



European Business Campaigns

Sustainable Living in Cities

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Cross-Sectorial Practitioners' Network of 60 Multinational Companies



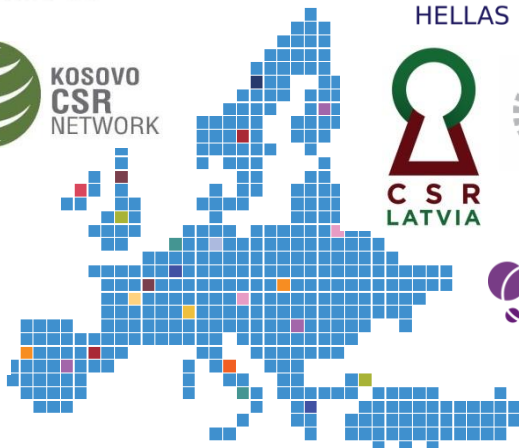
44 National Partners Reaching out to 10 000 companies in Europe



Global Compact Network
Bulgaria



Hrvatski poslovni savjet za održivi razvoj
Croatian Business Council for Sustainable Development



LAVA
Lietuvos atsakingo verslo asociacija



Network for Social Responsibility of Slovenia



Club de Excelencia en Sostenibilidad



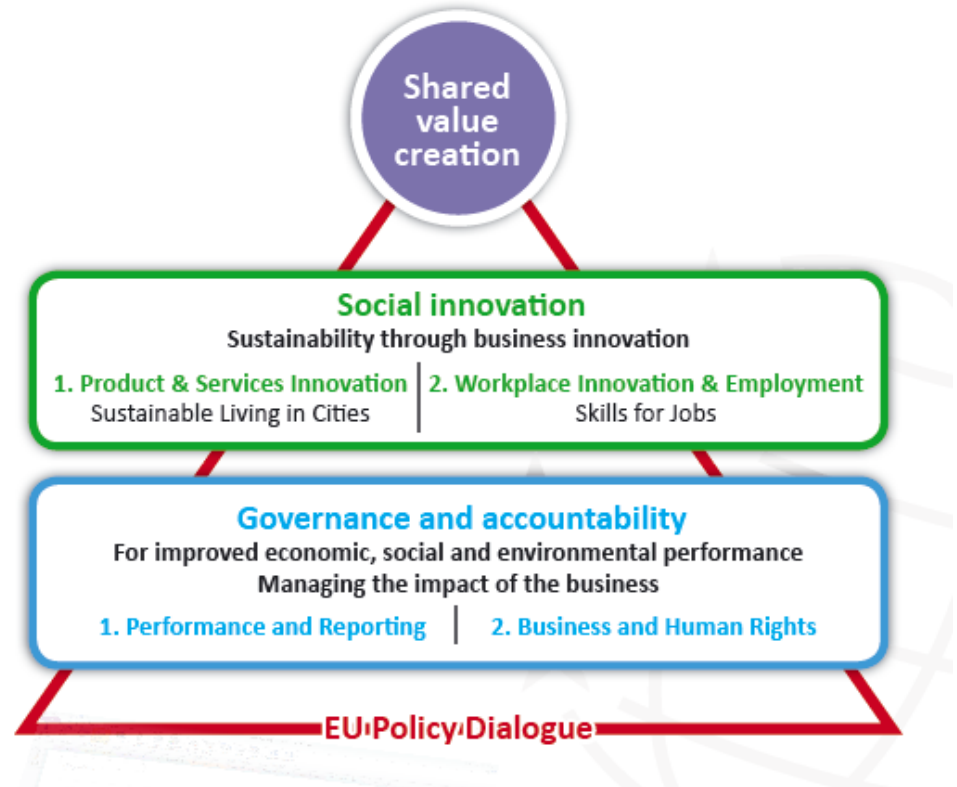
Sustainable Living in Cities

Enterprise 2020

Leaders:



Partners:



