



ALLIANCE
Local Green Deals

The European Commission's
INTELLIGENT CITIES
CHALLENGE

How to do LGDs? Learning from small to large municipalities across Europe

ICC Implementation Lab 1, 26 March 2024



This project is co-funded by the European Union's Single Market Programme SMP-2021 under grant agreement No. 101074127. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the granting authority can be held responsible for them.





#SME4GREEN



**5 projects prototyping Local Green Deals:
ALLIANCE, BlueSAMM, CLIMAA, SME4GREEN, and TouriSME**



Time	Programme
11:00-11:10	Welcome and introduction
	Presentation by 5 SMP-COSME LGD projects
11:10-11:40	Group 1: “medium to large” cities, north and west European context <ul style="list-style-type: none">• ALLIANCE – with Mannheim/Espoo/Umea (DE, FI, SE)• CLIMAA – with Aalborg/Amsterdam (DK, NL)
11:40-12:20	Group 2: “small to medium” cities, south and east European context <ul style="list-style-type: none">• BlueSAMM – with Vicchio/Varazdin (IT, HR)• SME4GREEN – with Ilfov/Turin (IT, RO)• TouriSME – with Olivenza/San Javier/Lipari (IT, ES)
12:20-12:30	Outlook and end

Why Local Green Deals?

Responding to cities' needs to achieve Global and EU goals

Finland's best integrator
City of Espoo
18 | Updated: 5.4.2023 12:39

Espoo Magazine 1/2023: Sustainability is created in cities
1.4.2023 8:00 | Updated: 4.4.2023 8:06

Motivation: a liveable, attractive city

LEITBILD MANNHEIM 2030
WWW.MANNHEIM2030.DE

1 BILDUNGSRECHTIGKEIT VERWIRKLICHEN, TEILHABE SICHERN.
2 UMWELTBESWUSSTSEIN ERMOEGLICHEN, ZUSAMMENHANG ERREICHEN.
3 ERNEUERBARE ENERGIE NUTZEN, KLIMASCHUTZ ERLEBEN.
4 ENGAGEMENT FORDERN, DEMOKRATIE STÄRKEN.
5 INNOVATIONEN VORANTREIBEN, TALENTE GEWINNEN.
6 UMWELTBESWUSSTSEIN ERMOEGLICHEN, ZUSAMMENHANG ERREICHEN.
7 GLOBAL DENKEN, INTERNATIONAL ZUSAMMENARBEITEN.

DEMARCHEES ET SERVICES
QUE FAIRE À LILLE? VOTRE MARIAGE PARTICIPER

VIVRE À LILLE

Lille Durable

LES SOLUTIONS LILOISES

200 ANS DE LILLE

LOCAL GREEN DEALS
A Blueprint for Action

The European Commission's **100 Challenge**
An initiative by EUSMA and the European Commission

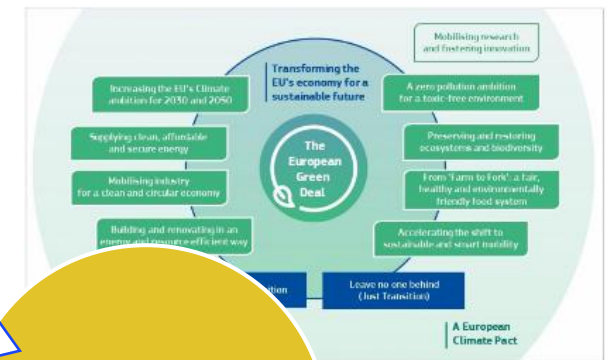


EU MISSIONS
CLIMATE-NEUTRAL & SMART
Concrete solutions for our green future

Green Deal Going Local

#EUGreenDeal #Regions4Climate

#EUmissions #HorizonEU #MissionCities



Global / EU goals





LGDs mapping

→ what's in for cities?



Local Green Deals
for a carbon neutral, sustainable and inclusive Europe

**9TH EUROPEAN CONFERENCE ON
SUSTAINABLE CITIES & TOWNS**

MANNHEIM | GERMANY | 30 SEPT - 2 OCT 2020



Why Local Green Deals?

Governance innovation: responding to the implementation gap



(Partly) done:

- ✓ Low-hanging fruits
- ✓ Actions with direct control, e.g. on city property / public organisations

Still to do:

- Actions without direct control, i.e. industries' and businesses' footprint
- Private households' footprint
- National government-controlled infrastructures or sector-policies

A current trend / Governance innovation:



How can we support cities to implement both in a mutually enforcing way?



