

**A call for stories:**

## **BUILDING UP THE NEW UBC**

### **Evaluating our achievements and looking into the future**

**UBC General Conference will be held on 27–30 October 2015 in Gdynia. It will focus on UBC's future themes and actions. What does your City see as major issues that UBC should emphasize and focus on in the coming years?**

One of the goals of the UBC Strategy 2010-2015 has been to energize and to streamline the UBC work and to optimise the use of resources, in other words, to offer more “value for money” to our Member Cities.

Restructuring of the UBC Commissions has been one of the most important developments. Member Cities have welcomed this change by signing up for the new Commissions – each of them has some 25 or more members. As a result, they will be more targeted, active and efficient, attracting more Member Cities and meeting their interests better.

Instead of twelve, we have now seven Commissions: Cultural Cities, Inclusive and Healthy Cities, Planning Cities, Safe Cities, Smart and Prospering Cities, Sustainable Cities and Youthful Cities.

At the same time, UBC is developing its internal and external communications activities to inform better what we do and who we are. This edition of the Bulletin will be entitled:

## **BUILDING UP THE NEW UBC**

### **Evaluating our achievements and looking into the future**

UBC is undergoing profound changes, including the recent process of consolidating the Commissions and improving the UBC communications. The Editorial Board would like to invite the cities to share their views on UBC's achievements and changes made so far: How does your City see these changes and what is still needed to be done? What does your City see as major issues that UBC should emphasize and focus on?

- What do you see as UBC's major achievements?
- What should be UBC's priorities in the forthcoming years?
- Which themes should UBC as well as the new Commissions focus on?
- How should UBC make itself and its achievements better known in the Baltic Sea Region, European Union, as well as overseas?
- What is of special interest to your city? What are the main reasons for your City, being the UBC member? Which Commissions are you active in?
- What could be the role of the UBC, the Member Cities and Commissions in the implementation of the European Strategy for the Baltic Sea Region (EUSBSR)?
- Any ideas on projects and on ways of funding them would be very welcome!



Gdańsk, 12 March 2015

The Bulletin will present the UBC renewal process during the last few years. The launch of new Commissions is a part of it. This also gives an opportunity to evaluate the achievements and to list the coming priorities and challenges.

Also, the Editorial Board plans to interview the Mayors and other representatives from our cities and Commissions to present their opinions on further development of the UBC.

As usual, apart from the main theme, we are looking forward to receiving stories on interesting events and daily news from our member cities. Those articles are published in the chapter "News from Member Cities".

Looking forward to your reply,

Paweł Żaboklicki  
UBC Secretary General



Gdańsk, 12 March 2015

***Please follow these guidelines when submitting your story:***

- Deliver the story by e-mail to: [anna.dargiewicz@ubc.net](mailto:anna.dargiewicz@ubc.net) in MS WORD format. Please remember to kill the viruses before sending it. Please expect confirmation of reception. Lack of confirmation means that the message is not delivered.
- Each member city may submit two articles - one related to the cover theme and one to the chapter "News from Member Cities". All stories shall be sent in English.
- Each article may have max 400 words, no more than 1 page A4, font TimesNewRoman 12pt. The editorial board sometimes needs to shorten the stories in order to include more stories into the Bulletin. It is also important to include the author's name and contact details for any follow-up questions related to the story.
- Please make all efforts to include a smashing photo or a digital picture to illustrate the article (JPG format, min. 300 ppi, one e-mail - one picture, the file should not exceed 3 MB). Remember to send us also the coat of arms of your city, if you have not sent it earlier.
- The deadline for stories to the Bulletin is **10 April 2015**. Please respect this timetable as we are unable to print out stories received after this deadline.

If you have interesting issues to report, please do not hesitate to send them. The bulletin is distributed in around 4000 copies all around the Baltic Sea Region to over 200 Baltic cities and numerous key organizations and institutions, including the EU.