

# HOW TO RELOAD FUTURE OF NETWORK OF TOWNS

13-15 NOVEMBER 2019



OŻARÓW MAZOWIECKI  
MUNICIPALITY  
POLAND



# PRESENTATION AGENDA

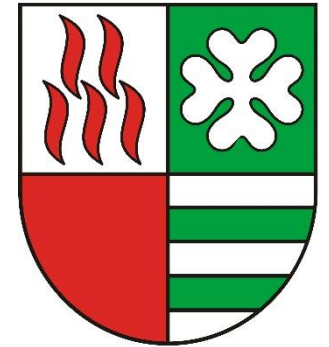
- 1. What Europe do we have and what Europe do we want?**
  - Europe of our dreams
  
- 2. CITY-2-CITY COOPERATION**
  - Subject of C2C and examples of good practices
  
- 3. PUBLIC - PRIVATE PARTNERSHIP**
  - Subject and interesting examples of good practices

# WHAT EUROPE DO WE HAVE AND WHAT EUROPE DO WE WANT? – EUROPE OF OUR DREAMS



WHAT EUROPE DO WE HAVE	WHAT EUROPE DO WE WANT
1. High culture, great history, good morals threatened by various dangers	1. Europe that respects itself, cares for its achievements, is strong enough not to be subject to external powers
2. An aging and comfort-oriented society	2. Young and development-oriented society
3. Still beautiful, well developed, attractive for tourists	3. Not trampled by tourists, not museum
4. Increasingly lagging behind in the competition for investment and industry - as an example – see next slide.	4. On time, wisely hard-working, competitive

# Is Europe competitive?



<b>Patents</b>	<b>2017</b>	<b>2018</b>	<b>Growth rate (%)</b>	<b>Share of world total (%)</b>
<b>Applications worldwide</b>	<b>3,162,300</b>	<b>3,326,300</b>	<b>5.2</b>	<b>100.0</b>
China	1,381,594	1,542,002	11.6	46.4
U.S.	606,956	597,141	-1.6	18.0
Japan	318,481	313,567	-1.5	9.4

## **Utility models**

<b>Applications worldwide</b>	<b>1,761,440</b>	<b>2,145,960</b>	<b>21.8</b>	<b>100.0</b>
China	1,687,593	2,072,311	22.8	96.6
Germany	13,301	12,307	-7.5	0.6
Russian Federation	10,643	9,747	-8.4	0.5

## **Trademarks**

<b>Application class counts worldwide</b>	<b>12,395,700</b>	<b>14,321,800</b>	<b>15.5</b>	<b>100.0</b>
China	5,739,669	7,365,522	28.3	51.4
U.S.	613,895	640,181	4.3	4.5
Japan	560,265	512,156	-8.6	3.6

## **Industrial designs**

<b>Application design counts worldwide</b>	<b>1,242,100</b>	<b>1,312,600</b>	<b>5.7</b>	<b>100.0</b>
China	628,658	708,799	12.7	54.0
EUIPO (EU Office)	111,234	108,174	-2.8	8.2
Republic of Korea	67,482	68,054	0.8	5.2

Source: World Intellectual Property Organization, Switzerland

# C2C COOPERATION

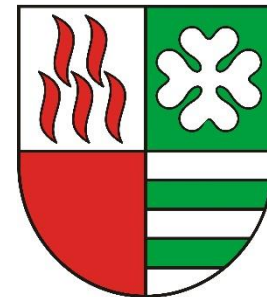


**- IT IS THE FULL RANGE OF PROCESSES INITIATED BY CITY INSTITUTIONS AND CIVIL SOCIETY ORGANISATIONS ENGAGING IN INTERNATIONAL RELATIONS WITH THE AIM OF REPRESENTING THEMSELVES AND THEIR INTERESTS TO ONE ANOTHER.**

**IT HAS SEVERAL FUNCTIONS:**

**SECURITY, DEVELOPMENT, ECONOMY, CULTURE, REPRESENTATION**





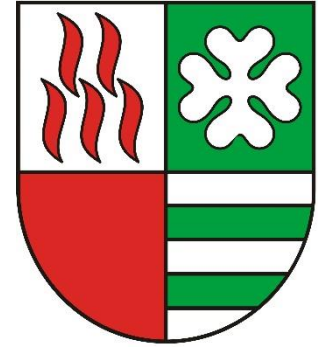
# EXAMPLES OF GOOD PRACTICES REGARDING NETWORK OF TOWNS

The municipality of Brusy was affected by the storm that passed through those areas in 2017. This is one of our partner municipalities. **Our management went to this commune with help and took the necessary equipment, i.e. chain saws, chains, tarpaulins, hammers, nails and hatchets.**



The destruction was enormous. In fact, no pictures can reflect the gravity of the situation and can hardly help understand the extent of the disaster that affected Brusy and the surrounding area. Huge tracts of forest have been knocked down.