EC industrial policy

European industrial strategy:

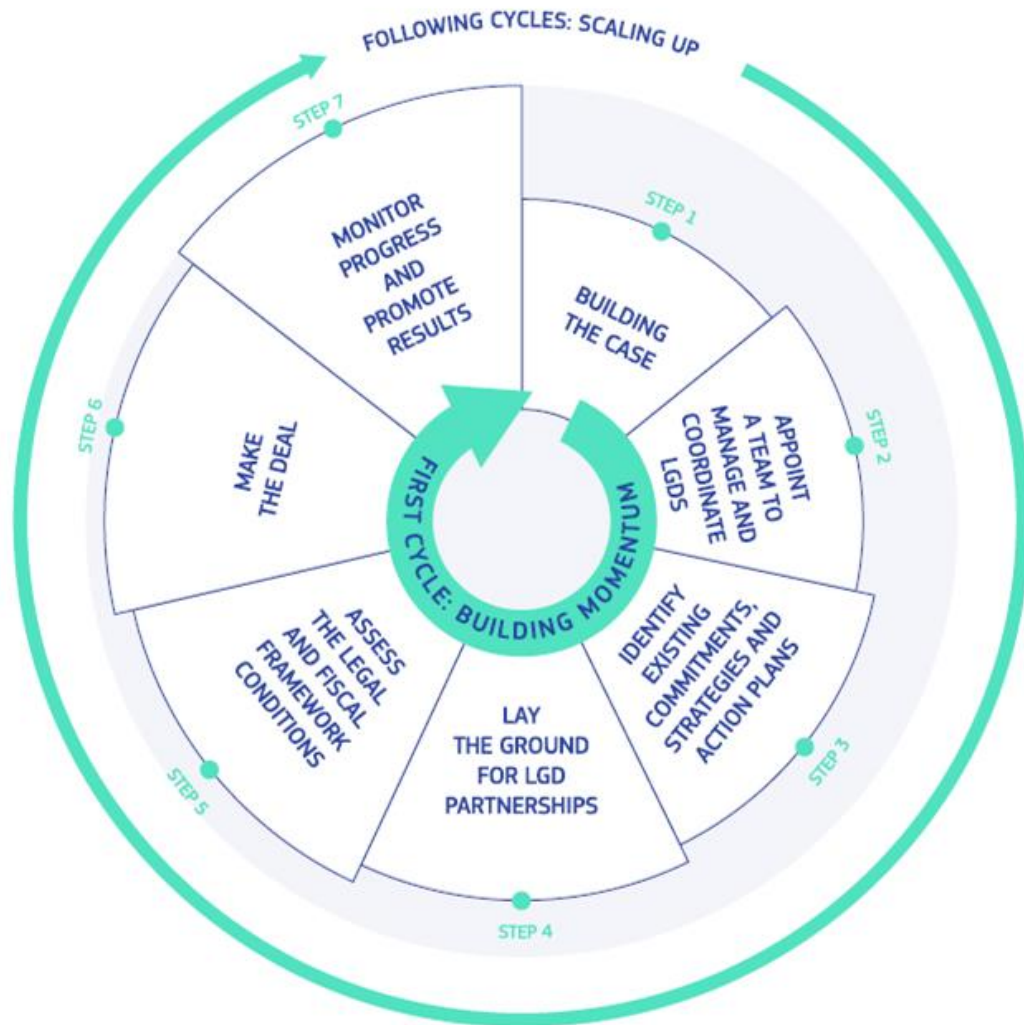
“*[T]he **business case for the green and digital transition is stronger than ever**. In the medium-term, all business activity will need to become sustainable and the disruption of many traditional patterns caused by COVID-19 will **shake up old habits** and therefore will **accelerate the green transition**.*” (COM2021/350: 5)

A Green Deal Industrial Plan for the net-zero age:

“*[T]he net-zero industry in Europe will play a vital role in **transforming the continent into a green economy** - delivering prosperity in the EU and leading globally both on technology and on combatting climate change and environmental pollution*” ...

“*Public funding can **crowd-in private investments**, but it will not be sufficient to close the investment-gap needs. For successful net-zero transformation, we need vast amounts of private-sector financing*” (COM2023/62 final: 14)





LGD Principle 7:

‘DEALS’

LGDs need to ensure implementation and action with long-lasting impacts. There might be value in using city-led initiatives to kick start co-production, co-design and co-innovation approaches. Those actions will pave the way for long-term and systematic change in the way that the city works with stakeholders to implement their sustainability policies. Ultimately, LGDs should go beyond public-led initiatives. Once the city has established connections, trust and working practices with local stakeholders, there will be value in formalising their collaboration. A core element of LGDs is developing and implementing agreements (or “deals”) to cooperate. These agreements should clearly identify the key actions that each stakeholder commits to lead, the support offered by all of the signatories and timeframes for delivery. Such agreements should be reviewed and updated regularly, to maintain momentum when implementing the LGD.

Levers:

- Using publicly-owned assets (e.g. land or companies) to pilot collaborative projects
- Unlocking logistics, financial, regulatory and/or advisory support for local stakeholders driving forward sustainable initiatives
- Using written agreements to formalise long-term actions and partnerships

The European Commission's
**INTELLIGENT CITIES
CHALLENGE**



1. What final shape did your LGD take and how did you implement the ICC Blueprint?
2. What was the biggest challenge? (specific legal, cultural, economic aspects in your country)
3. What is your key recommendation to make LGDs work in your country?

