Bilbao

Comisión de **Ciudades Digitales y del Conocimiento**
Committee of **Digital and Knowledge-Based Cities**
Commission des **Villes Numériques et de la Connaissance**

Working meeting

SMART LOCAL GOVERNANCE:
The challenge of good governance in local administrations
6-7 November 2014 at the Bizkaia Aretoa
City of Bilbao

With the collaboration of:

UN@HABITAT
FOR A BETTER URBAN FUTURE

United Cities and Local Governments
**Decentralisation and Local
Self-Government Committee**

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AN INTERNATIONAL CENTRE SUPPORTED BY DEUTSCHE BANK

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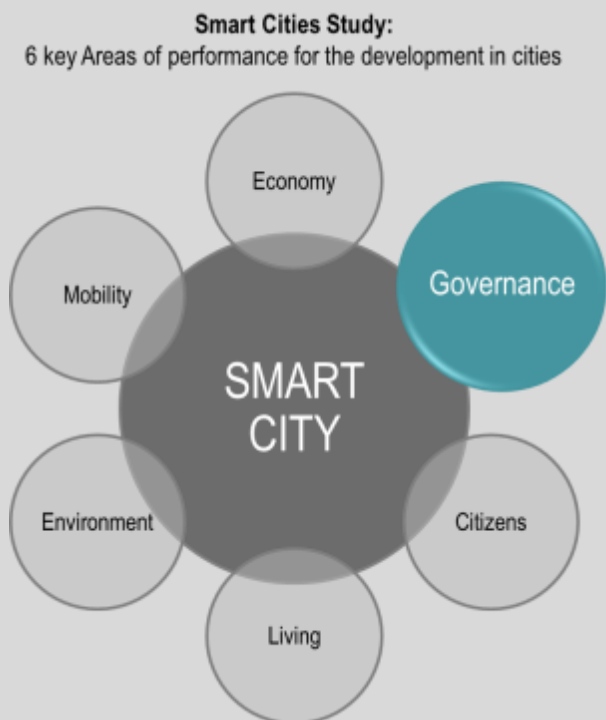
With the aim of boosting the **exchange of knowledge and collaboration between cities**, and most of all, to **focus the work developed by the** UCLG Committee on Digital and Knowledge-based Cities, different thematic and operative working meetings are organized in order to allow having a "real" exchange and debate through the use of new networking methodologies that can facilitate the interaction between the participants, but also the identification of collaboration projects.

In order to keep a **focus and center the work to be developed in the working meetings**, **each meeting will deal with one of the key areas of performance** identified during the elaboration of the "Smart Cities Study", which incorporates a "holistic" vision of Smart City, bringing together **6 key Areas of performance that affect the development of cities**: economy, governance, people, mobility, environment and living.

The **first working meeting** took place in **May 2013** in Bordeaux and was focused on the "**Smart Local Economy**" axis.

This will be the second working meeting and will be focused on the «**Smart Local Governance**» axis.

Smart Cities Study:
6 key Areas of performance for the development in cities

SMART LOCAL GOVERNANCE:
The challenge of good governance in local administrations

Local governments from all around the world are working to **improve their efficiency and effectiveness**, and therefore regain **the trust of citizens in their performance.** The more and more **increasing demands of citizens**, forces local government to face the unavoidable challenge of increasing their ability to provide effective solutions to collective problems and also to create and generate acceptance, complicity and closeness with citizens, through the adoption of innovative solutions in their management processes and instruments and also in the definition of their policies.

A **new organizational culture** with an **important relational component**, which has as main objective to **achieve a more innovative governance**, in which the **economic stringency, quality and continuous improvement, transparency, plurality, participation and social cohesion** serve as key elements to achieve **more creative, entrepreneurial, competitive, smart and sustainable territories**.

The **Smart Local Governance** includes political and **active participation, citizen services as well as the smart functioning of the administration**. All of this with the support of new technologies, which enable the introduction of a new relationship between Local Governments and citizens; in particular regarding the introduction of public on-line services and the use of New Technologies to improve the participation of citizens in public decision-making.

