

# Policy and Sustainability Committee

10am, Tuesday, 6 August 2019

## Edinburgh International Activity Report

Executive/routine  
Wards  
Council Commitments

### 1. Recommendations

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This report sets out the following recommendations for consideration:

- 1.1 To agree on the five principles to guide and prioritise future international engagement and visits for the City of Edinburgh Council. International activity and visits involving the Council – including as a result of our twinning arrangements - must demonstrate that it:
  - 1.1.1 Supports an identified key theme that benefits the city;
  - 1.1.2 Supports identified challenges and opportunities for the city;
  - 1.1.3 Leads to improving investment, economic growth and improved knowledge and learning exchange;
  - 1.1.4 Is delivered in partnership to ensure high impact and value for money; and
  - 1.1.5 Is aligned to the international priority work of key partners.
- 1.2 To agree to maintain clear governance and accountability lines where Council international activity will be reported to the Policy and Sustainability Committee at the City of Edinburgh Council. A suitable monetary threshold for future elected member and officer international site visits will be reported in a future paper.
- 1.3 To work with partners to establish a new International Edinburgh Group as a collaborative way of working.

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## Edinburgh International Activity report

### 2. Executive Summary

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- 2.1 The environment within which Edinburgh's economy operates is undergoing significant change. We need a new approach to help the city adapt to new international relationships emerging post-Brexit, to address the challenges arising from being a growing and expanding city capable of adopting the transition to a new digital and low carbon economy
- 2.2 The report summarises the international context in which Edinburgh is operating, the issues and strategic themes for Edinburgh, and the objective to play a strong leadership role within the city while working more collaboratively with key partners on the plan for, and approach to, international activity. This reflects the added value that can be gained by all partners from better collaboration and coordination but also reflects the limited resources of the Council for future international activity delivers on a clear set of agreed priorities.

### 3. Background

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- 3.1 Edinburgh commands huge international attention. It is the capital of Scotland and seat of the Scottish Parliament, with a huge programme of investment and development and a worldwide reputation for its cultural activity.
- 3.2 The city hosts thousands of visitors every year, some on personal visits and others on official or civic business. Edinburgh is the largest UK tourist destination outside London and an international centre for festivals and culture. The city attracts 4 million tourist visits each year with a total expenditure estimated at £1.5bn.
- 3.3 Edinburgh is also home to people who either emigrated to this country or are first or second descendent generations of immigrants. In Edinburgh 16% of the population are non-British nationals, compared to 6.6% in Scotland overall. Edinburgh also has the largest population of EU nationals in Scotland.
- 3.4 Foreign policy is not a function of local government. Neither is it devolved to the Scottish Parliament. The Scottish Government's wider international work, is in the May 2019 publication [Scotland: a trading nation](#) which sets out a plan for growing Scotland's exports. This complements the Government's [Global Scotland: trade and investment strategy 2016-2021](#), which sets out the approach to improving trade and

investment performance. Both existing and ongoing developments on international activity involving the Scottish Government and between the Government and local authority representative bodies such as COSLA and the Scottish Cities Alliance.

3.5 In addition, the City of Edinburgh Council (CEC) plays an active role internationally, receiving and facilitating meetings of visitors, collaborating on projects with an international dimension and attracting inward investment and funding. The Council is not alone in playing this role. There are multiple agencies active within the city that deliver similar international promotion and management activities throughout Edinburgh, including anchor institutions in the city such as our Universities and Colleges, Edinburgh Airport, Forth Ports, Edinburgh Chamber of Commerce, our festival and tourism operators, key public sector agencies and our wider business community. Closer collaborative working across these partnerships is needed to meet the shared objectives all partners have for the city and its future