A strong ALLIANCE



ESPOO



MANNHEIM



UMEÅ

MANNHEIM'S IDEAL ROADMAP

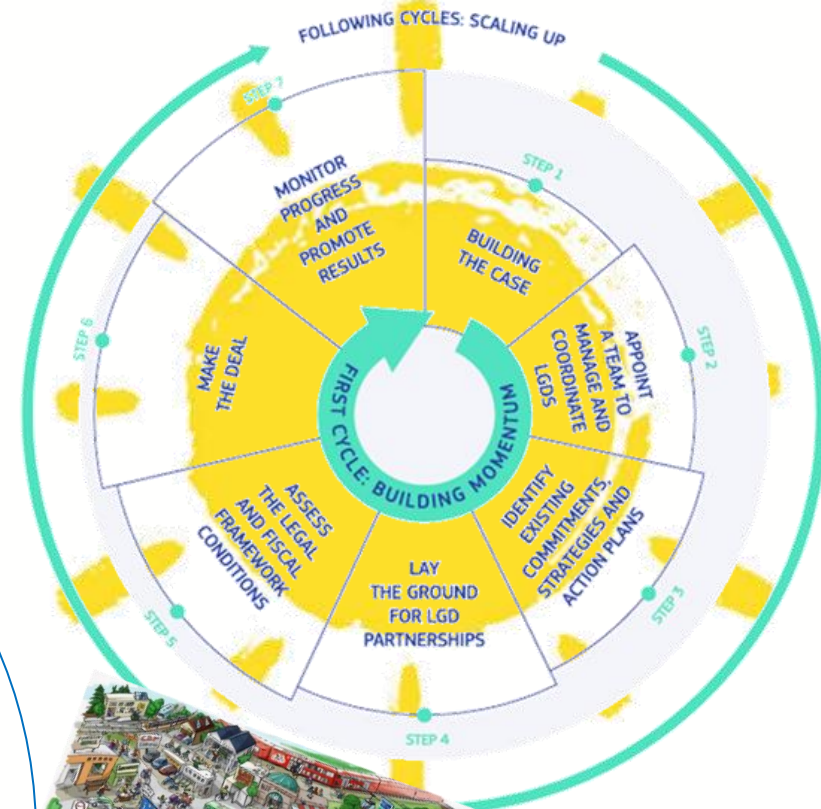
The Deals are called **green** because they are about climate, nature and environmental protection in our daily lives and in business.

LOCAL GREEN DEAL*

With many local deals, Mannheim will become a sustainable, climate-neutral and integrative city by 2030.

Citizens, companies and organisations make a concrete **contribution** by implementing committed actions, projects and measures.