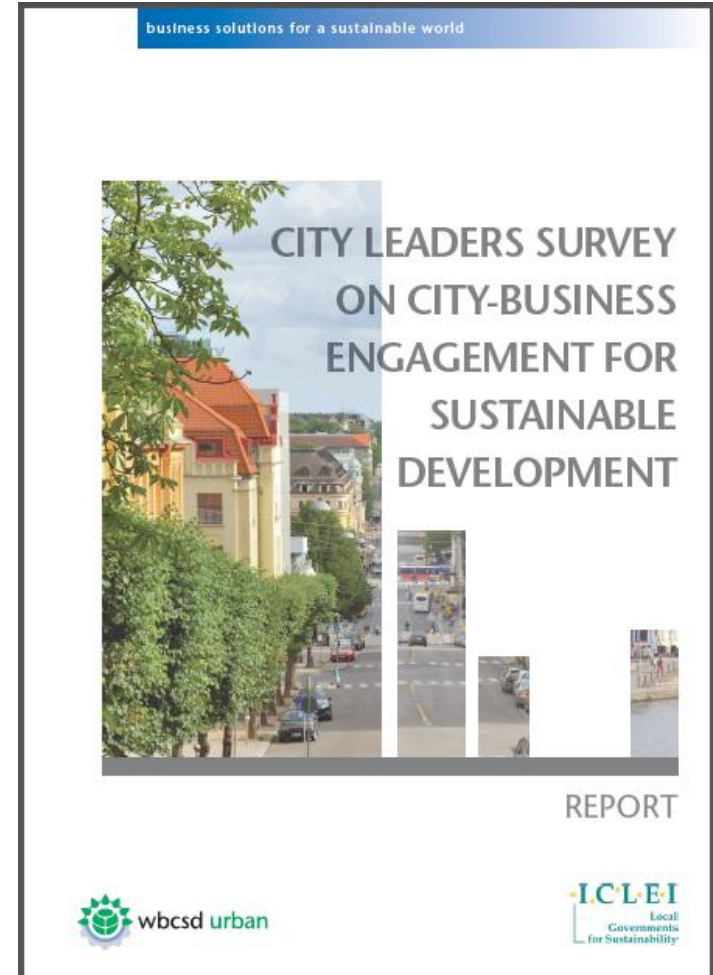
Urban Sustainability Challenges

- $\frac{3}{4}$ of European population live in urban area. Cities generate 75% of GHG and consume 80% of global material and energy supplies
- Climate Change
- Finiteness of resources
- Demographic Change
- Limited funding
- Lack of integration between city planning & economic strategies
- Clashing interests among urban stakeholders