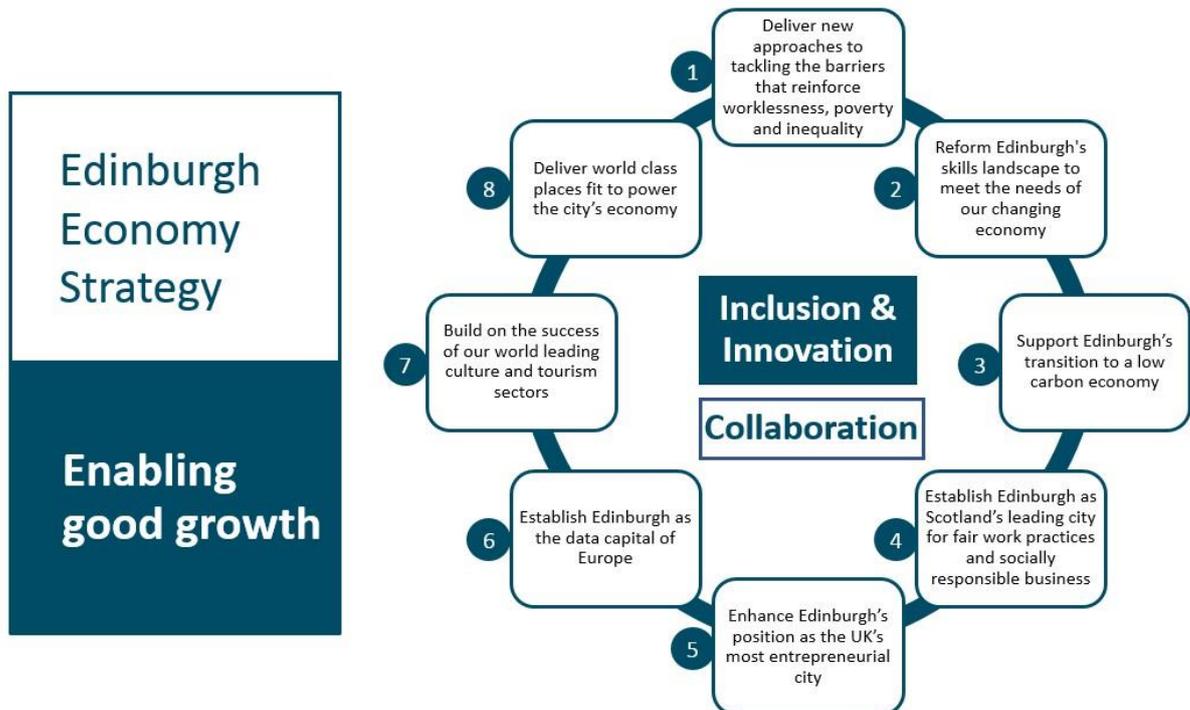
## 4. Main report

4.1 The Edinburgh Economy Strategy was agreed by City of Edinburgh Council's Housing and Economy Committee in June 2018. This strategy set out the vision for Edinburgh to be:

*“the most productive major city in the UK; a welcoming, international city that is home to a successful economy in which all our citizens can benefit from the prosperity the city creates.”*

*Edinburgh Economy Strategy 2018*

4.2 To meet this vision, the strategy sets out eight key steps the city needs to take over the next five years, all underpinned by core strategic themes of **innovation**, **inclusion**, and **collaboration**.



- 4.3 Within this framework, the strategy emphasises the importance of ensuring that Edinburgh remains an open and welcoming economy which continues to attract the investors and skilled workers we need to meet our aspirations for the city and our citizens. Indeed, all the key steps identified in the strategy – from meeting future skills needs, growing our entrepreneurial base, data driven innovation, supporting a low carbon future, investing in places and key sectors – all depend at least in part on the Council and partners successfully working together to harness Edinburgh’s opportunities as an international, outward looking city.
- 4.4 As such, to comply with the Edinburgh Economic strategy identified a need to build and strengthen collaborations with partners to ensure Edinburgh has the capacity to respond effectively to international opportunities at a city, region and national level to:
- 4.4.1 Demonstrate Edinburgh as an outward-looking city both in terms of increasing opportunities for domestic companies to internationalise, and for attracting inward investment
  - 4.4.2 Promote Edinburgh as a global meeting place for the flow of knowledge and new ideas, demonstrating the city is open to educational, civic and cultural links
  - 4.4.3 Promote Edinburgh as a welcoming city, open to business, and open to attracting new talent.
- 4.5 Towards these goals, at present a range of international networks and opportunities are used to raise Edinburgh’s international profile, promote the city and the work of the Council, and find partners for EU funded projects. These include networks such as Eurocities, the World Cultural Forum, and the UNESCO City of Literature Network, as well as the city twinning arrangements outlined in an appendix to this paper. The Lord Provost Office also performs many civic responsibilities in promoting Edinburgh at home and abroad. It is expected that the Lord Provost will continue with the current level of commitments in relation to civic activities.

## 5. Next Steps

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- 5.1 Over the next few years it is important that the approach the Council takes is refreshed to ensure it remains fit for purpose. Within the Council, continued financial pressures mean that a significant savings requirement has been identified for the period to 2022-23. At the same time, across the city the likely impact of the UK’s withdrawal from the EU – in terms of movement of people, goods, services, and investment – further emphasise the importance of ensuring trade and investment, cultural and civic links are maintained across Europe and that stronger links are established elsewhere in the world. In this context – balancing financial pressures against increasing need to maintain strong international links - there is a clear need to ensure that future international activity carried out by and for the City of Edinburgh Council is focused and delivers on a clear set of agreed priorities.

- 5.3 It is also proposed that all future international engagement and visit activity involving the Council should maintain clear governance and accountability lines with a Council Committee. Such a function could be performed by the Policy and Sustainability Committee in the first instance. The involvement of the council committee would be proportionate with an agreed monetary threshold rather than needing to approve all elected member or officer's planned international engagement activity. The relevant committee will consider the appropriate monetary threshold level in a future report.