* + + = IDEAL for Mannheim



Protect a liveable environment

Revive natural diversity

Release clean energy

Boost sustainable economy

Make mobility climate friendly

Provide healthy freshness

Building for the future

Committed to climate goals

Innovative Just Together



COLAB

Committed to Local Climate Action Building

STADTMANNHEIM²



Co-funded by
the European Union



KERA

Co-creating a local green deal

FROM INDUSTRIAL TO CIRCULAR



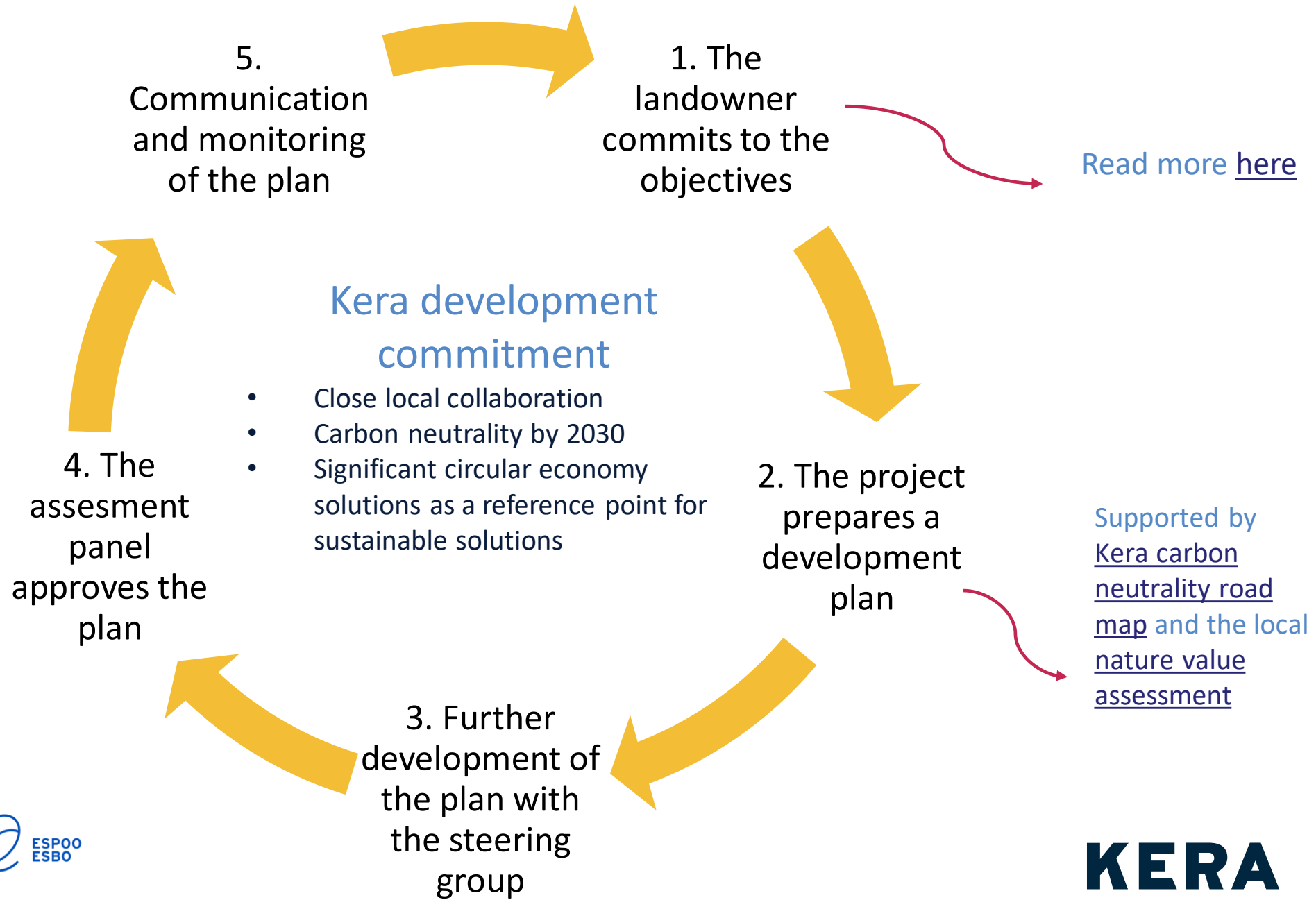
58 ha

**Investments
4 bn euros**

Private landownership

**14 000
inhabitants**

**Built over
15-20 years**



innocities



KERA



Co-funded by
the European Union



KIITOS

THANK YOU!

