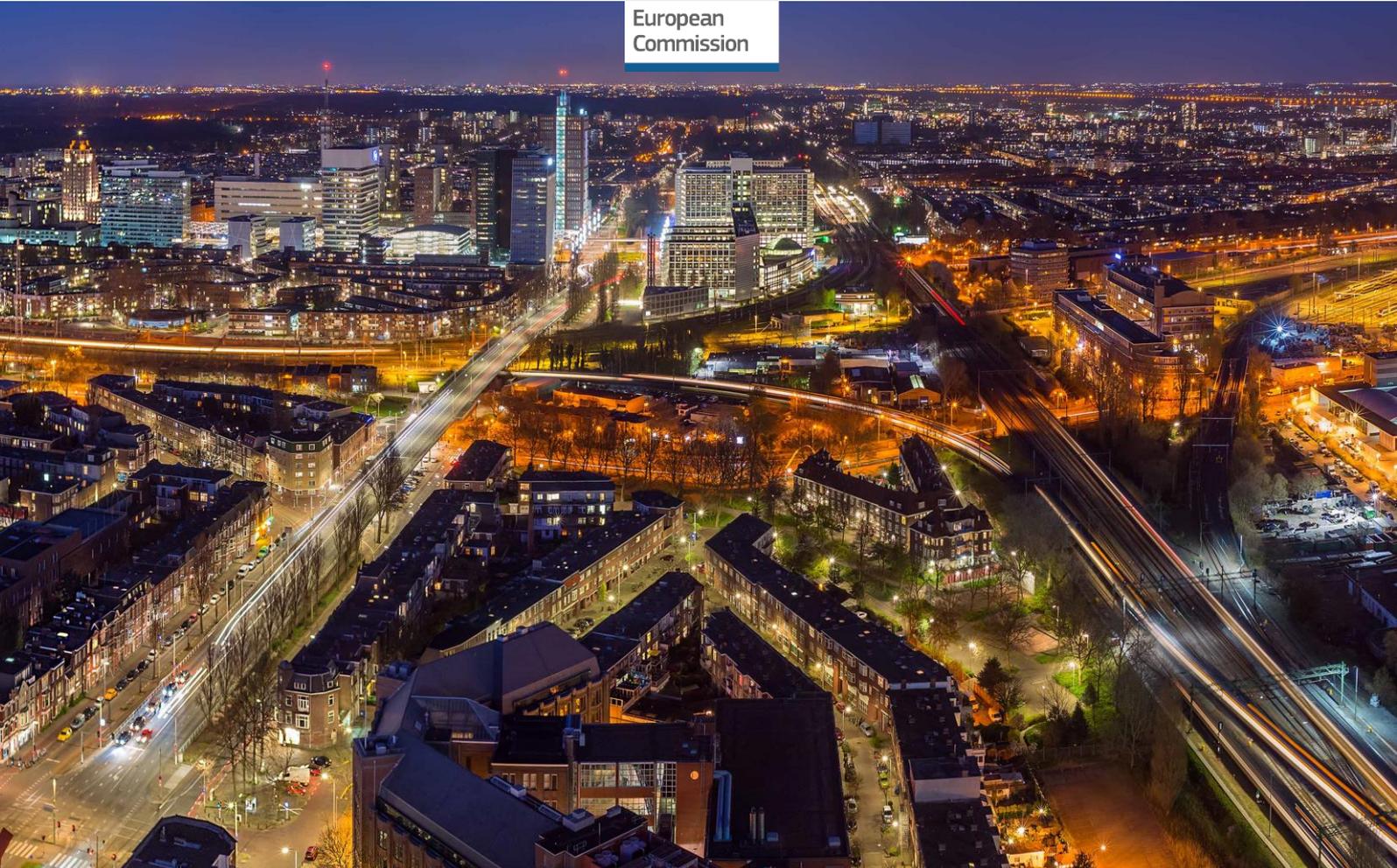




European  
Commission



## The Productive City Dimension

# How are urban initiatives and actions supporting Green, Just and Productive Cities in the EU?

UAEU Webinar: 20 September 2021

## On the series of webinars

With the current form of the Urban Agenda for the EU (UAEU) coming to an end, it's essential that we capitalise on its achievements, explore linkages and synergies with other relevant initiatives and feed into its renewal process. In this context, a series of three webinars will be organised in line with the Green, Just and Productive city dimensions, as established under the New Leipzig Charter (NLC). Entitled '**How are urban initiatives and actions supporting Green, Just and Productive Cities in the EU?**', the webinars will showcase examples and initiatives from cities on how to develop resilience and further the implementation of these dimensions at the local level, and providing a space for discussing achievements, remaining issues and future opportunities to help cities face their challenges in a strategic way and thus contribute to sustainable urban development.

The webinars will take place on the following dates, between **14:00 – 16:00** CEST:

<b>The Productive City</b>	<b>The Green City</b>	<b>The Just City</b>
20 September 2021	27 September 2021	4 October 2021

They will be based around the [series of articles on the 14 Partnerships of the Urban Agenda for the EU](#) which link actions and activities with other relevant EU projects and initiatives supported by Cohesion Policy (including Urban Innovative Actions, URBACT and Article 7 cities benefitting from the European Regional Development fund (ERDF)).

