REPORTS FROM THE
CONFERENCE WORKSHOPS

I.   Cities response to the climate change

II.   Culture as a driving force for municipal development

III.   Involvement of youth in democracy and in the life of society

WORKSHOP I

Cities response to the climate change

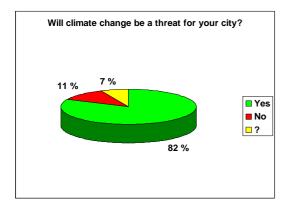*Organizers: Commission on Environment (EnvCom) and Commission on Energy (EneCom)*

Moderator:
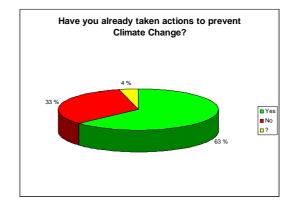*Sofie Gunnarsson, UBC Commission on Energy*

Introduction

The goal of the workshop on climate change was to get a broad perspective on the climate change issue and to get an interactive session with politicians as well as companies and city representatives to give their views and input in the matter.

Deputy Mayor of the city of Pärnu, Simo Saar opened the workshop and gave a presentation of the situation in Pärnu concerning climate change. The city of Pärnu has had many storms and the effects of them were unexpected by the local authorities and citizens. The bay of Pärnu will raise app. 1 meter in the future. Local planners are advised to keep the rise of the Baltic Sea in mind when planning in the future. Other actions taken are; a warning system in place, improvement of the communication between parties taking part in the process of solving crisis situations, change of the cities planning policy.
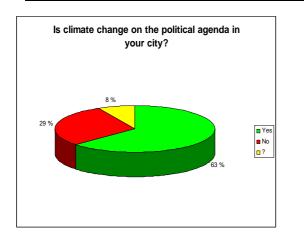
To enable the interactivity the organizers of the climate change workshop had prepared a door pool questionnaire for all delegates when they entered the conference. Totally 106 participants answered to the door pool. The Results of the door pool were presented by the **Network Manager of the UBC EnvCom, Stella Aaltonen**. The results in brief were following:

82% of the respondents consider it to be a threat for their cities.

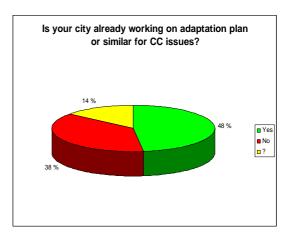63% have already taken actions related to climate change.

Is climate change on the political agenda in your city?

Yes 63 %
No 29 %
? 8 %

Is your city already working on adaptation plan or similar for CC issues?

Yes 48 %
No 38 %
? 14 %

In 63% of the cities the climate change is on the political agenda.

More than half of the respondent cities are not working on an adaptation plan (38%).

Are you ready to change your lifestyle in order to reduce greenhouse emissions?

Yes 97 %
No 2 %
? 1 %

Nearly all respondents are willing to change their own lifestyles to reduce greenhouse emissions (97%).

The workshop participant's motivations to change their lifestyle were further tested at the workshop. All participants were seemingly willing to decrease the use of energy at home, but they were less willing to use public transportation, cycling or walking to work or to have an environmentally friendly vacation with the family.

Co-Chair of UBC EneCom Stefan Windh gave an introduction to the climate change effects; what can we do to reduce these effects? The fact that many new technologies are available for achieving great savings of energy was highly stressed. Many cities compensate for buying something else so even if there are some saving in one area more is spent in another end. The demand for energy increases everywhere as the level of living improves. Baltic Sea Region cities have to lead the way as we can not deny others what we have. Rethinking is needed in order to provide a good living standard with energy savings. Mr Windh also showed great examples of energy savings from the cities of Kotka and Örebro. An energy saving project called Power Edge, was presented by **Professor Björn G. Karlsson from the University of Linköping** on "How to improve competitiveness and strengthen local industry by more efficient use of energy?" Mr Karlsson provided examples of how an efficient use of energy is not contradicting the economic growth.

Fortum Heat representative, Vice President Jaakko Vähä-Piikkiö, gave few examples of how the energy producers contribute to the improved energy production and consumption. It was emphasized that environmental operations and excellent share performance are not contradicting and that the CO2 free share of production has risen over the years. In Fortum the carbon exposure is among the lowest in Europe.

