

Corporate Policy and Strategy Committee

10:00am, Tuesday, 13 May 2014

Munich Civic Invitation

Item number	7.5
Report number	
Executive/routine	
Wards	All

Executive summary

This report considers the invitation extended by the Mayor of Munich to the Lord Provost requesting civic representation at a reception and programme of events taking place in Munich from 29 June to 1 July 2014 in recognition of the 60th year of the twinning between Edinburgh and Munich.

As reported to the Economy Committee on 19 November 2013 and 6 March 2014, Munich has been identified as a city for priority international activities during 2014, with a number of project proposals being considered through the Partner Cities Anniversary Working Group. As the Lord Provost has another diary commitment, it is proposed that the Deputy Lord Provost accept the invitation, and use the visit to strengthen relations between the two cities.

Links

Coalition pledges	P30 and P31
Council outcomes	CO25 and CO26
Single Outcome Agreement	SO1

Munich Civic Invitation

Recommendations

- 1.1 To accept the invitation from Munich, which is for the Lord Provost plus a guest. It is recommended that the Deputy Lord Provost attend the Munich City Council Sister City reception and associated programme from 29 June to 2 July 2014 to boost civic and economic ties.
- 1.2 Due to the need to confirm urgent travel plans, the Director of Economic Development and the Council Leader approved the visit under the urgency provisions set out in paragraph 3 of the Committee Terms of Reference. The Committee is asked to note the action taken.

Background

- 2.1 Edinburgh and Munich City Councils have a long legacy of partnership working, having enjoyed a twin city relationship since 1954. It is Edinburgh's oldest formal link and over the years the partnership has supported a wide range of school exchanges, teacher development programmes, sports and university youth exchanges, artist residencies, parks development projects, choirs and churches and the sharing of good practice in many areas. Both Councils have active lifelong learning policies and recognise the importance of collaboration with counterparts in like minded European cities to stimulate innovation and support the acquisition of new skills, expertise, knowledge and professional development for professional staff.
- 2.2 As reported to the Economy Committee on 19 November 2013 and 6 March 2014, Munich has been identified as a city for focus for Edinburgh in 2014, with a number of project proposals now underway to build and strengthen city relations which have been developed through the City of Edinburgh Partner Cities Anniversary Working Group.
- 2.3 Munich is also a priority target market for The City of Edinburgh Council's Investment Promotion Strategy. Like Edinburgh, Munich ranks highly as a destination for Foreign Direct Investment and tourism. It is Germany's top insurance location and 2nd largest banking hub, leading business start up location, and the high-tech capital of Germany.
- 2.4 Munich is considered a global city (listed 8th of 500 cities by Fortune Magazine's Global 500 ranking) and is the home of key corporate headquarters including

Allianz, BMW and Siemens. Munich has the strongest economy of any German city and is one of the centres of the German new economy for biotechnology and software.

Main report

- 3.1 The Mayor of Munich has invited the Lord Provost and a guest to attend a Sister City reception and associated programme of events taking place in Munich from 29 June to 1 July 2014 in recognition of the 60th year of the twinning between Edinburgh and Munich.
- 3.2 The civic invitation extended to Edinburgh marks the beginning of a programme to formally recognise Munich's anniversaries with sister cities in 2014: Edinburgh, Bordeaux, Kiev and Cincinnati. The three day programme offers the opportunity to engage in collective and bilateral talks with City of Munich representatives, and will provide a platform to promote Edinburgh's strengths as a cultural and economic partner.
- 3.3 Twin city relations between Edinburgh and Munich have been strong for 60 years and boast successes in a number of projects, collaborations and knowledge-sharing experience.
- 3.4 Relations have been strengthened by a number of reciprocal civic visits and officer exchanges during 2013 and 2014. Munich's Department of Labour and Economic Development has hosted a total of six City of Edinburgh Council work placements funded by the EU Leonardo project, in areas such as employability and skills, sustainable economy, urban development, investor support and European affairs. This has been reciprocated under the same EU funding programme.
- 3.5 There are opportunities to work with Munich on future EU funded projects, such as within the European Commission's Smart Cities programme, which promotes technology and environmental sustainability.
- 3.6 Edinburgh has also identified Munich as a priority target market for inward investment from the German speaking world and for several years has been profiling the city's investment opportunities at ExpoReal in Munich and through a German investment newsletter. German investment into Edinburgh has increased, and the visit will be used to further build Edinburgh's profile as an investment location and economic partner.
- 3.7 Between January 2003 and February 2014 a total of 408 Foreign Direct Investment projects were recorded from Munich into Western Europe. These projects created 45,000 jobs. The External Relations and Investor Support teams have nurtured links with Bayern Innovativ, the Bavarian Parliament's External Relations Committee, and Invest Bayern. There are particularly strong links between the two cities' investment teams.

- 3.8 There has been considerable engagement with Munich's sustainability agenda, including the sharing of experience with Munich's city-owned energy and waste company and high profile participation in the Scottish Low Carbon Investment Conference in recent years.
- 3.9 The City of Edinburgh Partner City Anniversary programme and civic representation in Munich will offer a number of outlets for positive and business focused media and press campaigns which can be managed to both Munich's and Edinburgh's advantage.
- 3.10 The commitment to continue collaborating and working together has the support of the German Consul General in Edinburgh, as well as the British Consul General in Munich, both of whom have responsibility for trade and investment, as well as international co-operation.
- 3.11 Areas of particular expertise and interest for Edinburgh in terms of professional learning opportunities include Munich's leading economic development good practice in: employment programmes, technology and knowledge transfer initiatives, sectoral support for creative industries and life sciences, green markets and energy initiatives, foreign direct investment and in the management of holding companies and ESCOs e.g. the City's municipal utility company, Stadtwerke München, with which Edinburgh has very good relations.

Measures of success

- 4.1 Raise the city's international profile
- 4.2 Promote Edinburgh's expertise
- 4.3 Learn from European good practice
- 4.4 Strengthen links with European cities

Financial impact

- 5.1 The cost of air travel is approximately £260 per return flight. Travel options have been considered and the recommendation is air travel due to time commitments. The City of Munich will cover the costs of the accommodation for the Edinburgh delegation. Costs for the Deputy Lord Provost's air travel will be met from the External Relations budget 2014/15.

Risk, policy, compliance and governance impact

- 6.1 There are no specific risks arising from this report.

Equalities impact

7.1 There are no equalities impacts arising from this report.

Sustainability impact

8.1 Travel arrangements have been made in accordance with the Council's Sustainable Travel Plan. While there are adverse impacts on air quality associated with air travel, flights have been selected due to travel time available.

Consultation and engagement

9.1 External Relations have ongoing interaction with a wide range of key players in Munich as a twin city to Edinburgh and work closely with the city on a number of existing projects, through the Eurocities network and the new projects identified through the Partner City Programme for 2014/15.

Background reading/external references

- Papers held by the External Relations Unit.

Greg Ward

Director of Economic Development

Contact: Elaine Ballantyne, Head of External Relations and Investor Support

E-mail: elaine.ballantyne@edinburgh.gov.uk Tel: 0131 469 3854

Links

Coalition pledges	P30 and P31
Council outcomes	CO7, CO25 and CO26
Single Outcome Agreement	SO1
Appendices	None