

Union of the Baltic Cities  
XI General Conference, Liepāja, 4-7 October 2011

*“Building on the past, heading for the future”*  
*20<sup>th</sup> Anniversary of the Union of the Baltic Cities*

PROGRAMME

**TUESDAY, 4 October**

Arrival of participants

16.45-18.30	62 <sup>nd</sup> UBC Executive Board meeting at Liepāja City Council, Rožu iela 6
16.30-18.30	1 <sup>st</sup> Seminar on UBC Communication & Marketing Strategy
16.00-19.00	Workshop ‘Success stories of local climate change work in the BSR’
19.30	Get-together dinner at restaurant “Oskars” (Europa City Amrita Hotel, Rīgas iela 7/9)

**WEDNESDAY, 5 October**

09.00-10.00 Registration at Liepāja Olympic Centre (Brīvības iela 39, www.loc.lv)

10.00 – 10.30 Opening Session – Welcome

- Uldis Sesks, Mayor of Liepāja
- Gunārs Anšņš, Vice-Mayor of Liepāja
- Per Bødker Andersen, President of UBC
- Raimonds Vējonis, Minister for Regional Development and Environmental Protection, Republic of Latvia

10.30 – 12.30 Plenary Session

EU Strategy for the Baltic Sea Region: A New Framework for Joint Action

- Catharina Sørensen, PhD, European Commission, Directorate General for Regional Policy

Baltic Sea Region: From Cold War to Arena of Cooperation

- Jerzy Marek Nowakowski, Ambassador Extraordinary of the Republic of Poland to the Republic of Latvia

(11.10-11.30 Coffee & Tea)

Future prospects for Baltic Sea Cooperation

- Igor Ionsky, Deputy Chairman of the Committee for External Relations of St. Petersburg, Head of International Cooperation Department

Challenges and possibilities for economic cooperation in the BSR

- Martti Kohtanen, CEO of Siemens Finland, Strategic Business Partner of Baltic Development Forum

Discussion with keynote speakers on stage

*Conference programme*

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12.30-14.00	Lunch
14.00	Plenary Session continues
	How can culture support city development? Marie-Louise Rönnmark, Mayor of Umeå, 1 <sup>st</sup> Vice-President of UBC
	How can we be relevant for smaller cities? Urve Tiidus, former Mayor of Kuressaare, UBC Vice-President, Member of the Parliament of Estonia
	How to involve young people more in the UBC work? Pavels Jurs, Director of Liepāja Youth Centre
	On the implementation of the UBC Strategy Mikko Lohikoski, Director for External Affairs of Turku, UBC Strategy Coordinator
	Nature Concerthall project presentation Silvija Nora Kalnins, Nature Concert Hall Board Chair
	Discussion
19.30	UBC 20 years – festive dinner party at Liepāja Latvian Society House (Rožu laukums 5/6) Speech: Lars Malmberg on behalf of Anders Engström, UBC Honorary President

**THURSDAY, 6 October**

9.00 – 10.00	Meetings of the UBC Commissions
10.00 – 12.30 (11.00 – 11.20 Coffee & Tea)	Workshops
	<b>W1. How to strengthen economic attractiveness of cities?</b> Moderator: Jesper Vestergård Hansen, Head of Trade & Industry, Business Kolding, Commission on Business Cooperation
	Local business development - the Chinese way, Liang Hong, Vice-Chairperson of Hefei People's Congress, China
	Competitiveness of a city, strategy planning, Tomasz J. Kayser, Deputy Mayor of Poznań
	City branding & design, Lone Leth Larsen, Municipality of Kolding
	<b>W2. How to master climate change? Success factors in local integrated climate management</b> Moderator: Mikko Jokinen, Co-chairman for the Commissions on Environment and Energy

UBC climate work since UBC resolution climate change 2007, Björn Grönholm, Head of Secretariat, Commission on Environment

Local climate work with the help of Integrated Management System, Pekka Salminen, Project Manager, Commission on Environment

Climate scenario workshops and citizens' summit in Kalundborg, Søren Gram, Project Manager, Danish Board of Technology

Towards a carbon-neutral Tampere, Kaisu Anttonen, Head of Environment, City of Tampere

**W3. How to meet the demographic challenge? The ageing society**

Moderator: Wojciech Drozd, Chairman of the Commission on Health & Social Affairs

Demographic development in the Baltic Sea Region, Prof. Peteris Zvidrins, Head of Chair of Statistics and Demography, University of Latvia

Primary health care and social care system development to meet the demographic challenge related to ageing, Prof. Arnoldas Jurgutis, International Technical Adviser for the Northern Dimension Partnership in Public Health & Social Well-being (NDPHS)

Promoting health and responding to challenges of ageing society – WHO Healthy Cities, Johanna Reiman, Executive Director, Baltic Region Healthy Cities Association

12.30 - 13.00	Reports from the workshops to the plenary
13.00 – 14.30	Lunch
14.30 – 16.15	General Assembly Report on UBC Activities, Per Bødker Andersen, President of UBC Auditor's Report Board of Audit Report Absolving the Presidium, Board, Secretary Membership Fees 2012-2013 Executive Board in the next period President and Vice-Presidents in the next period Board of Audit in the next period Secretariat in the next period Auditor in the next period Approval of creation of the Commission on Local Safety Venue of the XII UBC General Conference in autumn 2013 UBC Cultural Prize 2011
16.30-18.30	2 <sup>nd</sup> Seminar on UBC Communication & Marketing Strategy
19.30	Dinner at Hotel Fontaine Royal (Stūrmaņu iela 1)

**FRIDAY, 7 October**

09.00-12.00	Guided sightseeing tour in Liepāja, including Karosta – former military base  Departures
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