Head of Secretariat of the UBC EnvCom, Björn Grönholm and Project Coordinator of UBC EnvCom, Anna Granberg presented transport related actions and existing possibilities to reduce greenhouse emissions and vitalize our urban profile. Transport is one of the huge tasks of the cities. Congestion, air pollution, dependency on oil, urban sprawl, obesity, unattractive cities, noise pollution, unsafe environment – in total 26% of the global CO2 emissions are from transport and they are growing. The technical solutions will not solve the problems on its own – not even the use of renewable fuels. Soft measures to tackle the situation are also needed. The pressure on policy makers to start acting has grown. The Baltic Sea Region is full of examples, motivation and experiences: Odense – A city on two wheels, Gdynia – ITS - solution to congestion?, Göteborg – Personal Mobility coaching, Kaunas – School children setting examples, Kouvola – Designing a close city and the work in the BUSTRIP and several other projects concerning Sustainable Urban Transport Plans (SUTP) and Integrated Management Systems (IMS) are showing the way towards the reduction on greenhouse emissions. The cities are doing good things but it is required that all the actors are going towards the same direction. SUTP and IMS are tools that enable the cities to see that the actions taken have effects and that the work is going towards the right direction.

Co-Chair of the UBC EnvCom, Guldbrand Skjönberg gave an introduction and presentation on what is needed to consider when creating an adaptation plan that meets the upcoming challenges and raised the question on how the cities should prepare themselves for the climate change. A ten step approach for a adaptation plan on Climate Change issues was presented. It is well known that the climate change already affects our cities due to the storms, increased rain, drought and other similar nature phenomenon. The temperature is increasing and the Baltic Sea water level is expected to be rising. But how many of the cities have already taken actions? Mr Guldbrand Skjönberg stressed the importance of using the resources and experience that are available within the UBC as there are already cities that have been working on with adaptation plans. Common actions are needed and especially on improved adaptation plans for UBC cities. **Professor in Applied Oceanography, Urmas Lips from the Marine Systems Institute of the Tallinn Technical University** gave insight on what the situation can be like in the Baltic Sea Region. He stressed that everyone in the municipality needs to be involved and work with integrated management systems and maybe develop a common model for adaptation planning. He encouraged cities to start a project on developing adaptation planning in the Baltic area among the UBC member cities.

Conclusions

The UBC resolution on climate change was presented and discussed at the workshop. With few minor changes the participants of the workshop recommended UBC to adopt such a resolution. The UBC resolution on climate change was adopted at the General Conference on Friday the 28th of September 2007

The UBC Commission on Environment and Commission on Energy have several projects starting on climate change; especially on transport and energy and we can also use our network and the commission meetings to address the climate change issues. The UBC commissions are very much hoping to get active input from the city representatives to better understand what the needs in individual cities are. These comments and recommendations are important for further developing the focus of our work in UBC.

WORKSHOP II

Culture as a driving force for municipal development

Organisers: Commission on Culture

Moderator:
Tarja Hautamäki, Chairperson of the UBC Commission on Culture

I. Opening speech
Marie-Louise Rönnmark, Vice president of Umeå

The time begins again

The native saami culture in northern part of Sweden sometimes refers to the phrase "The time begins again". It could be a way of describing the circle of life with it's changes and seasons, but it may also be a reminder that it is never too late to take small steps towards a new world with new possibilities.

Any city with ambitions to grow and develop has to create new functional platforms for cultural activities. Meeting points such as theatres, operas, public libraries and other institutions within the cultural field has a significant historical value, but are not the only tools for a creative and innovative society. Within the terms of democracy, broad cultural engagement will always be the most important engine for a sustainable change in a society.

The heart of cultural activities must always be established among the citizens. Smaller cells with specific interests create networks and communities for larger institutional work. In order to maintain a high level of quality in the cultural field the society needs input and support from smaller groups and constellations. Since the word "culture" has a very broad definition it is necessary to build a cultural framework that is relevant for the citizens. Otherwise big cultural investments can never be truly successful in the long run.

The project "The Culturized City" aims towards a total reconstruction of how to think, plan and realise small and big changes with in schools, health care, city planning, infrastructure and other important artefacts of a modern society. To be successful you have to be aware of how different cultures can affect the agreements and results. Both in business and research cultural awareness is important.
But understanding culture is a life long learning process and if we have the courage to open up our senses it will make us more creative and curious.
A Culturized City can not rely on old routines. It has to be open minded and self reflecting.

