



City of Malmö EU office since 1999

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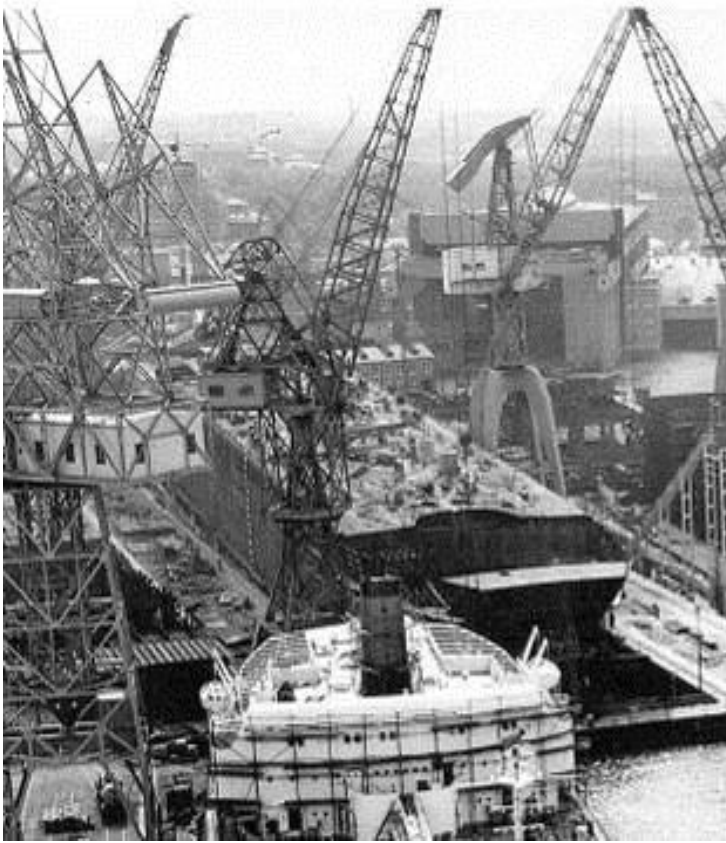
Malmö stad

Welcome to Malmö

– a diversity of meetings and possibilities



- Malmö is the growth centre of the region
- 300,000 inhabitants
- Population expanding for the twenty-third year in a row
- 30% of the city's inhabitants were born abroad
- 174 nationalities represented
- Young population: 50% are under 35 years of age
- Metropolitan area 660 000
- Öresund area 3.7 million



**Malmö lost 30 000 jobs
during a period of
three years in the late 1980s**



The basis for the office & our International work

Plan for the international work

(Platform document for the whole local authority and all departments,)

Objectives (general objectives with the work)

Focus

Responsibility (methodology)

Evaluation (annual reporting on activities, projects etc)

Strategy for the international work

(How to conduct the work, priorities (annual VPL), City council decides

Overall local authority objectives, social, economical and ecological development