Tessa Armour

Specialist

tessa.armour@espoo.fi

www.espoo.fi/en/ker

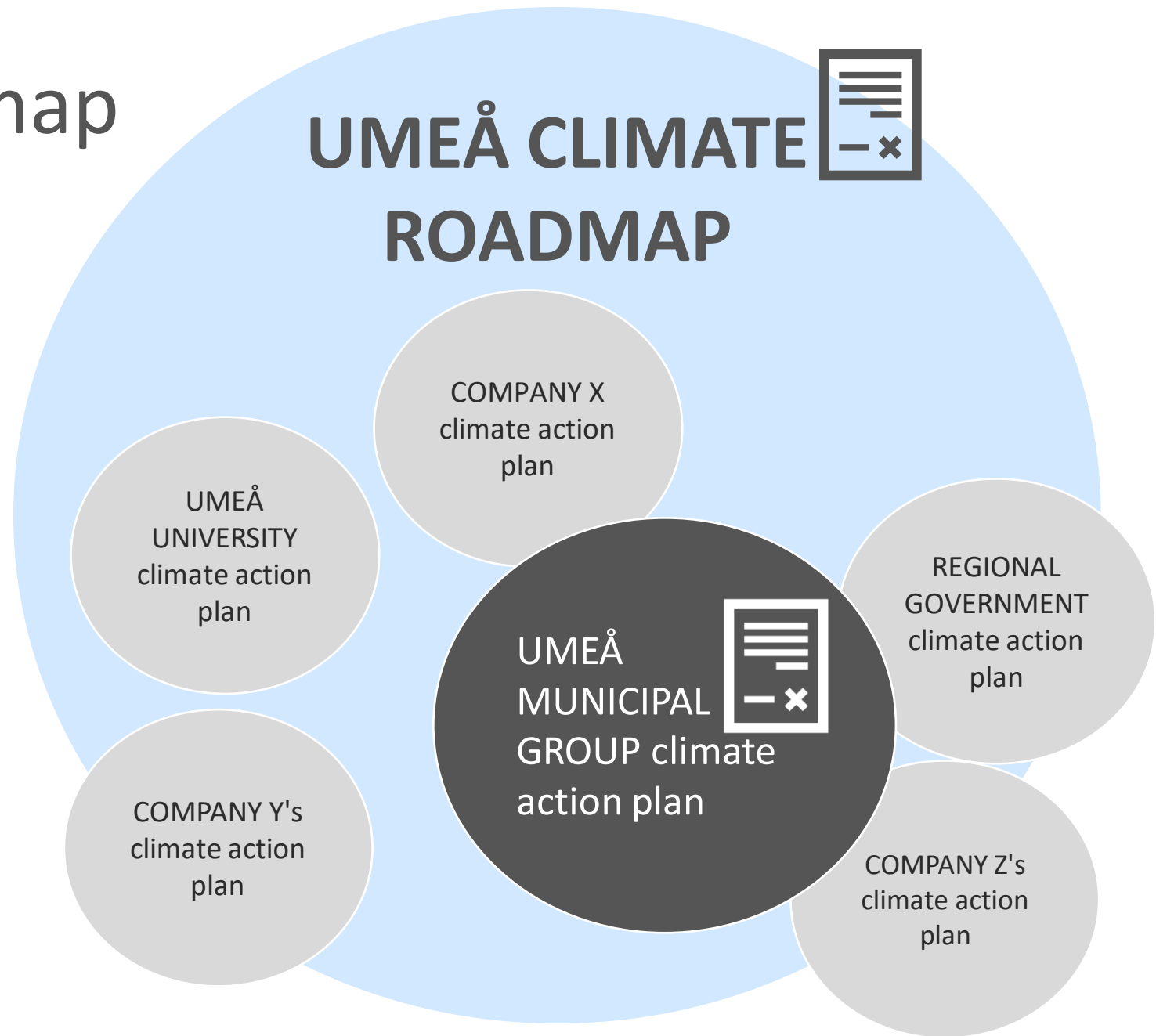
KERA

UMEÅ KOMMUN

Lucas Röhlinger
Strategic dev. Officer
Umeå Municipality

Umeå climate roadmap

- **FRAMEWORK:** description of Umeå's largest emission categories.
- **PARTNERSHIP:** collaborative platform with actors in Umeå for rapid, powerful implementation of climate measures.



Focus areas and climate challenges

- The focus areas reflects the climate emissions in Umeå, both emissions within our **administrative border and consumption-based** emissions
- Areas with both **great need and possibilities** of emission reduction
- Within each focus area there are defined climate challenges



Umeå Climate Roadmap

A Joint Effort for Umeå's Climate Transition 2023-2025

Umeå climate roadmap five focus areas:

- Mobility and transports
- Energy and built environment
- Consumption and circular economy
- Food and agriculture
- Additional climate challenges

www.umea.se/klimatfardplan

Umeå climate roadmap – committed organizations



region västerbotten RAGN SELLS SKANSKA

LINK Arkitektur

SLU

RI SE

norra skog

UMEÅ KOMMUN

OF BYGG

INAB INFRASTRUKTUR I UMEÅ AB

Swedavia Airports

Umeå kommunföretag

VNB

Upab

white

BALTICGRUPPEN

martin&servera

Handelsbanken

Blå Huset

esam.

POLARBRÖD

COMPANION

DÄVA D-A-C

Länsförsäkringar Västerbotten

Bostaden För ett bättre Umeå

CLARION HOTEL UMEÅ BY NORDIC CHOICE

HÅLLBAR TEKNIK FRAMTIDSSÄKRA GÖLV

AFRY

Umeå Hamn

OK Västerbotten

approx. 60 Stakeholder!

StjärnaFyrkant* UMEÅ ENERGI VOLVO

TYRÉNS UMEÅ UNIVERSITET VAKIN

SCA

UMEÅ KOMMUN

Committing to reduction and collaboration

Sida 1 av 2

Länsförsäkringar
Västerbotten

UMEÅ KOMMUN
7023 -01- 1 1

Avsiktsförklaring för
Umeå klimatfärdplan

Ett gemensamt arbete för Umeås klimatomställning

Härmed ansluter Länsförsäkringar Västerbotten till Umeå klimatfärdplan. Därmed åtar vi oss att arbeta tillsammans med andra företag, offentliga verksamheter och organisationer för att skynda på Umeås klimatomställning och kraftfullt minska klimatutsläppen i enlighet med Parisavtalet.

Vi ställer oss bakom målen om ett klimatneutralt Umeå till 2040 och en minskning av de konsumtionsbaserade klimatutsläppen i Umeå till 2 ton CO₂ per person 2040 och 1 ton 2050.

För att inte överskrida Umeås utsläppstrymme åtar vi oss att bidra till att Umeås klimatutsläpp minskar årligen med minst 20 procent.

Inom Umeå klimatfärdplan åtar vi oss att under perioden 2023–2025

1. delta aktivt i gemensamt lärande och dialog
2. dela information årligen om aktiviteter och resultat
3. arbeta aktivt för minskade klimatutsläpp i linje med vårt klimat- och hållbarhetsarbete och kopplat till minst fem av klimatfärdplanens klimatutmaningar

Åtagandena specificeras på nästa sida.

Umeå 2023-01-05
Ort och datum

Göran Kärnäs
Namnförtydligande: Göran Kärnäs
Titel: VD

Umeå klimatfärdplan Länsförsäkringar Västerbotten 2023–2025

Sida 2 av 2

Länsförsäkringar
Västerbotten

Länsförsäkringar Västerbottens specifika åtaganden

Delta aktivt i gemensamt lärande och dialog

Antagna aktiviteter:

- Delta i gemensamma aktiviteter och kommunikativa insatser
- Delta i tematisk grupp och initiativ inom klimatfärdplanens fokusområden
- Delta i strategisk grupp för utveckling av Umeå klimatfärdplan

Dela information årligen om aktiviteter och resultat

Antagna rapporteringsvägar:

- Genom organisationens externa hållbarhetsredovisning
- Öppet på Umeå klimatfärdplans webbplats

Arbeta aktivt för minskade klimatutsläpp

Antagna klimatutmaningar i Umeå klimatfärdplan kopplade till organisationens klimat- och hållbarhetsarbete:

Mobilitet och transporter

- Underlätta för lokalt hållbart resande
- Skifta till hållbar personbilflotta
- Skapa resepolicy för färre och mer hållbara tjänsteresor