But you can't create a culturized city without a model or a structure so it has to be a multi-stage project.

The culture sector is the engine of creativity. It encourages new ways of thinking, understanding each other and expressing ourselves. Therefore it is logic to investigate what impact a huge amount of different cultural events have on our daily lives.

What happens if small children at school are given the possibility to understand complicated physics by combining a painter's point of view with scientists? Or compose pieces of music in order to create a feeling of mathematic problems and theories? Or be given the opportunity to reflect and interact with certain topics by the help of professional actors and directors. Ideas like this are not new. But, if we fully realize these examples as a method of learning and understanding it will slowly change the

experience of education. It will start a process that leads us towards a society that more easily and with less agony can handle tough situations and problems.

The planning of the infrastructure and architecture of a city can be realised with the same ambition. A culturized city can not be pragmatic, it has to be open for unexpected solutions and new ideas.
A culturized city has to think twice. If we really want culture to be a driving force we can't by definition overrule artistic ambitions.

But culture is more than art, it is life itself. A culturized city allows anyone who wants to express his or her cultural belonging and heritage to do so. Not only as a democratic right but as a reminder of what makes us humans – the interaction with each other. A culturized city is not afraid of cultural diversities. Instead, it understands that a society is never the same from one day to another.

The final stage of the project is called "The culturized world".
Since we are working with a structured method the idea of the culturized city can be shared with others. Workshops, lectures and documentations will all be part of a major manual for how to make a good and sustainable city progress. Culturized cities will never be alike but will share the same conclusions:

We are not born to a ready-made language.
We are not born to a ready-made culture.
The time begins again

II. Creativity and innovation through arts management
Dr Niina Koivonen, University of Vaasa

Creativity is now in fashion. Everybody, cities, communities, regions and companies all want to become creative. There is however, a danger that creativity remains but an empty buzzword. But there is great potential here to make use of artists and other professionals of the culture field to create municipal development.

Art, culture and artists have a lot to offer here, but the dialogue and cooperation is not easy. Art and business do resist one another but a fruitful interplay between art and business is possible. The different areas are not as separate from each other as they used to be, there's more common ground than before.
Art represents creativity, freedom, irrationality, genius, emotion and intuition while Business thinking and concepts have entered art organizations as well.

Today the usual business oriented catchwords; "Strategies", "marketing", "brands", and of course "customer orientation" has also entered the world of culture. So there is an existing mutual language. Artists on the other hand, are training business people in speech communication, improvisation etc. But a cultural intermediate is needed to connect the two worlds.
As a cultural intermediate a "Mixed practice zone" where different people and ideas can meet is needed, such as regional development projects or city festivals.

Our society can't continue consuming products much longer, but there is room for services and experiences. And people do have a need for art and culture to enrich their lives and provide meaning. Cultural events create a sense of community, they unite people - that is important in this age of individuality. Art and cultural organizations fulfil these needs, but states, regions and municipalities should guarantee cultural services for their citizens.

The well-established traditions are important to cherish and maintain, like a city's cultural festival or open house for museums. At the same time it is important to maintain the high quality of art as well as it is equally important to bring art to a new and exciting place. Using original ideas and use it with its authentic creativity and device something totally new will take art and artists to a new place. However it

is difficult to accomplish this, bearing in mind that we're dealing with events, not products. These events tell a story and can bring identity to people.

The concept of something new is often an old idea. Use the good old ideas but don't copy them directly. Most ideas are borrowed from somewhere and someone, ideas travel globally these days. Develop the idea to fit your local community, add a personal touch.
The Proms in London is an example of something old in a new package.
It is also important to combine art, business and humanism for a shared social purpose.
We can connect cultural events to charity work or social development programs.
For example: Protect the Baltic Sea.

III. Culture as a driving force for local development
Michel Sudarskis, Secretary General of INTA

Culture is not only limited to art, but it is only one piece of the concept of culture. It is also a force for local development. Integrated and sustainable cultural policies are political and technical challenges for the construction of a new urban condition.
The concept of culture is a factor for innovation and togetherness, and it is a vector for urban regeneration, and should therefore find its place in a global development approach.

