



Kolding, 11 March 2015

To:  
Mayors of UBC Member Cities  
UBC contact persons  
Nominated members of UBC Commissions

Esteemed Mayors, dear colleagues!

The recent UBC Executive Board meeting in Kemi (25–27 February 2015) was very proud to take note that our Member Cities had responded very actively to the founding of new Commissions. Each of the seven Commissions has well over 20 or more members, which gives them an excellent start (list of Commission member cities is attached).

I see this also as your active endorsement for the renewal process of UBC. Its goal is to make UBC serve even better the interests of our Member Cities and our citizens, as well as to ensure that our voice is heard and interests taken into account in European decision-making.

Now, we have to ensure that the process of building strong Commissions – and strong UBC – will continue.

However, before going into detail in this, I would like to remind those Member Cities that have not yet informed about their intention to participate in Commissions to do so at your earliest convenience by informing the Secretariat about the name and contact details of your representatives. List of Member Cities still to respond is attached to this letter.

The same applies to the UBC Communications Network – we look forward to completing this list, too, to ensure effective implementation of the UBC Communications and Marketing Strategy, which will be discussed in the UBC Communications Seminar (Turku, 15–16 April, 2015).

The Kemi Executive Board meeting urges now all new seven UBC Commissions to concentrate on the following:

### Organizing the Commissions

- The Executive Board nominated one Member City to be responsible to convene the first meeting of each Commission. These are:
  - o Pori – Cultural Cities
  - o Århus – Planning Cities
  - o Gdańsk – Safe Cities
  - o Kiel – Smart and Prospering Cities
  - o Turku – Sustainable Cities
  - o Turku/Gävle – Youthful Cities

Regarding Inclusive and Healthy Cities, no city has yet informed the Board of their willingness to host the Commission's first meeting. If your city is interested, please contact the Secretariat as soon as possible.

- This first meeting of each Commission should be organized during this spring, preferably well ahead of the next Executive Board meeting (Dolina Charlotty, Poland, 10–12 June 2015).
- This meeting should elect – for the period until 2017 General Conference – the chair, vice-chair (or two co-chairs) as well as other (2–4) members of a small steering group. Also, other office-holders, such as the Commission's Communications officer. The host city of Commission Secretariat should be confirmed when applicable.
- These names of officials shall be communicated to the Secretariat and published on the UBC website.



## Priorities, plan of action and budget

- Each Commission is asked to discuss and decide on the thematic priorities for the next 2,5 years. As the new Commissions in some cases have a wider field of action than the previous ones, due attention should be given to this selection to ensure that the Member Cities feel their interests are taken into consideration. Commission plans should be aimed at implementing UBC strategic objectives.
- Based on their priorities, the Commissions are to adopt a concrete Plan of Action for the period until end of 2016, as well as a draft budget for the same period. These are to be submitted to the Secretariat as soon as possible and **latest by Friday 29 May 2015**.
- The UBC Presidium/Board will decide, on basis of provided information, on how the support to the Commissions will be allocated.
- Note: The Kemi Board meeting decided to ask each Commission to include in their forthcoming work plans information on how they will promote gender equality. It is one of the criteria to be used in the allocation of funding.
- Note: In order to ensure, that the new Commissions are able to start their work, UBC is ready to confirm, when needed, an initial payment up to 5000 (five thousand) euros per Commission to organize the first meeting etc. Commission representatives are invited to contact the Secretariat on this issue.

## Communications and marketing in the new Commissions

- In all questions on UBC communications and marketing, the Commissions are invited to contact Communications Manager Irene Pendolin: [irene.pendolin@ubc.net](mailto:irene.pendolin@ubc.net) / +358 40 848 6242.
- Names of the new Commissions should be unified and follow this pattern: UBC Cultural Cities Commission (not: UBC Commission on Cultural Cities).
- Note: UBC's whole visual outlook might change in the near future. Therefore, we urge that the new Commissions not use too many resources – mainly money – on the visual outlook of the new Commission (e.g. web and print) because if UBC's visual look is renewed, the new look will need to extend to the Commissions as well.
- Each Commission is asked to choose a Communications Officer to act as a liaison in matters regarding UBC communications and marketing. This person will also be a member of UBC's Communications Network.
- Main tasks of the Communications Officers are to:
  - o Ensure that the Commission follows UBC guidelines regarding communications and marketing and that the Commission's contact details and other information are updated.
  - o Act as a liaison in matters regarding UBC communications and marketing. Main partners in this are UBC's Communications Manager, other Commissions' Communications Officers and member cities' Communications Experts.
  - o Attend UBC's training events (seminars, workshops):
    - UBC Communications Seminar, Turku 15–16 April
    - Follow-up seminar in Poland at Charlotta Board meeting 10–12 June
    - Communications workshop at UBC General Conference, Gdynia 27–30 October

## Strengthening internal cohesion of UBC

- The Kemi Board decided that during the next June Board meeting, special attention will be given to a meeting between the Board and Commission representatives (up to three representatives from each Commission, including the person responsible for Communications). The Commissions are invited to nominate these representatives.



- The Executive Board will nominate one of its members as the Liaison to each Commission. The Commissions are invited to keep close contact with this member and invite her/him to all meetings etc.
- The Kemi Board also had a preliminary discussion on the forthcoming General Conference (Gdynia, 27–30 October 2015) and its preparations. The importance of involving the Commissions in the preparation and the implementation was stressed. The preparations for the General Conference will be discussed in more detail in the Letter of Invitation, which will be sent in near future to all Member Cities.

Dear colleagues,

UBC renewal process has entered a crucial stage. We have to fully utilize the available possibilities and first of all ensure that the new Commissions “will fly”. The same applies to the development of communications and marketing work. It is our mutual interest.

Therefore, my sincere appeal to you is that you continue to do your best to implement the tasks discussed above. Let us ensure that UBC goes to its forthcoming General Conference stronger than ever!

Yours sincerely,

Per Boedker Andersen  
President, UBC