### ***Strengthening collaboration***

- 5.4 Edinburgh is the main economic centre of a wide city region, is one of the single most important drivers of growth for Scotland, and a major asset for the nation's international reputation. This means that the city has a critical role to play in helping to meet the Scottish Government's ambitions for a fairer and more competitive economy, and for meeting the objectives defined for agencies such as Scottish Development International, Scottish Enterprise and others. It also means the ambitions the Council and other partners have for the city can only be met by close collaboration with those national agencies.
- 5.5 To strengthen these collaborations, it is proposed that an International Edinburgh Group should be established. The group will look to function in a similar way to the Edinburgh Events Strategy meeting in which information on activities are shared across partners who face many of the same issues and opportunities. Through strong information sharing and open collaboration, this group will seek to enhance the city's existing international connections, finding new opportunities to work together to build on Edinburgh's strengths, and enhance the city's international reputation.
- 5.6 Alongside City of Edinburgh Council, the initial group will be comprised of members from the following organisations: Scottish Government and Agencies, Edinburgh universities, Edinburgh Airport, Forth Ports, Edinburgh Chamber of Commerce, Edinburgh Festival bodies, Edinburgh World Heritage, and Fintech Scotland.

### **Principles for international activity**

- 5.7 Having established the international context in which Edinburgh is operating, the issues and strategic themes for Edinburgh and the necessity to work collaboratively and build relationships over international work. The principles will help determine how we decide international activity.
- 5.8 The principles will also help determine the priorities the City of Edinburgh Council will allocate its resources towards. We have proposed a more detailed list of principles, that can be used to assess the extent of new opportunities or approaches for new international engagement work.
- 5.9 Principles for future international activity such as attendance at conferences, visits or other engagements. It is proposed that future international activity involving the Council must clearly:
- 5.9.1 Support at least one of the following strategic themes for the city

- Sustainability/transition to a low carbon economy
  - Tackling inequality
  - Promoting Edinburgh or Scotland on the world stage.
- 5.9.2 Support identified key challenges and opportunities for the city
- 5.9.3 Contribute towards increasing investment, sustainable and inclusive economic growth, and enhancing knowledge and learning exchange
- 5.9.4 Be delivered in partnership, where possible to ensure impact and value for money
- 5.9.5 Be aligned with the ongoing international priority work of key partners. Key partners in this context are defined as:
- Scottish Government
  - Scottish Development International
  - Scottish Enterprise
  - Edinburgh Chamber of Commerce
  - Federation of Small Businesses
  - Edinburgh Airport
  - Edinburgh Universities, Higher Education Institutes
  - Edinburgh World Heritage
  - Edinburgh Festivals Groups

### **Resources and Activity**

- 5.10 The City Council is limited in the resources it can apply to international activity. Based on this and applying the principles detailed above it is therefore suggested that our current international external activity is restricted to the following:
- 5.10.1 Activity related to the Eurocities network.
- 5.10.2 international Activity relating to our relationships in China. Currently these are the Cities of Xi'an and Shenzhen.
- 5.10.3 International Exchange activity related to visits from other cities in the world (the principle agreed should equally apply here)
- 5.10.4 Opportunities to learn and take part in activity related to Key City strategies in DDI, Smart Cities and Sustainability.
- 5.10.5 International Activity organised by City Partners where senior presence and leadership support from the council will enhance the visits by partners and where the city costs are covered.
- 5.10.6 It should be clear that no more new twinning activity should take place.
- 5.10.7 Participation in MIPIM with the Scottish Government.
- 5.11 There are of course other opportunities that will arrive, and these should only be considered in exceptional circumstances taking into consideration the capacity of office support and the applications of the principles mentioned earlier.

## 6. Financial impact

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- 6.1 There are no immediate additional financial commitments from these proposals. The report seeks to recommend the start of a process that would improve financial control over international site visits and travel for the City of Edinburgh Council. This will be achieved through a move towards greater collaborative working and lines of accountability within the Council.

## 7. Stakeholder/Community Impact

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- 7.1 The proposals in this paper seeks to maintain and build on current stakeholder relationships around international work generating collaborative working gains.
- 7.2 The establishment of an International Edinburgh Group will be an additional ask on Stakeholder engagement and commitment.
- 7.3 The Council has set an ambitious net zero carbon target and committed to an ambitious sustainability programme of work. Prioritising and streamlining city international activity to ensure duplication is minimised and all activity is aligned to key priorities of the Council should have a positive impact on our carbon reduction target. However, despite reducing the Carbon impact on previous years, any international activity will have a carbon consequence. The Council will monitor the carbon footprint of future international programme travel and take account of this as part of the sustainability programme and will report as appropriate to the Policy and Sustainability Committee.