Culture and economy has always been associated, where culture can bring answers to issues raised by other sectors such as a tool for social inclusion of deprived groups and economic development. Cultural development creates a strong territorial impulse for integrated and sustainable urban policy and creates added value in terms of knowledge as it leads to highly creative jobs and promotes other sectors. Cultural policies make the difference in attracting the "brains", which constitutes the knowledge economy's raw material.

Culture acts as leverage for urban development mostly in cites which are in permanent but instable dynamic situation. Here we have to create a balance between social cohesion, economic growth and environmental protection.

To integrate a cultural dimension into a local development project, it requires a preliminary diagnosis where it leads to the design of a political strategy with programmes and projects. It also calls for wide partnerships and dedicated leadership with access to both public and private resources.

IV. Kids tell pros what to do
Arne Berggren, Kulturverket, City of Umeå

The creativity of the child and to integrate aesthetic learning processes in the everyday work of the schools is one of the main tasks of Kulturverket, and their own motto is:
"Kids tell pros what to do ….."

Kulturverket has made a success due to their small and highly flexible organisation with relatively small recourses. Kulturverket is a small new flexible network, which has not risen out of another, already existing organization or institution. The great advantage of this organisation is of course that budget of 450 000 €is used more efficiently.

Kulturverket gives children an arena and the opportunity to express themselves. Their ideas are taken care of and enhanced by professionals or by older children or students. They all cooperate in the final presentation of their work, which can take place in an opera building or a museum.

An important fact is that the six-year-old child owns the project and can recognize his or hers thoughts and ideas in the final production.

Kulturverket bring new audiences to the existing cultural institutions by opening them up to children but also to their parents who come to see what their children perform or see what they have achieved.

This is really a win-win situation for all involved, and the first year we reached over 2000 children in projects that stretched over one semester or longer.

Arne Berggren presented a few examples of Best Practice, where the first was "Turbo", where young children learnt classical composition in Umeå. The results were recorded and also interpreted into dance by professional dancers. An exchange between among music students in Umeå and Rome was also made.

The second best practice presented was "LABB", which is a pedagogical formula for "arts in science" projects. The idea is to borrow the questions from specific research projects and use them in the process of art. Simply put, we make art from the research questions.

In the autumn of 2007 we will perform a full opera at the Norrlandsopera totally created by young children and the professional staff at the Norrlandsopera will deliver the young peoples' material.

Future

Experiences from previous projects have shown how we can reach a large number of children by using environments they are familiar with. That is why we have created: http://www.cultumea.com

One of Kulturverkets goals is that children's ideas are carried out by professionals and that the projects reach all the way to cultural institutions. In addition we are bound by a politically motivated goal to reach "all" children. The conflict here is between the number of children in relation to the number cultural institutions.

Cultumea.com has been built to enable collaboration between very many, from anywhere, at any time, in projects that not only reach cultural institutions but also can be recognized by the contributing creators.

Cultumea is for anyone who works in projects within Kulturverkets model.

In addition Cultumea offers possibilities for franchises. Franchises get access to their own cultumea site that they can fill with their own projects. However, all users are connected to the same social network, which in turn enables collaboration between franchises. The Idea is that a school in a city without an opera house can collaborate with a city that does and in that way still have projects land on the opera stage.

WORKSHOP III

Involvement of youth in democracy and in the life of society

Organisers: Commission on Youth Issues

Moderator:
Charlotte Gustafsson, Chairperson of the UBC Commission on Youth Issues

Young people are a resource in building a prosperous and more sustainable Baltic Sea Region. They are also partners on an equal basis in the development of our cities. The participation of young people brings new dimensions, perspectives and expertise into municipal activities. In these times, as new ways of communicating are increasingly apparent it is essential that municipalities use the most effective means of reaching young people through modern IT technologies. Internet online communities, Skype, MSN Messenger and interactive chat lounges – these all are places where we can meet young people today. Therefore it is very essential to explore new ways and possibilities through which municipalities can provide a dialog and youth involvement using various IT technologies.

LEAVING EARTH
Imaginary worlds and youth
Speaker: Daniel Vaarik, Hill & Knowlton Estonia executive manager

There are people who believe in things that you can touch and there are people who believe in imaginary things. Esse is principi - to be is to be perceived. What we see around us is made up from our own imagination. Everything that exists is either a mind or depends for its existence upon a mind. Since humans have existed there always has been imagination, fairytales and virtual space. Artists and poets have taken us to virtual spaces.

