



# UBC Smart and Prospering Cities Commission

## Contacts | Seminars | Projects

Link up with entrepreneurs, scientists and administration experts from the Baltic Sea Region. Collect knowledge in our complimentary seminars. Take part in transnational projects.

### **1 The network**

The Union of the Baltic Cities (UBC) is the leading city network in Northern Europe, representing over 100 cities from all countries of the Baltic Sea Region (BSR).

The BSR is one of the leading growth and trading centers in the world. It comprises 10 countries and more than 100 million inhabitants. The region boasts stable democracies, institutional structures favorable to business, good infrastructure, high levels of education and a shared history of cooperation and trade.

Globalization increasingly effects the economic development of cities. Competition is growing and challenges have become more diversified. Regional cooperation and collective action is the key for future success.

The UBC Smart and Prospering Cities Commission offers a reliable network of entrepreneurs, scientists and administration experts from the BSR and beyond. We run seminars and projects on city attractiveness and innovation.

### **2 Thematic focus**

In 2016 / 2017 our thematic focus will be on attractiveness of cities and innovation promotion.

#### **Attractive Cities**

Following a broad approach of cities' attractiveness we develop strategies and actions targeted at both talents, businesses and visitors. In doing so, both the attraction, development and retention of these target groups are considered. Important elements are therefore talent management, investment promotion and destination marketing.

#### **Innovation Ecosystems**

There are different systems aiming to foster innovation in our member cities. The different development agencies largely differ with regards to administrative level (local, regional, national), mandate, modus operandi, target groups etc. We consider institutions like agencies, science parks and accelerators. Learn about successful strategies and proven measures from the fields of smart cities, cooperation of business, academia and administration, digitalization, energy, transport and ICT, creative industries and soft landing.

### **3 Open seminars 2016**

We run complimentary seminars on Attractive Cities and Innovation Ecosystems, open to entrepreneurs, scientists and administration experts. Expect lunch to lunch seminars with professional input from a consultant, best practice presentations and site visits at promotion agencies and private companies. Furthermore learn about our projects.



## Copenhagen Spring 2016: Innovation Ecosystems

### Day one

13:00-15:30 Executive Seminar: Innovation

16:00 -18:00 Copenhagen Science City

Copenhagen Capacity

19:00 Dinner

### Day two

09:00 Best practices in UBC cities

13:30 End

## Hamburg September 2016: Attractive Cities

Back-to-back with Fehmarnbelt Days 2016  
HafenCity University in Hamburg, 20–22 September 2016  
[www.fehmarnbeltdays.com](http://www.fehmarnbeltdays.com)

### 20 September 2016

13:00-15:30 Executive Seminar: Place Promotion and Talent Management

16:00 -18:00 Hamburg Marketing

19:00 Dinner

### 21 September 2016

09:00 Best practices in UBC cities

13:30 End

## 4 Projects

The UBC Smart and Prospering Cities Commission acts as lead and project partner in a number of EU projects and applications. We inform you regularly about these projects and invite you to actively participate.

### Baltic Sea Tourism Centre

Establish a permanent service unit for improved communication and cooperation at transnational level by associating the key tourism stakeholders and promoting a sustainable, responsible and innovative tourism in the Baltic Sea region.

For more information please contact Wolfgang Schmidt  
T +49 431 901 2473 | [wolfgang.schmidt@kiel.de](mailto:wolfgang.schmidt@kiel.de)



## Creative Ports

The main goals of CREATIVE PORTS are to boost mobility, knowledge transfer, networking and internationalization of young cultural and creative entrepreneurs in the Baltic Sea Region.

For more information please contact Wolfgang Schmidt  
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## Emplnno

S3-Empowering for Innovation and Growth in Medium-Sized Cities and Regions.

For more information please contact Wolfgang Schmidt  
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## Exchanges for All

An international, artbased on-campus project, at which 40-50 young people of same age from 3-5 different countries live, eat and work together during a week according to an approved program of basically music, dance, drama, circus & visual art.

For more information please contact Bo Otterstrøm  
[bo@guldborgsund.dk](mailto:bo@guldborgsund.dk)

## Go Green, Stay Global

The goal is to provide a platform for local firms and industries to strengthen their ability to act on global market opportunities in environmental-sound and sustainable areas of business without cannibalizing on existing technical and organizational competences.

For more information please contact Lukas Wedemeyer  
T +47 901 97 222 | [lukas.georg.wedemeyer@kristiansand.kommune.no](mailto:lukas.georg.wedemeyer@kristiansand.kommune.no)

## UBC – Kiel Sailing Network

The City of Kiel (Germany) is home of the world's largest sailing event Kieler Woche and the Camp 24/7. Run since 2002 it has given more than 70.000 participants a free-of-charge opportunity to get familiar with sailing. We would like to send a spin-off sailing camp on tour to present the concept in the different cities.

For more information please contact Wolfgang Schmidt  
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## 5 Contacts

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