## 8. Background reading/external references

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- 8.1 City of Edinburgh Council, [Edinburgh Economy Strategy – Annual Progress Report](#), June 2019
- 8.2 Scottish Government [Scotland: a trading nation](#) May 2019
- 8.3 Scottish Government [Global Scotland: trade and investment strategy 2016-2021](#), March 2016

## 9. Appendices

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- 9.1 Appendix 1 - Edinburgh's International Links and Networks
- 9.2 Appendix 2 - List of City of Edinburgh Stakeholder International Strategies

## **Appendix 1**

### Edinburgh's International Links and Networks

#### **TWIN CITIES**

<b>City</b>	<b>Country</b>	<b>Established</b>
Munich	Germany	1954
Nice	France	1958
Florence	Italy	1964
Dunedin	New Zealand	1974
Vancouver	Canada	1977
San Diego	USA	1977
Xi'an	China	1985
Kiev	Ukraine	1989
Aalborg	Denmark	1991

#### **Established for limited periods of time**

<b>City</b>	<b>Country</b>	<b>Established</b>
Vilnius	Lithuania	1994 (Expired)
Krakow	Poland	1995
St Petersburg	Russia	1995 (Expired)

**Friendship link:** Kyoto Prefecture (Japan), 1997 (1994 with Regional Council)

**Memorandum of Understanding (MOU):** Shenzhen (China) 2013, extended from 2018.

International Friendship signed between Edinburgh and Shenzhen in May 2019.

**MPIM** 'Marché International des Professionnels d'Immobilier' (established 1990) and is an annual real estate and investment conference and exhibition hosted in Cannes.

#### **NETWORKS**

The aim of international networks is to promote knowledge sharing of good practices. It also provides a platform to build on our understanding of urban policy and projects and to further promote the city.

- **[EUROCITIES](#) (Joined in 1991)**, Over 140 cities in 39 countries.
- **Festival City Network (informal Initiated in 2014)**: Krakow, Barcelona, Adelaide, Montreal and Berlin.
- **[UNESCO City of Literature Network](#) (established in 2004)**: Melbourne, Iowa City, Dublin, Reykjavik, Norwich, Krakow, Dunedin, Edinburgh, Prague, Heidelberg, Granada, Ulyanovsk, Baghdad, Tartu, Lviv, Ljubljana, Barcelona, Nottingham, Óbidos, and Montevideo.
- **[World Cities Culture Forum](#) (joined in 2015)**: Amsterdam, Austin, Bogota, Brussels, Buenos Aires, Cape Town, Chengdu, Dublin, Edinburgh, Helsinki, Hong Kong, Istanbul, Lagos, Lisbon, London, Los Angeles, Melbourne, Milan, Montreal, Moscow, Nanjing, New York,

Oslo, Paris, Rome, San Francisco, Seoul, Shanghai, Shenzhen, Singapore, Stockholm, Sydney, Taipei, Tokyo, Toronto, Vienna, Warsaw, and Zurich.

### **Edinburgh Chamber of Commerce**

The Edinburgh Chamber of Commerce (ECC) work with businesses in Edinburgh to promote bilateral trade and investment to the city from overseas. With over 1,000 members from all sectors around the city, the ECC is placed to assist Scottish businesses to explore international business opportunities and to increase their economic growth. Businesses in Edinburgh can establish global business links and build exporting capacity using ECC's international business network. ECC identified three principal aims for delivering this ambition:

- to deliver high impact Outward Trade Missions for local Scottish businesses;
- to grow the number of Inward Trade Missions to the City of Edinburgh;
- to seek closer collaboration with trade organisations.

**Appendix 2: List of City of Edinburgh Stakeholder International Strategies**

Below is a list of stakeholder international work, the final column on the right-hand side notes the City of Edinburgh Council's link.

<p><b>Scottish Government International Framework 2017</b></p> <p><i>NB Work is in development on export strategy and diplomatic / economic alignment</i></p> <p>Representative offices / Hubs:</p> <p><b>Beijing Ottawa Washington Brussels Dublin London Paris Berlin</b></p> <p>With SDI and VisitScotland collectively offices in over <b>30 locations in 19 countries</b></p> <p>Engagement Strategies:</p> <p><b>USA Canada China India Pakistan</b></p>	<p><b>Outcomes/Ambitions</b></p> <p><b>Our People</b></p> <ul style="list-style-type: none"> <li>• Are better able to engage in a global world.</li> <li>• Are engaged in international exchanges and learning opportunities.</li> <li>• Are aware of the international environment and Scotland's place in the world.</li> </ul> <p><b>Our Businesses &amp; Institutions</b></p> <ul style="list-style-type: none"> <li>• Are more globally competitive.</li> <li>• Are able to cooperate with international partners to exchange knowledge and best practice.</li> <li>• Are able to maximise and take advantage of export and trade opportunities.</li> <li>• Are innovative and able to access international funding opportunities.</li> </ul> <p><b>Our Scotland</b></p> <ul style="list-style-type: none"> <li>• Our economy is stronger and more resilient, there are greater employment opportunities and inequality is reduced.</li> <li>• Our economic, educational, cultural and heritage strengths are globally recognised, supporting our positive international reputation.</li> <li>• Our physical and digital connectivity is strengthened and Scotland is viewed as an attractive location to invest in and visit.</li> <li>• Our international partners are supported in achieving our mutual goals. We show leadership and contribute to reducing global inequality and poverty.</li> <li>• Our bilateral, multilateral and institutional relationships are strong, and we are able to promote our interests overseas.</li> </ul> <p><b>Our Strategic Objectives:</b></p>	<p><b>City of Edinburgh Council Links</b></p> <p>CEC is currently engaged with Berlin Hub on twin city Munich and partner city Krakow as part of European engagement</p> <p>CEC is currently engaged with China office on Xi'an, Shanghai and Shenzhen and future Tattoo plans as part of China engagement</p>
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Europe  
Japan