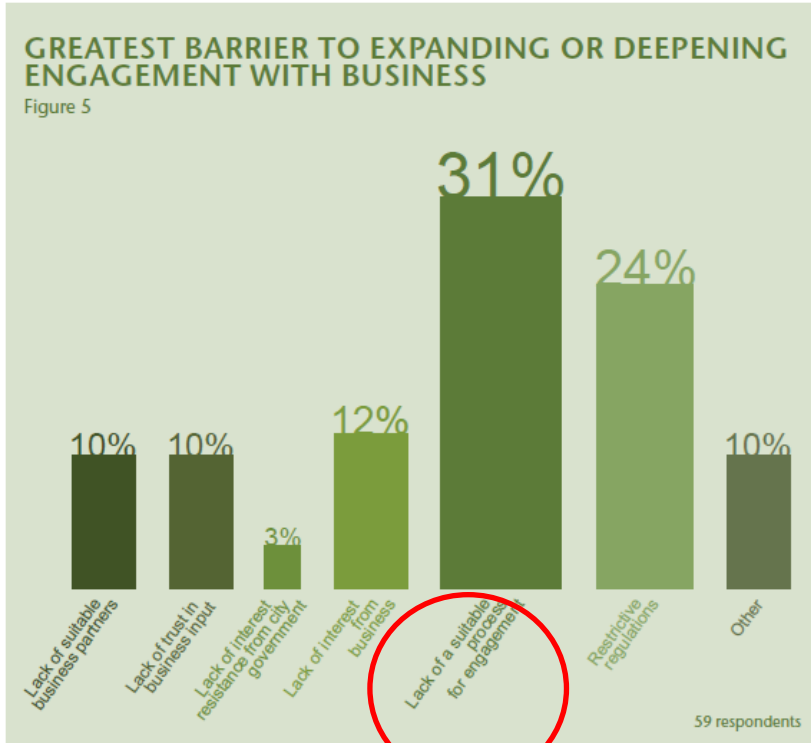


Cities Leaders Survey

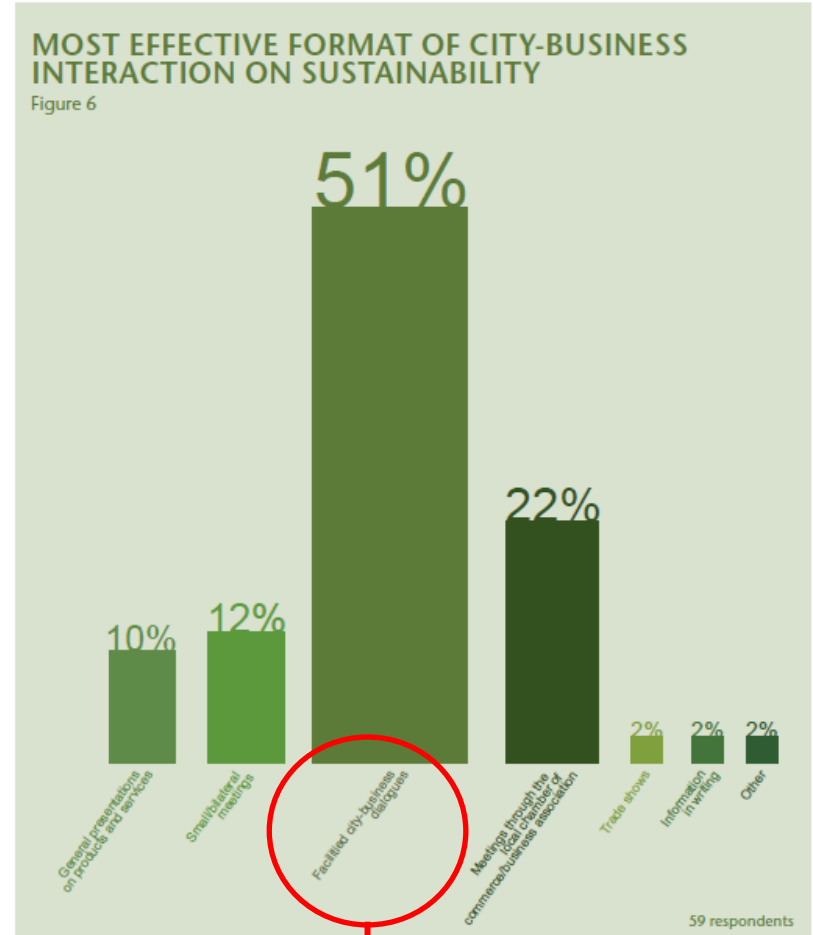
- 75% of cities surveyed¹ see an important role for business in providing input to the city's sustainability plan
- Most cities have some kind of engagement with business
- But 50% believe they don't work effectively to advance the sustainability agenda



Barriers for engagement



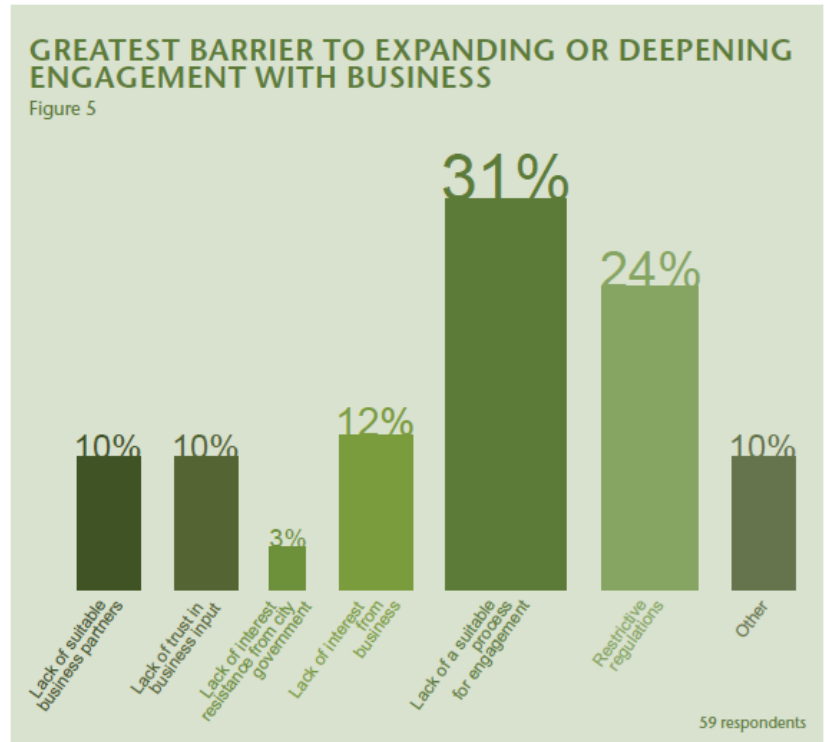
Lack of a suitable process for engagement