City development

Strategic/policy work

PR and marketing

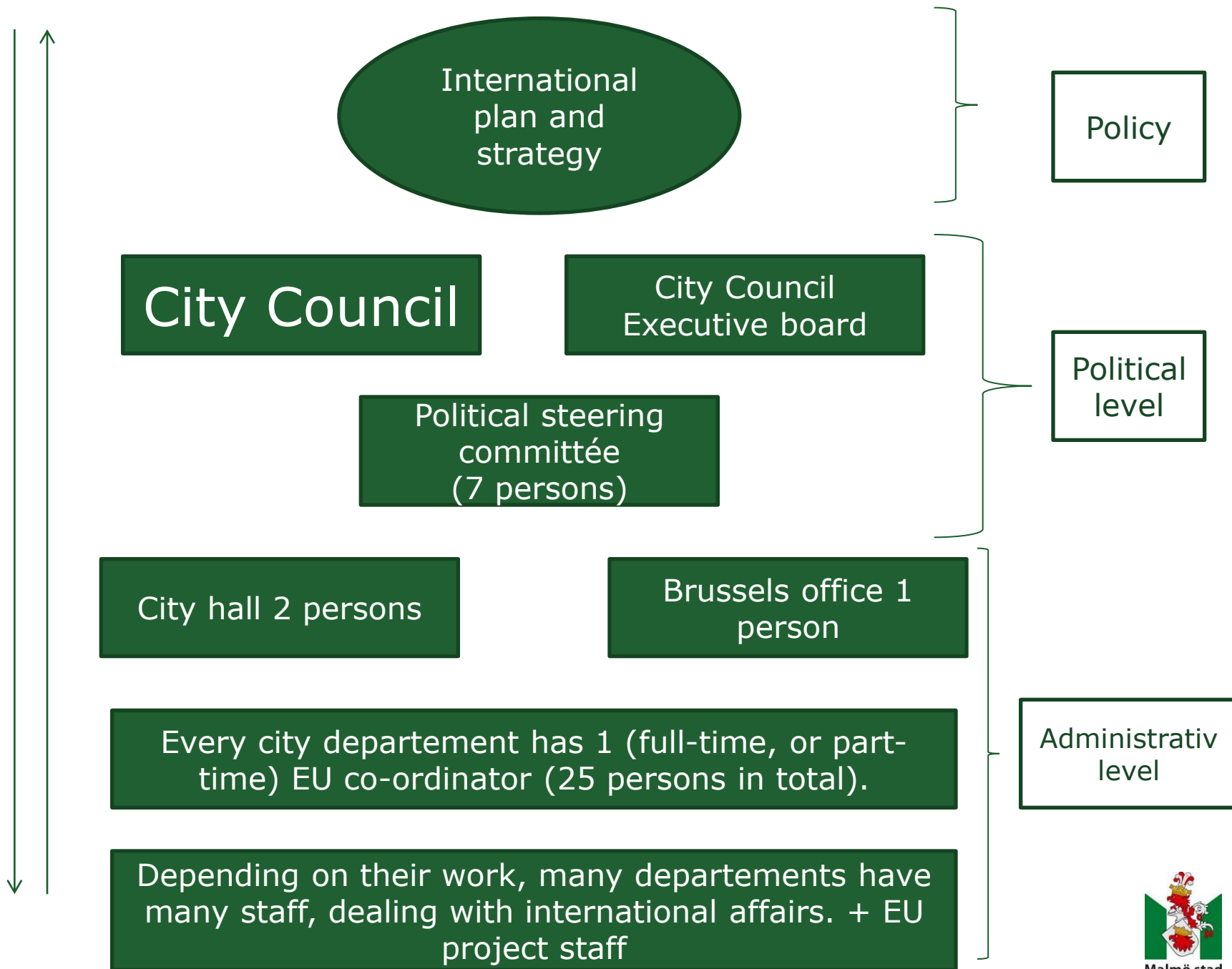
Purpose of the activities in Brussels

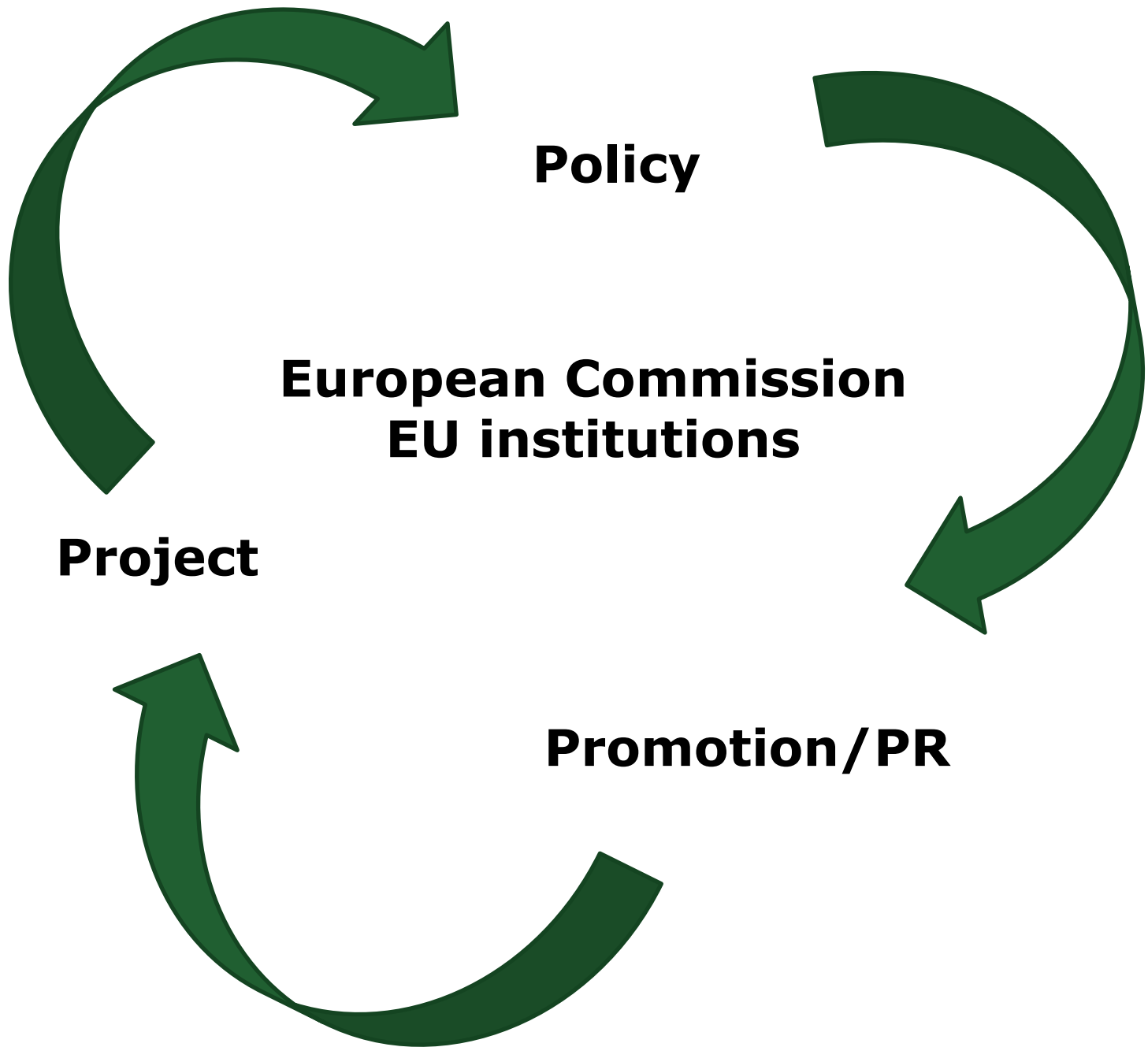
- Support for the whole local authority and all international work
- Home organisation/demand based work
- EU network in Malmö – a must for a horizontal organisation (about 25 persons / each department)
- Our principle is: Best done in Brussels.... and vice versa
- The basis is the three pillars with a focus on the urban agenda:

PROJECT
POLICY
PR

Funding
Legislation/lobby
Marketing









Our lobby work?



Policy



ACTORS

European Commission

Committée of the Regions

Council - Permanent representation - Swedish Government

European Parliament



Project

Promotion



Cooperation partners



Our networks

Eurocities, UBC, BALTMET, Simillar cities network, UITP etc
Networks in Brussels, Swereg, Cities for Cohesion, EPRO, ERRIN
Individual city to city co-operation, Köpenhamn, Newcastle



Offices/cities in Brussels



Berlin, **Göteborg**, **Stockholm**, Amsterdam, Rotterdam, Prag, Budapest,
Amsterdam, Haag, Utrecht, Rotterdam, Ile de France, London, Tallinn,
Helsingfors (total about 40 cities)





**“Dave, if you can earn the company an extra
500 million dollars by noon today,
I’ll let you keep half.”**

Cooperation areas and our priorities

Future structural funds and Cohesion policy

Urban issues, needs and policy

Policy

Sustainable development

Covenant of Mayors

Policy/Project

Urban transport – EC communication, consultation

Future transport vision

Policy

UITP/CIVITAS

PR/Project

Housing, construction/Benchmarking/Urban Project

Energy

Policy/Project

Green Digital Charter

Policy/Project

Employment and social inclusion

Peer review employment actions

Policy/Project

Peer review social integration

Policy/Project

URBACT

Policy/Project

Housing

Policy/Project

Education and research

Research

Project

University cooperation

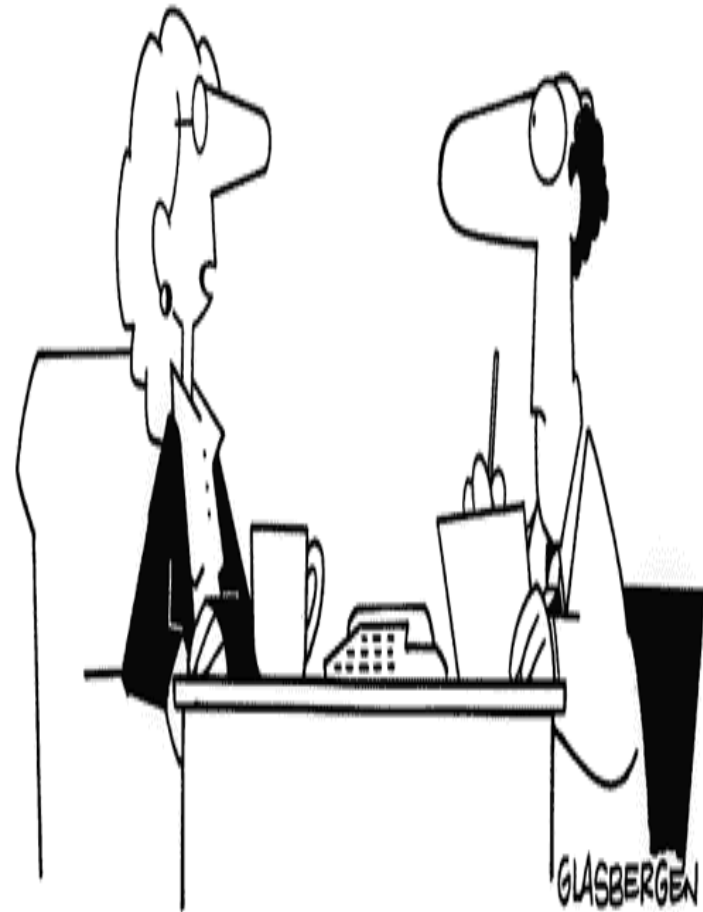
Project/Policy

Educational quality

Policy

Early school leavers

Project/Policy



“Our company lost 900 million dollars last quarter. Your job is to make this look like the best thing that ever happened to us.”

PR in Brussels

Participation

Open Days

Green week – Energy week

Employment week

Swedish presidency

EUP

CoR

Mobility

Baltic sea (group) events



“With all due respect, sir, dumping toxic waste doesn’t count as ‘giving something back to the community’.”

Media, articles in Eurocities, UBC, Newsflash, Daily newspapers, Specialist news, European Review, Panorama, EUP news, Different types of newsletters for local and regional authorities SKL, Dagens samhälle.

History and future: Eurocities AGM, UBC, CIVITAS forum, CEMR, Presidency events i.e DK



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