Konsumtion och cirkulär ekonomi

- Minska klimatpåverkan från resursanvändning
- Skifta till fossilfria finansiella investeringar och kapitalplaceringar

Kompletterande klimatutmaningar

- Utbilda och engagera i klimat- och hållbarhetsfrågor

Umeå klimatfärdplan Länsförsäkringar Västerbotten 2023–2025

Commitments in the letter of intent:

- to support the local climate goals and contribute to a rapid reduction of Umeå's climate emissions
- to actively participate in collaborative learning and dialogue and share information annually
- to work actively to reduce own climate emissions, linked to Umeå climate roadmap



CLIMAA
Local Green Deals

26.03.24

ALLIANCE final event – how to do LGDs? Cities of Aalborg and Amsterdam



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Local Green Deal between [partner] and [City/Municipality]

Description of ambition and context

This section is for setting the scene, starting with a general introduction about the overall scope of the deal partners and more information about the context.

In Aalborg Municipality the main agenda is to reduce CO₂-emissions. Therefore, this section regards national and local climate policies and targets.

In Amsterdam Municipality the main agenda is to support the transition of the City's economy to an economy with wellbeing at its core. This focus is on multiple value creation and sustainable and social issues. Therefore, this section is broader with local and national policies and targets in play around CO₂-emissions, circular economy and inclusion and inequality with topics like social economy and inclusive employment.

Current state of affairs

This section is for describing the partner and its main professions. It can contain the baseline for the partner regarding the topic of the Local Green Deal; what is the partners current sustainable impact, what have been done so far, and what are the partners strategy and targets within the given topic.

Commitment

This section is to describe the level of commitment and an alignment of expectations for the collaboration. This could include monitoring, responsibilities, deadlines, renewal of the deal, communication etc.

Reservations

This section is for administrating any jurisdictions or legal aspects regarding the collaboration.

[location] the [day] of [month] [year]

[Name Partner Signatory]

[Name Signatory Municipality/City]

[Name Function]

[Name Function]

[Name Partner Organisation]

[Name Municipality/City]

Specific agreements

This section is to state the concrete actions and targets that both parties commit themselves to. It is important to make clear formulations of actions with specific targets and deadlines.

Targets and actions can also be divided in multiple targets.

[Partner((s), if several)] commits to work for the following targets and to implement the following initiatives before [deadline]

- ...
- *Example: CO₂ reduction of [X] from [Y] to [Z] by [year/month]*
- *Example: Innovating waste separation by doing a pilot in partnership with [company]*
- *Example: become a more inclusive employer by employing [X] jobseekers with a distance to the labor market*
- *Example: contribute to talent and education in [location] by doing company presentations on 2 schools*

The [Municipality/City] commits to support [partner] in its actions to reach their targets by the following actions:

- ...
- *Example: [City/Municipality] and [partner] explore the possibilities within the cities permits and the relevant authority to implement heat pumps and measures [Y] and [Z] to reduce CO₂ emissions*
- *Example: [City/Municipality] and [partner] develop a local campaign with community groups to prevent garbage dumping in company waste in area Y*
- *Example: [City/Municipality] will support [partner] with contacts and network in [partner's] financing needs to achieve goal 1 (including funds with a connection to [organization/City/Municipality])*

The impact is measured in the following way:

Target 1: ...

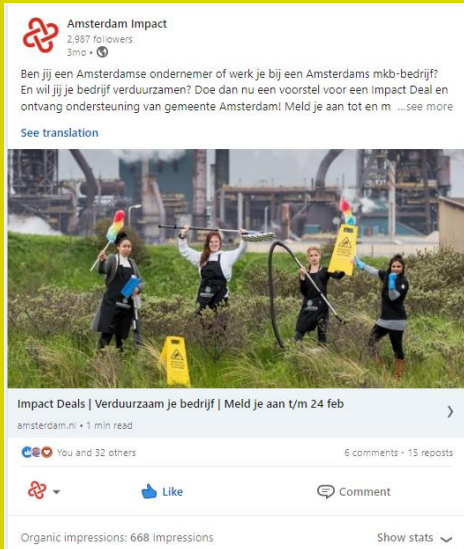
Example: Target 2: CO₂ tons reduction

Example: Target 3: Waste separation level before and after





With different approaches and similar outcomes



From open call


To deal lab & 1 on 1 calls

To final deals


Het Parool Abonnement vanaf €2,- per week

Voorpagina Amsterdam Nederland Wereld Kunst & Media Columns & Opinie Sport Uit in Amsterdam PS

Zij werken aan hun toekomst én die van voetbalvereniging Blauw-Wit: 'Die kleedkamer heb ik helemaal zelf opgeknapt'



→ Het clubhuis van ASV Blauw-Wit wordt opgeknapt; jongeren krijgen er een praktijkopleiding. Thijs Kooze Koelbergen



Webinar - Impact through Business: City of Amsterdam spotlights Clean the World

Details

In this webinar for hospitality businesses from the Amsterdam region you will get quick insights in the Impact Deal between the City of Amsterdam & Clean the World and hear everything you want to know about Clean the World, its services and impact both locally and around the world.