- **Relationships & Partnerships**  
Strengthen our external relationships, roles and networks
- **Reputation & Attractiveness**  
Build our reputation and international attractiveness
- **Global Outlook**  
Enhance our global outlook to set the domestic conditions for success
- **European Union**  
Protecting Scotland's place in Europe

**Relationships & Partnerships**

**Local knowledge:**

We will work with our people, diaspora and partners outside Scotland to share local knowledge and build long-term relationships and networks.

**Multilateral engagement:**

We will seek to have international influence and communicate our shared interests through engagement in multilateral forums such as the European Union and the United Nations.

**Bilateral relationships:**

We will continue to value and build our bilateral relationships, working with others to pursue our international and domestic objectives and share best practice.

**Collaborative working:**

We will develop One Scotland Partnerships and Innovation and Investment Hubs to promote and deliver greater coordination and collaborative working, investment, innovation and knowledge exchange.

**Good global citizen:**

We will continue to make distinctive contributions in addressing global challenges, sharing our knowledge, skills and technical expertise for global good: through our international development work we will contribute to alleviating poverty and achieving the UNGlobal Goals in our partner countries and we will provide ethical leadership and a positive voice in the world on global issues such as solidarity, tolerance, human rights and climate change.

**Reputation & Attractiveness**

**International promotion:**

We will use our overseas presence to promote and celebrate our culture, education, values, heritage, landscape and economic strengths and to build the Scottish brand to support greater exports, inward visitors and investment in Scotland.

**Cultural relations:**

We will showcase our culture and heritage to strengthen our international relationships and to better share ideas and enhance cooperation.

**Trade and Investment:**

We will deliver the actions in our Trade and Investment Strategy, which sets out our approach to international trade and investment, ensuring Scotland remains an attractive location for investment, and to boosting Scotland's export performance.

**Research excellence:**

We will continue to invest in and promote our universities, helping them to build educational links and research collaborations across the globe.

**Global Outlook**

**Embed internationalisation:**

We will embed internationalisation across our areas of responsibility to ensure that Scotland continues to be attractive and our people are able to seize new opportunities and participate in a globalised world.

**Knowledge exchange:**

We will gather and share knowledge intelligently to help businesses, institutions and individuals navigate, make connections and understand Scotland's place in the world.

**Targeted support:**

We will provide targeted support and advice to assist our people, businesses and institutions identify and seize international opportunities, helping them capitalise on international opportunities through developing domestic capability.

**Coherent approach:**

We will work collaboratively to maximise our international efforts and understand the impact of our work on others.

**European Union**

**Protecting our place in Europe:**

Although the UK as a whole voted to leave the EU, Scotland voted overwhelmingly to remain. EU membership brings many benefits; economic, social and cultural, and the Scottish Government is committed to exploring all available options to protect our place, and interests, in Europe.

**Committed partner:**

We remain committed partners in Europe and we wish to continue to contribute meaningfully to collective goals.

We believe that through solidarity, support and collaboration we can achieve far more than individual states acting alone ever could.

	<p><b>Protecting and Strengthening Partnerships:</b> We are determined to protect and further strengthen our relationships with European partners to develop and deliver mutually beneficial outcomes, policies and programmes in pursuit of our objectives.</p>	
<p><b>Heriot Watt University</b></p> <p>Transnational education policy via campuses in <b>Dubai and Malaysia</b></p> <p><b>85 academic partners in 35 countries</b> <b>29,000 students from 160 countries</b> <b>Global alumni networks</b></p>	<p>Global Connections attached.</p>	
<p><b>University of Edinburgh</b></p> <p>Edinburgh Global has offices in <b>Santiago, Singapore, Mumbai, New York City and Beijing</b></p> <p><b>Global alumni networks</b></p>	<p>Three international aims: Global <b>Community</b> Global <b>Exchange</b> Global <b>Partnerships</b></p> <p><b>Three College International Deans</b> assist in leading delivery of the global plan within their Colleges and work with the Vice Principal International.</p> <p><b>Regional Deans</b> The Vice Principal International is supported by a team of Regional Deans who work in specific global regions to advance the aims of the global plan.</p>	
<p><b>Edinburgh World Heritage</b></p> <p><b>South East Anatolia</b> £1.3m funded project – crafts and heritage</p>	<p><b>International</b> EWH’s Capacity Building strategy forms the basis for our international engagement in seeking benefit for EWH, the city and sector from our international engagement. In 2015 the United Nations adopted the Sustainable Development Goals, which provide the foundation for capacity building and urban resilience. The World Heritage Committee approved the World Heritage Capacity-Building Strategy (WHCBS) in 2011. For Edinburgh World Heritage, the key consideration is that the WHC considers the move to creating and strengthening capacities of institutions and networks that link the heritage sector to wider communities as</p>	<p>CEC – Florence twin city</p>

