

## UBC Executive Board meeting in Brussels, 14 February 2012

On 14 February 2012 the 63<sup>rd</sup> UBC Executive Board meeting was held in Brussels at Turku-Southwest Finland European Office. The meeting was chaired by Per Boedker Andersen, President of UBC.

The Board thanked the city of Liepāja for hosting the XI GC on 5-6 October 2011. The conference entitled "Building on the past, heading for the future" was attended by 213 participants including representatives of 76 Member Cities, as well as invited guests from governments and international organisations. In Liepāja the UBC celebrated 20<sup>th</sup> anniversary of its foundation in Gdańsk in September 1991.



The Board adopted the UBC Communication and Marketing Strategy. The Strategy sees UBC's potential to strengthen its position as the leading network in the region and a preferred partner in the European context, representing 100 cities of a region of 10 countries in a world where cities increasingly are becoming key political and economic actors and that increasingly needs to tackle urban challenges.

The Strategy shall help the organization to foster an efficient exchange and to make its voice heard in the BSR, Europe and beyond. The document defines the marketing and communication strategy of the UBC - goals, target groups, main stakeholders, messages to be communicated, channels to be used etc. It also sets out to define a brand platform for UBC – that is what UBC wants to stand for in eyes of target audiences, which will guide communication, organizational choices and activities.

The Board decided the task force on implementing the Strategy would be formed. The task force will consist of member cities' communication experts. The TF shall make concrete recommendations for implementing the strategy.

The Board approved the guidelines for cooperation between UBC and business sector presented by Mikko Lohikoski, Strategy Coordinator.

Also, in reference to the goals set in the UBC Strategy 2010-2015, the Board discussed the common criteria for evaluation of the Commissions' work.

The Board took note of financial report for 2011 presented by Pawel Zaboklicki, Secretary General.



The Board approved the budget for 2012. It decided unused commissions' resources may not be transferred to another year unless there is a justification for that.

The Board was informed about the meeting of representatives of UBC and Baltic Development Forum held in Copenhagen on 17-18 January 2012. Both organizations expressed an interest to deepen the cooperation and carry out joint activities.

Cooperation within Conference of European Cross-border and Interregional city Networks was also discussed. CECICN unites 6 European networks of cities namely: Conference of Atlantic Arc Cities, Forum of Adriatic and Ionian Cities, Iberian Network of Cross-border Entities, MedCities, Mission Operationelle Transfrontaliere and UBC. In February 2012 the President of the UBC was asked by the CECICN Board to become the new President of CECICN.

Moreover, the Board took note on the draft position paper on structural funds regulations 2014-2020 and the joint position paper of Baltic Sea organisations on the EU Strategy for BSR implementation.

Following the proposal of the Mayor of Gdańsk, the General Conference in Liepaja decided to maintain the secretariat in Gdańsk for the next four year period. The Board decided Pawel Żaboklicki will continue as Secretary General in the next period.

Andres Jaadla, Mayor of Rakvere and Vice-President of UBC invited the Executive Board to hold its next meeting in Rakvere on 24 May 2012.

On 15 February 2012 at Norway House the Executive Board met the representatives of the Baltic Sea cities/regions offices in Brussels. The aim was to discuss how to do the lobby work for the benefit of cities from the BSR in more effective and visible way. UBC wants to be more active and more recognized in Brussels.



The documents discussed by the Board in Brussels are available at:

<http://www.ubc.net/documentation,76,999.html>

Union of the Baltic Cities

Secretariat

Wały Jagiellońskie 1

80-853 Gdańsk Poland

tel. +48 58 301 09 17

tel. +48 58 301 91 23

fax +48 58 301 76 37

e-mail: [info@ubc.net](mailto:info@ubc.net)

[www.ubc.net](http://www.ubc.net)