Facilitated City-Business dialogues

Barriers for engagement

- Lack of suitable engagement process
- Lack of awareness of the strategic input that business can provide
- Perception of biased input
- Regulatory related constraints



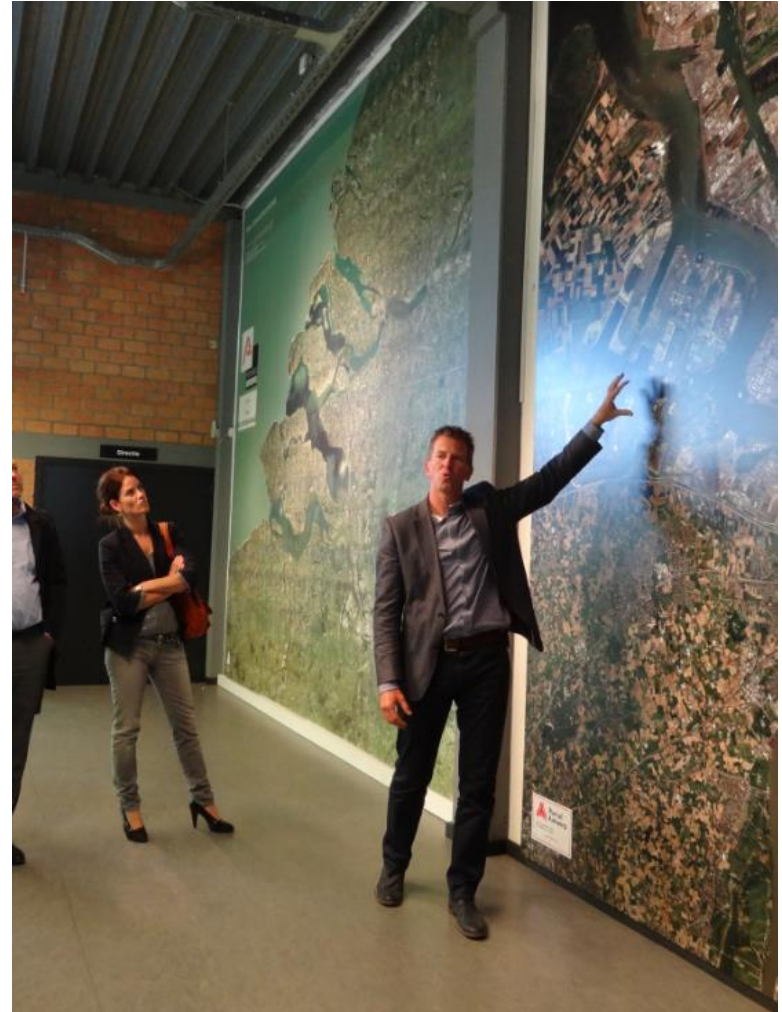
Vision & Goal

Vision

By 2030, in each European city, relevant **city actors work together** in the development and implementation of long-term sustainability strategies.

Goal

Create and implement a framework to bring business representatives closer to the urban stakeholders in developing new or advancing existing local sustainability strategies.



Objectives

The campaign objectives:

- define a new model of urban multi-stakeholder partnership by analyzing the opportunities and challenges of existing urban partnerships
- mainstream the approach by implementing the new model in 10 cities in 10 European countries.