Alice in Wonderland is symbolic for virtual worlds:
"Alice opened the door and found that it led into a small passage, not much larger than a rat-hole: she knelt down and looked along the passage into the loveliest garden you ever saw. How she longed to get out of that dark hall, and wonder about among those beds of bright flowers and those cool fountains, but she could not even get her head though the doorway; 'and even if my head would go through,' thought poor Alice, 'it would be of very little use without my shoulders. Oh, how I wish I could shut up like a telescope! I think I could, if I only know how to begin.' For, you see, so many out-of the-way things had happened lately, that Alice had begun to think that very few things indeed were really impossible. "
/Lewis Carrol, Alice´s Adventures in Wonderland/

You always have a rat hole, that's where your body is, but behind this rat hole there is another world. The computer is making the rat hole a bit bigger, bringing people to another world while the body is still here. New York is an example about a virtual city. Virtuality and reality melt together, often it is the same, and they go hand in hand. Magazine pictures are never real. Even your own pictures are selected. Everything is edited.

The following early communities have created the first imaginary virtual spaces:
- BBS
- Message Boards
- Chat Rooms
- Game Spaces

A bulletin board system or BBS is a computer system running software that allows users to connect to the system, typically over an analog phone line, to perform various social and recreational tasks, and communicate with others on the system. /Wikipedia/

The Virtual world has always existed – long before Internet. Virtual as being: "Something that is not there but is possible."

Though it has to be said that the web has radically changed the both the range of spreading and the speed of different and alternative imaginary worlds. Just looking into the person-to-person-communication-facts in Estonia between the years 1994-2006…

1994 there where approximately 100 000 people waiting for a phone line. 2006 there are 1.5 millions mobile phone numbers, 10 million emails every day and 240 million sms messages.

The early online communities are well-spread, BBS, Message Boards, Chat rooms and Mr Vaarik points out that this "new world" will change the world we know. People meet people that they would never have met without the communities. This will also have social affects as to breaking up families and relationships, finding new friends and partners and create a totally new environment of the world.

There is also a Game part of the Virtual worlds that started out with Black pages and numbers. Around 1987 the very young computer game business started to try out pictures and illustrations to the games.

Another milestone that is mentioned is Everquest. In this game from 1999 the very first person actually gets killed. The graphic continues to develop and by the year of 2004 comes the World of Warcraft, it has 240 000 buyers on the very first hours….

Mr Vaarik briefly mentions Second Life as being a possible forum for discussion with young people and to bring in experts. It functions as a platform for Social networks and for Life Logging.

How youth are changed by imaginary worlds
- Huge change in relationships to parents
- Global networks of young people
- New morals
- No borders between "imaginary" and real
- New skills (deal with frequented information, different tools, multitasking)

Future Issues for everyone
- Is the new virtuality any different from the old?
- What are the next technologies to shape virtual worlds?
- Are virtual worlds going too far? Are people in these sad outcasts from the real life?
- Can one actually "live" virtually? Will there be persons who exist only in Cyberspace?

REAL LIFE vs SECOND LIFE
Speakers: Manja Shlammer and Carlos Correia, The SIP Network, Sweden

Nätverket SIP (the SIP Network)
SIP stands for "Samhällsförändring i praktiken" (in Swedish). It means working to change society in a practical way. It promotes projects and experiments and looks for new solutions. It also tries to answer the question why we do things in a certain way. SIP works with a wide range of entrepreneurship and helps young people in different ways and the important thing within SIP work is that all decisions are fully made by the members of the network.
 The organisation started during the end of the 90's and early 00's. The organization was started by a group of curious, active youngsters who needed a platform to realize their dreams. The organization has

evolved through the years, from a small local initiative to a nation wide movement. And the organization is still built for and by creative youngsters.

Examples of the SIP Network projects

Datasupport Hemma
Youngsters help people over 55 years to resolve computer problems at home. It is a meeting point between generations, where they can discuss their situation, opinions and help each other.
Meet Politicians
"Coffee with a politician" ("Fika med politiker") is when young people talk and discuss opinions with politicians during the coffee break at political board meetings. In relaxed atmosphere the youth and the politicians can discuss topics like culture or future of municipality.

Ivil Project
Many young immigrant girls come from strict cultures. This creates boundaries that make it hard for girls to become more integrated in the society. The Ivil project is about supporting and helping young immigrant girls to start networking and getting to know people outside their daily environment.