The webinars are open to anyone who is interested, and we especially welcome the participation of UAEU Partners, representatives from URBACT, UIA and Article 7 Cities, and interested cities and managing authorities who would like to benefit from these presentations and discussions.

## The Productive City

The Productive City Webinar is **2-hour session** taking place on **20 September 2021**. The webinar will bring together experience from cities with a focus on how to further the implementation of this NLC pillar. In particular, experiences from Action Leaders of the Urban Agenda for the EU, as well as cities from Urban Innovative Actions (UIA), from URBACT networks and others benefitting from Article 7 cities implementing ERDF will be showcased. Speakers in this section of the webinar will tackle the discussion from the angle of **digitalisation in cities**, especially in relation to **tourism, job markets** and **public services**.

## Narrative of the webinar:

### Setting the scene: the New Leipzig Charter

Urban transformation is based on the integration of the social, ecological and economic dimensions of sustainable development. Thus, the [New Leipzig Charter – The transformative Power of Cities for the Common Good](#), which represents the latest key policy framework document for sustainable urban development in Europe, defines three distinct dimensions of EU cities: Green, Productive and Just.

Here we focus on the Productive City, for which the Charter highlights the following elements:

- A **diversified economy** which provides jobs while ensuring a sound financial base for sustainable urban development is key to make cities 'productive'. Therefore, cities should incorporate in urban planning: 1) skilled workforce, 2) social, technical and logistical infrastructure, 3) affordable and accessible space.
- Transforming urban areas into **attractive multifunctional spaces** is an enabler to provide new opportunities for urban development through mixed use for living, working and recreation.
- **Digitalisation** is a cross-cross sectoral trend affecting all dimensions of sustainable urban development. Digital solutions are opportunities for urban transformation which can deliver innovative and high-quality services to the public and businesses. Digitalisation needs to be shaped in an environmentally sustainable, inclusive and fair manner. It is key for the future competitiveness of the EU – to which EU cities can significantly contribute.
- Therefore cities should be one of the driving forces for creating a **digital, service-oriented and low-carbon economy** built on a knowledge-based society and cultural industries.

In this context, three articles have been or are being drafted on the topic of the Productive City, which aim at showcasing practices and experiences (from the UAEU, UIA, Urbact and/or Article 7 cities) on how different tools and funding support can help cities face their challenges in a strategic way towards sustainable urban development. These are:

- [#1 Digital gamechanger? How Europe's cities are adapting to the impact of COVID 19 on jobs and skills](#) – written by Eddy Adams
- [#3 Looking at European lessons to turn data into public data and unleash the transformative power of city data](#) – written by Luca Mora
- (tbc) [#7 How to design safe and sustainable cities through the lens of public procurement?](#)

## What do we want to achieve with the “Productive City” webinar?

Through this webinar, we aim at:

- Learning from local good practices on how to make cities more productive, notably
- through the use of digitalisation processes/services in relation to public services, job markets and tourism.
- Exploring how the EU is supporting the transformation process of cities for becoming Productive, and how cities can benefit from these initiative/projects.
- Investigate how such local initiatives could be upscaled and transferred, and what are the steps to do so.

## Programme

*20 September 2021: The Productive City*

Time	Session
14:00 – 14:05	<b>Welcome and introduction</b> <ul style="list-style-type: none"><li>• Jan Maarten de Vet, Urban Agenda for the EU Technical Secretariat – session moderator</li><li>• Thomas De Béthune, Team Leader for Sustainable Urban Development, DG REGIO, European Commission</li></ul>
14:05 – 14:35	<b>PART 1: Dynamics and solutions around UAEU Actions and other EU initiatives</b> <ul style="list-style-type: none"><li>• Theoni Panteli, Head of Blue Growth Projects Department, Programming and Development Division, Municipality of Piraeus, Greece</li><li>• Patrícia Romeiro, Porto for Talent Consultant, City of Porto, Portugal</li><li>• Filippo Corsi, Head of IT Development Service, City of Florence, Italy</li></ul>
14:35 – 14:50	<b>Concluding remarks</b> <ul style="list-style-type: none"><li>• Eddy Adams, Programme Expert, URBACT</li></ul> <b>Q&amp;A with participants</b>
14:50 – 15:20	<b>PART 2: Future EU opportunities towards productive cities</b> <ul style="list-style-type: none"><li>• Dana Eleftheriadou, Head of Cities and Proximity, DG GROW and Natalia Gkiaouri, Policy analyst for urban development, DG GROW, European Commission</li><li>• Serge Novaretti, Policy and Programme Officer, DG CONNECT, European Commission</li></ul>

	<ul style="list-style-type: none"><li>• Thomas De Béthune, Team Leader for Sustainable Urban Development, DG REGIO, European Commission</li></ul>
15:20 – 15:50	<b>Guided discussion</b> (with all speakers) and Gerry Muscat, Head of Division on Urban Development, European Investment Bank
15:50 – 16:00	<b>Conclusion and main takeaways</b>