<p><b>Link to historic cities worldwide</b></p> <p>Atlas-WH Atlantic project – <b>Porto, Bordeaux, Florence, Santiago</b></p> <p>URBELAC. Joint EC / IBD - <b>14 Latin American and European cities</b></p> <p><b>El Ain (UAE) and Hebei Province (China)</b></p>	<p>important as the training of individual practitioners. It has established mechanisms to support this, including the World Heritage Leadership Programme. EWH’s training programmes are linked to this philosophy and the World Heritage Centre is aware and supportive of our activities.</p> <p><b>Using the international programme to bring in expertise and resources</b></p> <p>a. Use outcomes from the research project on Edinburgh World Heritage tourism policy recommendations (Edinburgh tourism strategy 2020) as a foundation for a project-led collaboration with the University of Wageningen. Outcome: a range of policy solutions based on practices in historic cities, which are at the forefront of managing mass tourism in Europe. (ProPEACE)</p> <p>b. Set up the Atlas.WH international network focused on World Heritage Sites in the Atlantic Area and bring the existing Edinburgh World Heritage international networks together. The latter ensures that there will be a wider international benefit from the project’s outcomes.</p> <p>Our 12 months plans in brief:</p> <ul style="list-style-type: none"> <li>• Cultural Protection Fund: working with Mardin and Antakya. Craftsmen and heritage professionals will be visiting Edinburgh during the year. Our work there includes building and shopfront restoration, based on the Edinburgh experience, and relevant training</li> <li>• ATLAS-WH. Partnership with Porto, Bordeaux, Florence and Santiago focus on the sustainable management of historic cities</li> <li>• URBELAC. Joint EC / IBD run knowledge exchange network with 14 Latin American and European cities, focused around sustainability &amp; the circular economy. Next meeting in Maribor</li> <li>• Business opportunities for EWH around training include El Ain (UAE) and Hebei Province (China)</li> </ul>	
<p><b>Festivals Edinburgh</b></p> <p>The festivals collectively attract nearly <b>40,000 performers and participants from 85 countries. More than 1,000 international producers and 1,000 international media</b> are accredited every year.</p>	<p>Through Festivals Edinburgh, the city’s 11 leading international festivals pursue a joint strategy in selected areas of international engagement that add value to the individual festivals’ own missions and business plans. Joint areas of activity include <b>stimulating additional programme development opportunities, attracting international investment, extending knowledge exchange networks, and building the reputation and profile of Edinburgh’s Festivals</b>, informed by the Festivals’ individual and collective creative visions.</p> <p>Through year-round Cultural Diplomacy work, Festivals Edinburgh seeks to:</p> <ul style="list-style-type: none"> <li>• Develop highly professionalised bilateral and multi-lateral networks for the benefit of our member festivals, and the wider cultural sector in Scotland, to support their continued growth internationally</li> </ul>	<p>Krakow is CEC partner city</p>

**Media visits:**

Message: innovation, authenticity and internationalism. 2018 hosted **41 media including from France, Germany, Spain, USA and China.** Tattoo priorities **Canada, China and Australia**

Momentum Delegate Programme 2018 **Argentina, Brazil, Canada, China, Germany, Japan, Singapore, USA**

Momentum Delegate Programme 2019 **Canada, the USA (New York focus), Mexico, Colombia, France, Germany, Singapore, China (Shanghai focus) and Japan**

Partnership with the **China Shanghai International Arts Festival.**

Festival City Network: **Adelaide, Krakow, Montreal and Singapore.**

International Society of Performing Arts (ISPA) **New**

- Enhance our international and collaborative working practices, that of our member festivals and the wider cultural sector including through creating opportunities for exchanges and residencies
- Strengthen Edinburgh’s Festivals as a platform to enable country partners to invest in their cultural reputation to international peers, media and policy makers
- Build diplomatic agendas around our cultural offerings (tie ins to trade, economic development, historical links such as Commonwealth relationships, or other particular policy agendas)
- Increase the opportunities for cultural content to be developed with Edinburgh and Scotland to celebrate and add value to key anniversaries or highlight focused agendas (e.g. country anniversaries, significant historic events, Cultural Olympiads)
- Connect civic, national agency and Government leaders, with the opportunity to develop multi- and bi-lateral connections
- Share learning around our models of leadership, innovation and collaboration, and access new insights from international peers, to further Edinburgh’s global reputation as a world-leading festival city.

Festivals Edinburgh delivers a year-long programme of Cultural Diplomacy, facilitating connections and information sharing across key stakeholders, including City of Edinburgh Council, Scottish Government, British Council and Glasgow Life through a standing Cultural Diplomacy Group which meets quarterly to exchange plans and intelligence and identify collaborative opportunities.