Sprekers (3)

- Froukje Karsten**
Policy Advisor Circular Economy
- Wees, Egon van**
Programme coordinator Amsterdam Impact
- Tommie Eaton**
Director Clean the World Europe

Deze gebeurtenis is voorbij.

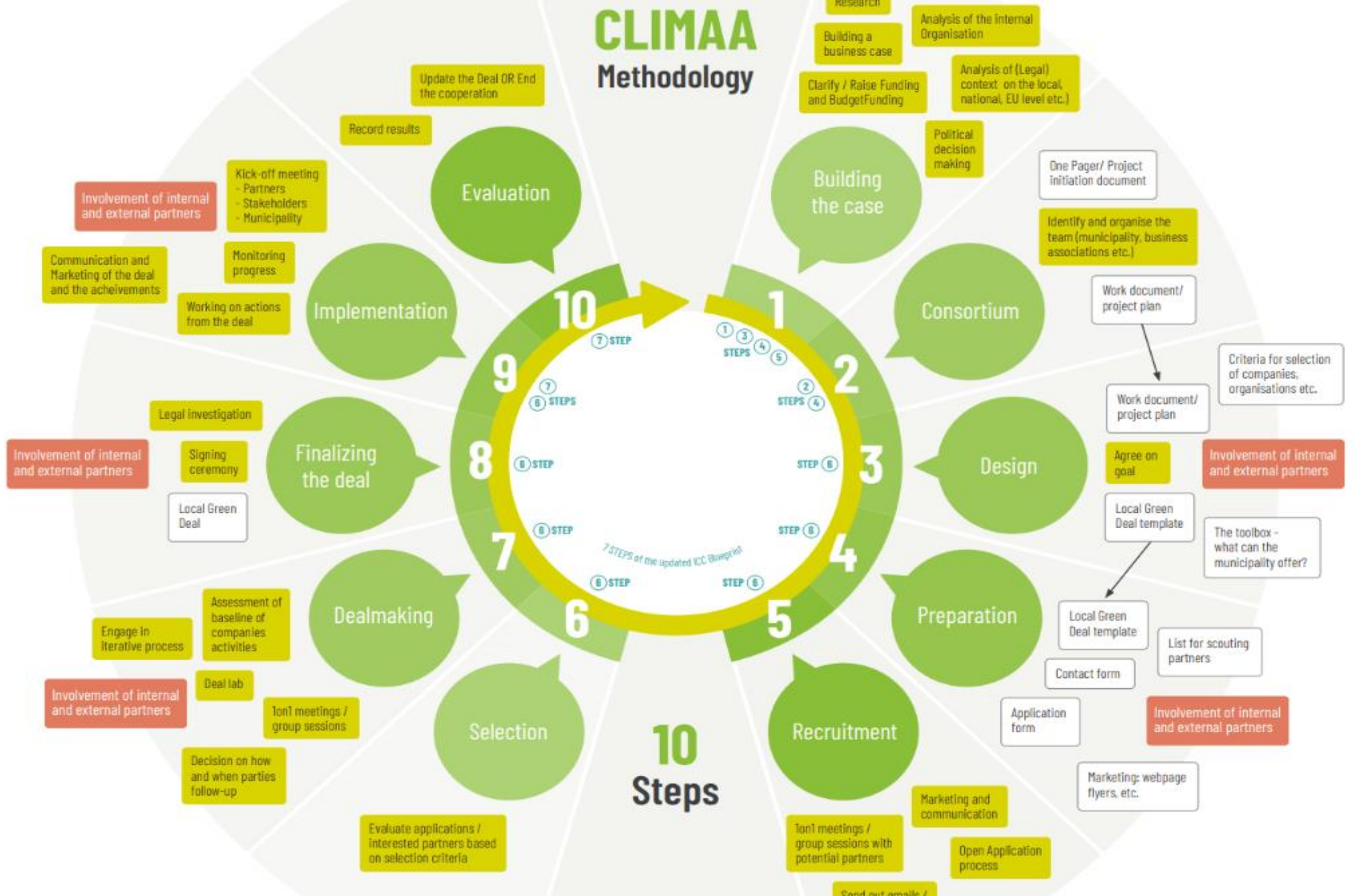
Details

- di 30 jan
- 14:00 - 14:30 CET
- Online

Registren

To deals in practice

CLIMAA Methodology





Take aways from Aalborg

Local difficulties

Impact assessment

Internal governance

Key recommendations

Get started!

...and start with the low hanging fruits



Local difficulties

Impact assessment & Internal governance
(signing, mandates and for deals in practice)

Targeted scouting & developing a good strategy

Take aways from Amsterdam

Key recommendations

As a local government your time and network is already a great start for support

The role of an independent broker / dealmaker / translator is considered valuable

Most companies want to create social and sustainable impact – consider a holistic approach!

It takes time and you need to test assumptions and make mistakes



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City of Amsterdam

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Blueprints for Local Green Deal in Small and Medium Municipalities



Co-funded by
the European Union

The project

It aims to adapt a new format of **Local Green Deals (LGD)** for small and medium public administrations and companies in rural or mountainous areas by also involving citizens.



