



A CALL FOR STORIES

The cities are changing rapidly around us to adapt to the challenging world. The industrial and university towns or the cities based on knowledge - they are all under pressure in a competitive situation. The increase in human and digital mobility demands cooperation between many levels within the planning world. To be constantly attractive, they have to be very focused on creating its unique position, to nurse the business life, the culture, the nature, the residential areas and the connections to other cities and regions through the urban planning.

Some have a university; some are distinguished by their natural resources, an important industry or a harbour; Some play a key role as the regional centers. But each city, aiming to be unique, has the same burdens and responsibilities. It has to make strategies to save money, to save land, to regenerate the urbanized area, to protect nature and cultural values. And each city needs to have a plan how to grow. A shrinking city is a big hazard to its inhabitants.

The next Baltic Cities Bulletin will be entitled:

How to develop and keep an attractive city?

We would like to invite you to send the stories describing the city's urban planning strategies. What are your focus areas? What are the major challenges? How do you involve the citizens in the process?

As usual, apart from the main theme, we are looking forward to receiving stories on interesting events and daily life news from our member cities. Those articles are published in the chapter "News from Member Cities". The UBC Commissions are welcome to inform about their events, meetings and projects in the chapter "UBC Today".



Gdańsk, 29 August 2013

Please follow these guidelines when submitting your story:

- Deliver the story by e-mail to: anna.dargiewicz@gdansk.gda.pl 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 **30 September 2013**. Please respect this timetable as we are unable to print out stories received after this deadline.

All the material should be sent directly to the UBC Secretariat in Gdańsk. If you have interesting issues to report, please do not hesitate to send them.

The bulletin is distributed in 5000 copies all around the Baltic Sea Region to over 200 Baltic cities and numerous key organizations and institutions, including the EU.

Looking forward to your reply,

Paweł Żaboklicki
UBC Secretary General