Activities

Knowledge sharing

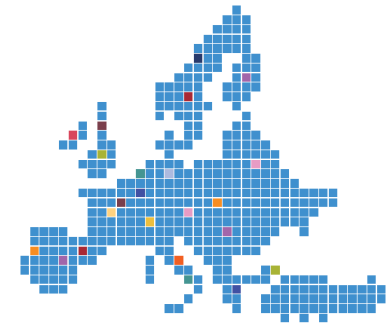
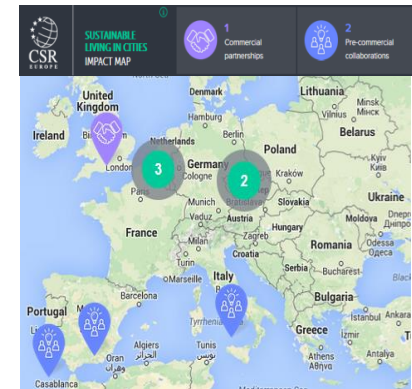
- Showcase via an online platform: [IMPACT MAP](#). Examples, success factors and challenges of business-city collaboration and initiatives on a number of urban sustainability topic.
- Development of a **Webinar Series** and a **Blueprint** on effective business-city partnership.

European Roadshow

- Organize 1-day **Regional Workshops** with city actors to present and discuss local sustainability strategies, as well as train the participants on how to set-up effective partnerships
- Set up 10 pilot **Business-city alliances**, in 10 European countries.

EU Policy dialogue & High Level events

- Organize EU **policy seminars** and dialogues with relevant EU DG. Invite leaders, strategic partners and corporate members
- Join **High Level** events



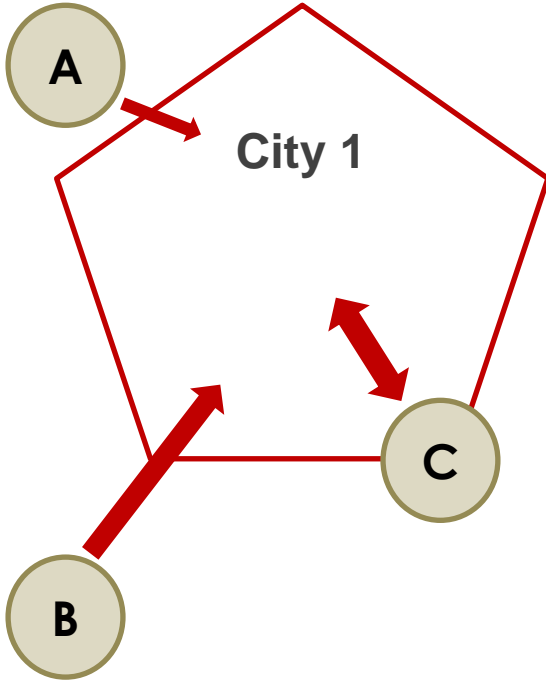
Need to Shift Orientation

- Need to transform the urban infrastructure systems (buildings, energy, mobility, water, waste), resilient for climate change.
- Need to develop city's competitive advantages (create centres of expertise) to guarantee economic growth.
- Cities tend to design their sustainability visions on their own, in silos. Businesses are generally involved late in the planning process, with limited opportunities to promote innovation and provide strategic input.