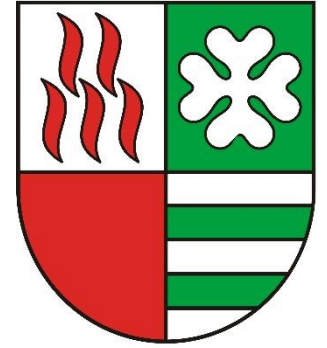
In total, five people were killed in the night storms, including two girls who were in tents at a scout camp.



## MORE EXAMPLES – C2C COOPERATION (1)

### Best practices on environment and urban development

Name of the municipality	Province of Gorizia (IT)
Partner	Sarajevo (BIH)
Field of Work/Issues	Environment and Urban development
Objectives	The project aims at the urban and environmental regeneration of certain areas of the city of Sarajevo, and at creating shared strategies for urban renewal.
Actions/Activities	The process of redesigning the urban structure of certain areas involves the active participation of local citizens and partners, such as universities and associations.
Result achieved	The redevelopment of the most deteriorated areas improved the quality of life of the citizens. Furthermore, their involvement assured the results were shared within the community, which had the opportunity of realizing its hopes regarding the urban shape their town should acquire could be fulfilled.



## MORE EXAMPLES – C2C COOPERATION (2)

### Best practices on development and economy

Name of the municipality	Ungheni (MD)
Partner	Reghin (RO)
Field of Work/Issues	Economic Development and Good Governance
Objectives	The project aims at fostering the dialogue on shared economic issues and at improving economic development.
Actions/Activities	The project involves the participation of representatives of companies from Reghin to the Ungheni Investment Regional Forum and the sending of delegations to and from twin cities. Companies are given a chance to present their interests and promote their activities.
Result achieved	The project served as a tool for economic development and fostered mutual understanding. It also promoted peace through economic and cultural exchanges and encouraged the dialogue on mutual issues. It also allowed participants to exchange their experiences, gain contacts and form new partnerships. Finally, the project fostered the understanding of the importance of the involvement in C2C at all levels.

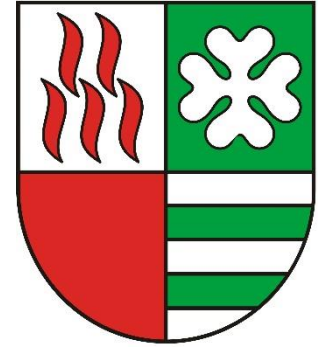




## MORE EXAMPLES – C2C COOPERATION (3)

### Best practices on development and economy

Name of the municipality	Inverness (UK)
Partner	Scottish Cities Alliance (UK), The Highland Council (UK)
Field of Work/Issues	Tourism and development
Objectives	The project aims at the economic development of the area through tourism.
Actions/Activities	The project consists in the creation of a tourism district in Scotland. It includes marketing activities aimed at promoting Inverness and its surrounding natural resources (e.g., Loch Ness) and promoting the role of the city as a business tourism destination through collaboration between local authorities and the private sector. The project also foresees the opening of several shopping centers in the area.
Result achieved	The project developed the economy of the target area, through an increase in tourism flow and facilities for tourists.



# WHY DO WE TALK ABOUT PUBLIC-PRIVATE PARTNERSHIP?

- It strengthens cooperation at the local level, develops infrastructure and allows to meet social needs that could not be financed in a traditional way.
- A feature of the modern public management system is the transfer of public functions to private entities by both state and local administration.
- This cooperation is based on the assumption that each party is able to fulfill its own tasks entrusted to it more efficiently than the other party.
- In this way, the parties complement each other, dealing with the part of the joint task they perform best. Thanks to the division of tasks, responsibility and risk under PPP, the most economically effective way of creating infrastructure and providing public services is achieved.
- Each of the parties - at the same time - derives its own benefits from cooperation - proportional to its commitment.



# EXAMPLES OF PUBLIC - PRIVATE PARTNERSHIP

## MOST FAMOUS CASES IN POLAND

### 1. Car park in Cracow

Two-story underground car park with 600 spaces along with the reconstruction of the Interschool Sports Center. The car park was built in the concession system, where the remuneration for the concessionaire is handing over the car park for 70 years. It is a facility in Poland built in the concession system. Infrastructure was launched in 2009.

### 2. Nurseries in Kropkowice

Krapkowice near Opole, using a public-private partnership, decided to face the lack of nurseries in this city. The City Hall of Krapkowice has leased the buildings from private persons through a tender. He then announced a tender for their adaptation and operation, charging contractors the costs of renting buildings. For their part, the city authorities offered subsidies for the equipment and adaptation of rooms, as well as monthly subsidies for each child in the nursery. The purpose of these payments was to reduce the fees for parents to be similar to those in public institutions in the region. The venture ended with the opening of two new nurseries offering 50 places after moderate tuition.



**Thank you for your attention!**