Topics to be discussed:

1. Strategic local public management: Challenges and keys to success.
2. Transparency and citizen participation
3. City intelligence: Big data + open data
4. Modernization of Public Administration and Online Public Services

SMART LOCAL GOVERNANCE:

The challenge of good governance in local administrations

Ibone Bengoetxea
Deputy Mayor.
Bilbao City Council

Nuno Ferreira da Cruz
Researcher. London
School of Economics
LSE

Jordi Castells
Director of International
Relations. Barcelona
Province

Diana López
Local government
and decentralization
Unit. UN-HABITAT

Jan Ole Vanebo
Author of the book
"Public Management
in the Twenty-first
Century"

Alexander Heichlinger
Expert & Director.
EPSA Awards and
EIPA Barcelona

Andoni Aldekoa
Manager of the Mayor's
Office . Bilbao City
Council

Alexandra Kriegel
Responsible of the
Change2-Program.
City of Mannheim,
Germany

Gabriel Sipos
Executive Director.
Transparency
International Slovakia

Mar Zabala
Director General.
Basque Association
of Municipalities
(EUDEL)

Daniel Avecilla
Co President.
FLACMA

Celia Ema Cumbe
Councilor for Finances.
City of Maputo,
Mozambique

Raffaele Trapasso
Regional
Development Policy
Division. OECD

Seppo Haataja
Director, Innovation
Programs. Tampere,
Finland

Consuelo Fernández
Adjoint to the
Innovation Department
of the IMI. Barcelona
City Council

Michael Cornfield
Associate Professor of
Political Management.
The George Washington
University

Rafael Pérez Colón
Senior Director for
International
Organizations –
WorldWide. Microsoft

Gerhard Dalen
Director of International
Relations. City of
Trondheim, Norway.

Marina Brenden
Programme Officer,
CityNet, Seoul, South
Korea

Carles Rossinyol
Deputy President of
Treasury, Human
Resources and New
Technologies. Barcelona
Provincial Government

#Smartlocalgovernance

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PROGRAMME

Thursday, 6 November 2014

8:30 – 9:00   Registration

9:00 – 9:15   **Opening and welcome**. *Ibone* Bengoetxea, *Deputy Mayor of Bilbao. Chair of the UCLG Committee of Digital and Knowledge-based Cities*

9:15 – 9:45   **Governing Urban Futures, results of the survey by the LSE Cities, UN-Habitat and the UCLG Committee on Decentralization and Local Self-Government**.

- *Nuno Ferreira da Cruz, Researcher, London School of Economics*

- *Jordi Castells i Masanés*, *Director of International Relation of the Barcelona Province and Presidency of the UCLG Committee on Decentralization and Local Self-Government*

- *Diana López*, *Local government and decentralization Unit. UN-HABITAT*

9:45 -11:45	**Session1:** **Strategic local public management: Challenges and keys to success**

An efficient local public sector is a key factor in prosperity and economic growth. Currently, cities are facing many challenges such as demographic change, increased cultural diversity, technological progress, inequality and social segregation, urban sprawl and increasing pressure on urban ecosystems. In addition, many local systems through economic difficulties as a result of globalization. This intensifies the already known problem faced by local administrators of "doing more with less".

It is essential for the cities **to adopt a comprehensive and sustainable approach to urban and institutional development, focused on the citizen needs and the different agents in the territory.** Therefore, it is necessary **to adopt sustainable approaches and to develop long-term sustainable strategies to guide future development.**

Introduction:

- ***CREATIVE LEADERSHIP – roadmap for ideas to performance.*** *Jan Ole Vanebo, Author of the book "Public Management in the Twenty-first Century" and Professor at the Nord-Trøndelag University College (HiNT), Noruega*

Cities' experiences

- **In search of local public management excellence: Seven journeys and steps to success.** *Alexander Heichlinger, Expert & Director of the European Public Sector Award (EPSA)and the European Institute of Public Administration (EIPA) Barcelona*

- **Bilbao´s Public Management innovation model**. *Andoni Aldekoa*, *Manager of the Mayor's Office and Coordinator of the Economic and Planning Strategy of Bilbao City Council*

- **Plan-Do-Act-Check: lessons learned from the evaluation of the CHANGE² program**. *Alexandra Kriegel*, *Head of the coordination office for the Change2-Program of the Mayor's Office of the City of Mannheim, Germany*

11:45 – 12:00   Coffee break

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12:00 – 14:00	**Session 2:** Transparency and citizen participation

A good management model is based on concepts such as "planning", "competence management", "monitoring and control", but there are also other key concepts: **transparency and citizen participation**.

Citizen participation: it is convenient to involve the citizenship in the preparation and implementation of public policies. This means listening, talking, reaching a consensus (if possible) and not forgetting to include a feedback, an explanation of what ii has been done.