- Regular horizon scanning (**Scottish Government Horizon Scanner provides an overview of Scotland’s future international cultural activity**)
- Stakeholder development
- Collective positioning
- Deepen international relationships
- Building international networks and contributing to international cultural communities to illuminate the opportunities that can be explored by the international community by investing in development of artists on the platform of Edinburgh’s major Festivals.
- Continual advocacy for investment in country focused ‘seasons’ of work in the festivals, to ensure Scotland is creatively connected to the world, and to share with international partners the value of Edinburgh as a platform to showcase artistic talent on a global stage.
- Seek overseas investment in the festivals to develop exchange of artistic

**MOMENTUM DELEGATE PROGRAMME**

<p><b>York</b> Congress (end of 1<sup>st</sup> week of January 2020)</p> <p><b>Montreal</b> CINARS Biennale (2<sup>nd</sup> week of November 2020)</p> <p>China <b>Shanghai</b> International Arts Festival (3<sup>rd</sup> week of October).</p> <p>Opportunities in <b>London</b> to follow up with diplomatic contacts and partners in Spring and Autumn 2019.</p> <p>May 2019 <b>Guadalajara</b> ISPA Congress.</p> <p><b>Sibiu</b> Festival Performing Arts Market, Romania, June 2019</p>	<p>The Momentum delegate programme is a cornerstone of Festivals Edinburgh’s international strategy, providing an intensive annual focal point and compelling offer for developing international connections. The delegate programme runs every year from the last week of July through to the month of August in Edinburgh. It provides a dynamic platform for key cultural figures from across the world to engage and build relationships with the world’s leading Festival City, the wider Scottish cultural sector, and the international community that flocks to Edinburgh during the peak Festival season. It is jointly delivered by Festivals Edinburgh (on behalf of Edinburgh’s Festivals), British Council and Creative Scotland.</p> <p>The objective of the programme is to build long-term relationships and share the rich cultural offering of the festivals and wider Scottish sector with international delegates, with the aims of increasing investment and engagement with Edinburgh Festivals and the wider cultural sector, ultimately enhancing festival and sector capacity to operate internationally.</p> <p>In 2018, the programme hosted a total of 151 participants from 22 countries/regions as part of 11 separate delegations – including 81 specifically targeted delegates invited from priority countries and art forms, and 71 participants from delegations visiting Edinburgh on their own initiative. The programme also included two Artform-specific delegations centered on visual arts and literature. Invited delegates were from Argentina, Canada, Brazil, Singapore, Germany, USA, China (Shanghai), Japan, Jamaica, Ireland, France, Rwanda, Nigeria, Pakistan, Kenya and New Zealand, while additional guests came from China (Hong Kong), South Korea, India, Catalonia, Taiwan, Finland, and Chile.</p> <p><b>FESTIVAL CITIES NETWORK</b></p> <p>In 2015, Festivals Edinburgh created the Festival Cities Network, to address an identified knowledge sharing gap in existing international cultural forums. The Network acknowledges that festivals are a growing cultural phenomenon and, for a number of cities across the globe, are fundamental to their cultural development, city identity and economic success. The representatives have come together as an informal small-scale group recognising each other’s cities as sharing these characteristics and supporting a thriving festivals ecosystem with relevant good practice to share. Along with Edinburgh, the network currently includes representatives from <b>Adelaide, Krakow, Montreal and Singapore</b>. The network has now had four annual meetings, and at the latest meeting in Montreal in October 2018 all six cities shared areas of good practice including city infrastructure developments and community engagement. Shared resources for wider use within the member cities are now being developed including a comparative report on impact evaluation approaches.</p>	
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<p><b>Edinburgh International Festival</b></p> <p>Work with Scottish Government International Hubs, <b>Paris, Berlin, Dublin, Ottawa</b></p> <p>Scottish Government priorities – <b>China, Japan</b></p> <p>British Council / UK Government priorities <b>Japan, Australia, Sub-Saharan Africa, Adelaide / Australia</b></p> <p>PLACE programme – <b>Sub-Saharan Africa, Middle East, North Africa, South Asia</b></p>	<p>To support Edinburgh and Scotland on the world stage is one of our specific and public commitments, so we aim to support Scottish government and City of Edinburgh priorities where possible and appropriate. These include:</p> <ul style="list-style-type: none"> <li>• Developed world countries where Scottish government has or is opening International Hubs: <b>France, Germany, Ireland, USA, Canada</b></li> <li>• Major developing economies that are Scottish government priorities: <b>China, Japan</b></li> <li>• Supporting Edinburgh’s city to city relationships and networks. We supported the <b>Eurocities</b> conference last year with speakers, venues and activities, but have struggled to support city to city links or other networks such as the <b>World Creative Cities Network</b> effectively so far.</li> </ul> <p>EXAMPLE: To support a visit by the Scottish First Minister to China in 2017, we agreed to allow a pre-announcement of Yang Liping’s Rite of Spring for the 2019 Festival, which we are co-producing. We are now working to use this production (and our programming of the Shanghai Symphony Orchestra) to provide high level hospitality and cultivation opportunities, and to build support for the Royal Edinburgh Military Tattoo’s planned visit to China in 2020, potentially accompanied by other work from Scottish companies.