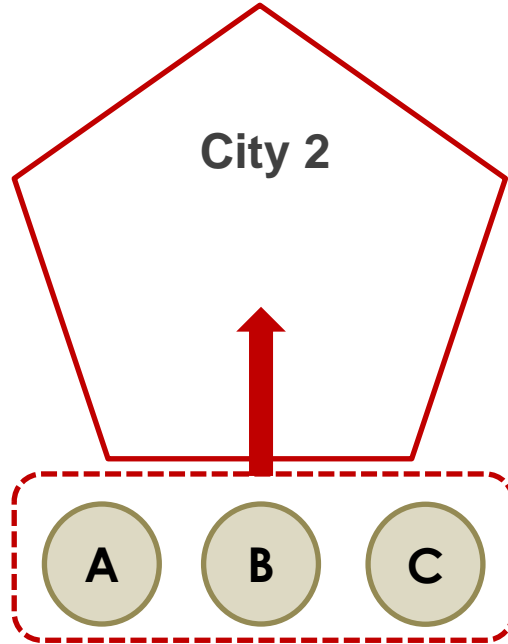
Types of Business-City Collaboration

1. Commercial partnership



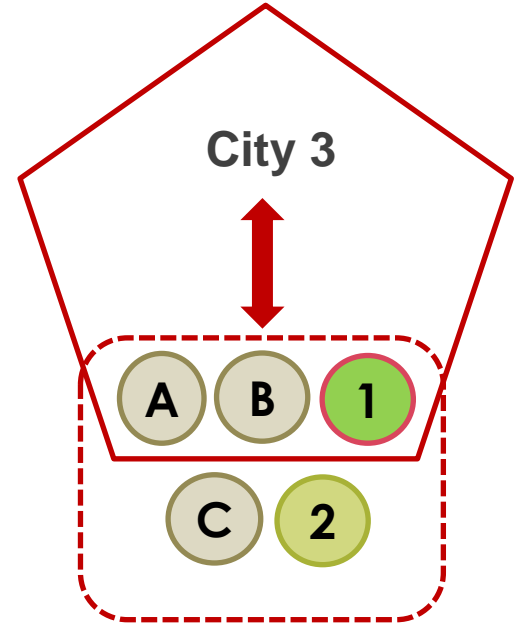
- One-to-one
- Mostly of commercial nature
- Established during public-procurement

2. Pre-commercial collaboration



- Companies collaborate on driving innovation on smart cities solutions
- Pre-procurement discussions and studies followed by procurement

3. Multi-stakeholder long-term strategic alliance



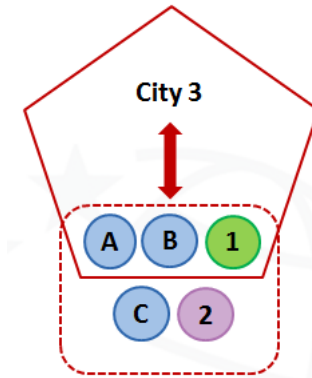
- Multi-stakeholder
- Companies collaborate on driving innovation on smart cities solutions
- As city stakeholder, companies have positive impact by improving own business performance
- Early stage of strategy and planning process

3. Multi-Stakeholder Strategic Alliance

Amsterdam Smart City (ASC)

ASC is a **broad platform**, with more than 70 partners, focusing on energy transition and open connectivity (sport parks, shopping areas, lighting), regulations and smart working. ASC evolved from a traditional "knowledge-silo-thinking", to a holistic information community, where synergies are created through cooperation. ASC connects the needs and wishes of users, residents, government and business.

ASC provides possibilities for **testing** technologies, products, services and approaches in various urban living labs in the region. All knowledge gained is widely shared, as it is believed that open and scalable innovation is the key to sustainable success.



Opportunities for Business to Help Solve Urban Sustainability Challenges

1. Playing an active role in developing and fine-tuning a local sustainability strategy by **becoming strategic partners** and advisors to city authorities.
2. **Providing** cities with innovative products and services and better suited solutions to the identified sustainability challenges.
3. Ensuring positive impact by improving their **own business performance** and reducing the footprint of their operations.
4. **Demonstrating** their genuine commitment to sustainability.
5. **Collaborating with other urban stakeholder** to share their expertise and unlock the market for new products and solutions.



Opportunities for Cities to Partner with Businesses in Pre-Procurement Phase

1. **Draw important knowledge and expertise** from businesses to use in advancing and fine-tuning urban sustainability strategies
2. **Improved access to finance** to support sustainability ambitions and overcome current and future sustainability challenges
3. Take advantage of **innovative products, services and solutions** tailored to city and citizens needs
4. By working together, **expand the capacity for changing citizens behaviour** and encourage the adoption of more sustainable life styles
5. **Integrate city planning and economic strategies** through improved coordination between various departments
6. Create **real social innovation**



Call to Action

For Business

- Be a strategic partner of cities. Play an active role in city sustainability.

For Cities

- Enable companies to be a strategic partner in the early phase of developing city sustainability plans. Create enabling conditions (such as a multi-stakeholder platforms).
- Be one of the 10 pilots of CSR Europe's Sustainable Living in Cities campaign.



Policy Seminars

baseEUcities – 27-29 October 2015, Brussels

- 3-day exhibition (550 exhibitors split across sectors including: 100 cities, more than 100 leading companies, smart cities solutions providers, financial institutions, investors, universities, NGOs, start-ups and innovators)
- As a strategic partner of the baseEUcities, CSR Europe will organise a **half-day conference** on **city-business collaboration as a driver for circular economy on October 28, 2015**, during the three-day event at the EXPO halls in Brussels.
- **[Apply for a free ticket here](#)**

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Thank you

More information can be found on www.csreurope.org or by contacting

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