Openness and transparency: governmental institutions should give more importance to transparency and communication of its decisions. It should be done not only because a legal obligation, but it should be an attitude and a compromise leaded by local governments. To maintain the trust of citizenship this openness is essential. New technologies can be used **to enhance democratic processes and to increase opportunities for individuals and communities to interact with the government.**

Introduction:

- **Gabriel Sipos,** *Executive Director of Transparency International Slovakia. Specialist in municipal governance issues.*

Cities' experiences

- **Network of Basque Municipalities for the Transparency**. *Mar Zabala, Director General of the Basque Association of Municipalities (EUDEL)*

- **Transparency and Citizen Participation in Latin American Municipalities.** *Daniel Avecilla, Co President of FLACMA –Latin American Section of UCLG- and Presidente de la Asociación de Municipalidades Ecuatorianas*

- **Participating budgeting.** *Celia Ema Cumbe, Councilor for Finances of the City of Maputo, Mozambique*

14:00 – 15:30	Networking lunch

15:30 – 17:30	**Session 3:** City intelligence: Big Data + Open Data

The cities are full of information, generated by heterogeneous sources in different formats, granularity, dynamism and quality. The knowledge of this complex information space is vital for the creation of services and it is linked to technological issues that underlie the centralization, storage, processing and information analysis, as well as to other issues such as security and ownership of the data generated in the city, interoperability, etc. In the current Knowledge Society, **information and da ta management** is essential for a **consistent decision-making**. Until recent times, data analysis was expensive, but today the new technologies enable a simple use, reliable results and a wide range of possibilities.

For this reason it is necessary that cities **commit to strengthen the management, the processing and analysis of the information generated** by the City Council in an integral and integrated way, so that there is a single collection and dynamic data mining model and so that the organization prepares itself for the **new environments of Big data analysis**.

In addition, it is important **to take advantage of all this information about the city** to generate value services for citizens, which can even encourage the creation of new business activity. For doing this, it is necessary to deal with the **concept of Open Data**, so that **Big Data becomes accessible to citizenship**.

Introduction:

- **Raffaele Trapasso,** *Regional Development Policy Division at the Organisation for Economic Co-operation and Development (OECD)*

Cities' experiences

- **Open Tampere.** *Seppo Haataja, Director, Innovation Programs of the Tampere Region Economic Development Agency Tredea, Finland*

- **City Operative System: data at the service of people,** *Consuelo Fernández, Adjoint to the Department of Innovation, Knowledge Society and ICT of the Municipal Institute of Informatics (IMI) of the City of Barcelona.*

17:30 – 18:00	Closure of the day
19:00 – 20:30	Reception at Bilbao City Hall

Friday, 7 November 2014

9:00 – 9:15	Recap previous day
9:15 – 9:45	**Public Comments Re-imagined: How Online Surveys can Improve Governance.** *Dr. Michael Cornfield, Associate Professor of Political Management and Research Director, Global Center for Political Engagement. The George Washington University*

9:15 -11:45	**Session 4:** **Modernization of Public Administration and Online Public Services**

One of the main commitments made by local authorities in the II World Summit of Cities and Local Authorities on the Information Society was the development of **strategic plans in the field of the Information Society** in their territories, also known as "**Digital Local Agenda"**.

The introduction of **new technologies in the Public Administration improves the productivity and quality of the citizen and business attention service**, allowing the access to Public Administration services at any time and place in a more comfortably, personalized, faster and with less expense way.

The implementation of **e-administration is a priority for cities around the world.** There is a consensus that this is of vital importance to social development and economic growth.

Thanks to the so called e-administration services it is possible to offer a **more effective and of higher quality service delivery and it makes possible to save costs, reduce waiting times and improve the transparency of the process**, both to citizens and businesses.

Introduction:

- **Modernization of the administration and Online Public Services: what we have learnt and where we are heading.** *Rafael Pérez Colón, Senior Director for International Organizations - WorldWide at Microsoft*

Cities' experiences

- **Digital first through all phases of life**. *Gerhard Dalen, Director of international relations of the City of Trondheim, Norway*

- **City-App: Innovative Solutions for Sustainable Cities,** *Marina Brenden, Programme Officer, CityNet, Seoul, South Korea*

- **Smart City Strategy in the territory,** *Carles Rossinyol, Deputy President of Treasury, Human Resources and New Technologies of Barcelona Provincial Government..*

11:45 – 12:00	Coffee break

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12:00 – 12:30   **Uraia Platform: SMART technologies for municipal management,** *Diana López, Local government and decentralization Unit. UN-HABITAT*

12:30 – 13:30   **Brainstorming and definition of potential cooperation projects**

13:30 – 14:00   Conclusions and closing remarks

14:00 – 15:30   Networking lunch

15:30 – 17:30   Visit to the City of Bilbao

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