Sommerproject
A lot of young people can't get a job during the summer vacation. So instead of just sitting in front of the TV they can participate in the Sommerproject. During this time the ideas from the youth stand in the middle of the project. During the last Sommerproject there were a fashion and a talent shows, as well as there was made a movie and an art-exhibition.

Virtual World
Virtual worlds won't save civilization, given human nature seems to replicate itself in digital worlds. It could potentially be more like "The Matrix", but in the near term you can count on virtual worlds becoming an economic force in business and entertainment. It's not hard to imagine the intersection from Facebook and Second Life, for example, people will spend more time in virtual worlds than on the 'standard' Web.

Second Life
Second Life is developed by Linden Lab, a company founded in 1999 and based in San Francisco. Second Life is a 3-D virtual world entirely built and owned by its Residents. Since opening to the public in 2003, it has grown explosively and today is inhabited by a total of 9,022,247 Residents from around the globe.

You'll discover a vast digital continent, teeming with people, entertainment, experiences and opportunity. Once you've explored a bit, perhaps you'll find a perfect parcel of land to build your house or business. The Marketplace currently supports millions of US dollars in monthly transactions. This commerce is handled with the in-world unit-of-trade, the Linden dollar, which can be converted to US dollars at several thriving online Linden Dollar exchanges.

Second Life is an exciting new venue for collaboration, training, distance learning, new media studies and marketing. With Second Life, you are only limited by your imagination. Second Life is a 3D platform that can be used for:
•   presenting, promoting, and selling content to a broad online audience;
•   collaborating and communicating in real time between multiple participants;
•   researching new concepts/products;
•   training and educating in virtual classrooms.

Build a new world that allows Second Life residents to interact with your products or services and enables you to test out new designs and concepts before introducing them to the real world. Or perhaps you have a product that you would like to sell in Second Life. Plan an event to promote your product: a concert, a class, a famous speaker, a party, a contest. Create an innovative learning environment for

students and faculty. Explore new tools and techniques for information and scientific visualization. Design collaborative meeting spaces and interact with colleagues from across the globe. Whether you're thinking of enriching an existing curriculum or experimenting with completely new educational goals, Second Life is a platform for innovative ideas.

Notable people in Second Life:
•   Bhante Kusaladharma, a real life Buddhist monk
•   Suzanne Vega: singer-songwriter
•   Thomas P.M. Barnett, New York Times best selling author and American military strategist.
•   U2

Possibilities in Second life:
-       try things out on different ways;
-       meet other people on this digital platform and discuss opinions, lifestyles and projects;
-       show your talents in the world wide web and find like-minded people;
-       organize meetings and conference at a place, which everybody can get there;
-       learn another language with other people together and with a mother-language-teacher;
-       and much more.

Teen Second Life
Teen Second Life is an international gathering place for teens 13-17 to make friends and to play, learn and create. In Second Life teens can create and customize a digital self called an "avatar," fly through an ever-changing 3D landscape, chat and socialize with other teens from all over the world, and build anything from skyscrapers to virtual vehicles. It's more than a videogame and much more than an Internet chat program – it's a boundless world of surprise and adventure that encourages teens to work together and use their imaginations.
Be a part of a global community of teens aged 13-17. Only teens between the ages of 13 and 17 are allowed in (there is a separate version of Second Life for adults) so other than Linden Lab's staff, Linden Liaisons, who are there to make Teen Second Life a safe and pleasant place to be, teens will interact with other teens their own age.

Swedish Resource Centre in Second Life
Swedish Resource Centre has a vast range of services as well as different organizations in their island. Providing education, e-learning, music events, conferences, radio and concerts, and help for the second life beginners, we can say that is one of the most living and refreshing places in Second Life and definitely one of the most important Swedish centres.
The presence of the Swedish Red Cross, Natverket SIP, Frizon, and the different kind of spaces such as: Theatre, Concert house, Art Center, Poetry House, and the Swedish Musicians House are a sample from what you can find in this place. Creativity, innovation and a lot of fun is ubiquitous in SRC Island. You are always welcome to join in!

SIP provided possibilities in Second life:
-       find people, who can help you to realize your idea (nothing is impossible or stupid)
-       get support in skills, motivation and finance
-       meet other people with the same situation and ideas
-       find a good project for you