</p> <p>To support British Council and UK government international priorities through participating in relevant bilateral cultural years</p> <p><b>Japan (2020), Australia (2021), Sub Saharan Africa (2021)</b></p> <p>EXAMPLE: We are in discussions with Adelaide Festival, British Council, Australian High Commission and South Australia Government on the potential for a major co-commission for EIF in 2021 and Adelaide Festival in 2022, which would be the centrepiece of the planned bilateral cultural festival</p> <p>To ensure that that the programme reflects parts of the world that are currently underrepresented in our programme, and where the work engaged with issues that are relevant to individuals and communities in Scotland, in partnership with the British Council and University of Edinburgh, funded in part through the City of Edinburgh and Scottish Government’s PLACE programme.</p> <p><b>Sub-Saharan Africa, Middle East and North Africa, South Asia</b></p> <p>EXAMPLE: We are currently working with British Council teams to identify artists and work from these regions, and approach partners such as the Arab Fund for Arts and Culture who would be in a position to provide financial support. Through working with our own learning and engagement team and with the University of Edinburgh, we are ensuring that the work selected connects with citizens, artists, policymakers and academics in Edinburgh and Scotland.</p>	<p><b>Eurocities – 140+ European cities - recent collaboration with CEC</b></p> <p><b>UNESCO Creative Cities Network – CEC active</b></p>
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	<p>We'd very much like to see the City of Edinburgh being more proactive in setting its international priorities, and we'd see the Scottish government's list above as being a good starting point – they are all economically and culturally relevant in some way to Edinburgh as much as they are to Scotland more generally.</p> <p>In our experience culture plays an important role in setting a conducive environment for a wider political and economic relationship, but can only do this most effectively with long term planning. In most cases the cultural project is the first thing that is put into place, around which other organisations could cluster to develop their own activity and take benefit – the Scottish government's support for using the Tattoo's China plans in 2022 to build a much larger Scotland – China promotion around is a case in point.</p>	
<p><b>Edinburgh UNESCO City of Literature Trust / UNESCO Creative Cities Network</b></p> <p>UNESCO Cities of Literature – <b>28 cities across 23 countries</b></p> <p>UNESCO Creative Cities Network - 180 cities across 73 countries</p> <p>Current priority work with <b>Kolkata, Nanjing, Comital, Santiago, Stockholm</b></p> <p><b>International opportunity 2022, opening of Literature House</b></p>	<p>Edinburgh is the founding city of the UNESCO Creative City Network and the Edinburgh UNESCO City of Literature Trust is the city's representative body on that network. With over 14 years' experience, the Trust maintains Edinburgh's as a leader within this international network of 180 cities from 73 countries. By taking up international opportunities, the Trust showcases Edinburgh internationally and brings collaboration opportunities to individuals and organisations in Edinburgh. This links to the Council's commitments to build on the success of the city's world leading culture and tourism sectors, and to deliver world class places fit to power good growth in Edinburgh.</p> <p>UNESCO Creative City networks offers member cities: Strengthened international profile and leadership; network with fellow Creative Cities through joint events and projects, share knowledge and good practice; build momentum on creativity as a driving force between local authorities, public and private professional organisations, academia and the creative community; inclusion in the UN 2030 Agenda for Sustainable Development, which recognises and promotes culture and creativity as powerful enablers for social inclusion, job creation, urban resilience and environmental protection.</p> <p>This international work underpins the Trust's flagship project – Literature House at John Knox House, aiming to open in 2022 as part of VisitScotland's Year of Scotland's Stories Celebration. The Literature House would connect Scotland to a wider network of literature houses and international writing residences, firstly through the UNESCO Cities of Literature network, and then more widely around the world.</p> <p>Priority UNESCO Cities of Literature connections being progressed in 2019 – India / via Kolkata, China / via Nanjing, North America / via Comital, Mexico, South America (via Santiago, Chile), and Stockholm. The August 2018 Literary Programmers Exchange was developed with Melbourne.</p>	<p>The Trust's current international residency is with CEC partner city Krakow. UNESCO summit attendance is coordinated with CEC</p>

<p><b>FintechScotland</b></p> <p>Proposed Bridges: <b>Boston, Copenhagen, Abu Dhabi, Singapore</b></p> <p>Proposed connections: <b>London, New York, Zurich, Bahrain</b></p>	<p>4 hubs have initially been identified for consideration as a Fintech Bridge for Fintech Scotland: Boston, Copenhagen, Abu Dhabi and Singapore.</p> <p>Hubs that Fintech Scotland should then consider connecting to from these bridges include: London, New York, Zurich and Bahrain.</p>	<p>Edinburgh Science Festival / has links with Abu Dhabi</p>
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