Blueprints
for Local Green Deal
in Small and Medium
Municipalities



Co-funded by
the European Union

Italian Partners



**Comune di
Vicchio**
Coordinator



**Association Cultura REPublic
ETS**
Florence (IT)



**Bluebiloba
srl**
Florence (IT)



Blueprints
for Local Green Deal
in Small and Medium
Municipalities



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Italian Partners

MARKORA
marketing e soluzioni di finanza agevolata

Indy Snc - Markora
Italy



**Mude Srl -
Multiverso**
Italy



Blueprints
for Local Green Deal
in Small and Medium
Municipalities



Co-funded by
the European Union

International Partners



Municipality of Varaždin
Croatia



Wonderland Association
Austria



Development Agency North
Croatia



Blueprints
for Local Green Deal
in Small and Medium
Municipalities



Co-funded by
the European Union

Our Action Plan

1

Steering Group

Co-creation of legal agreements and administrative practices between public, private and civil society.

2

Prototype development

diffuse rural coworking and LGDs for small and medium-sized municipalities

3

Dissemination Programme

Gradual engagement of all local community

4

Adapting Blueprints

Creating Small Municipalities LGD Blueprints for action

5

Passing the baton

the Vicchio model exported to Varazdin, Croatia.



Blueprints
for Local Green Deal
in Small and Medium
Municipalities



Co-funded by
the European Union

What we discovered?

1

Small Municipalities possibilities

Less possibilities but a stronger connection with territory

2

Municipalities can't do it on its own

in smaller territories collaboration and community engagement are essential

3

Political endorsement can be useful

Though political support can be useful, tying a process to it can be counterproductive

4

Community Engagement create trust

sharing responsibility and goals create a sense of community

5

Practical output are essential

we need to keep people focused on results that they can actually see and have direct impact on their



Blueprints
for Local Green Deal
in Small and Medium
Municipalities



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the European Union

Varaždin innovation

1

Medium Municipalities POV

in Med Municipalities a stronger moderation PA commitment can be a good way to connect to community reality

2

LGD STEP 1-2 as an EVENT

Having a local event to engage people, collect data and find out key stakeholders

3

Keep Local Community Engaged

Having physically engaged local community through event, keeps easy to keep attention on outputs and deal.

4



Blueprints
for Local Green Deal
in Small and Medium
Municipalities



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the European Union

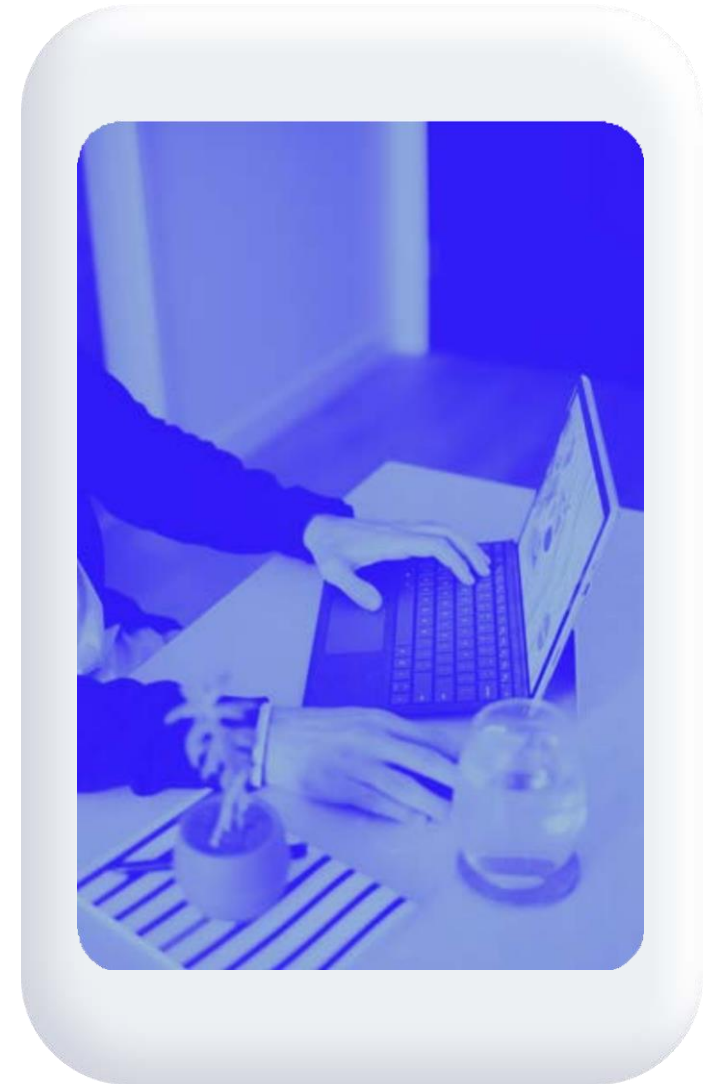
From Rural Coworking Platform to ICC

Since Blue SAMM project, just in Vicchio we already won other 3 local projects to boost our outputs

We connected with Metropolitan City of Florence to disseminate the example in other near small Municipalities



Blueprints
for Local Green Deal
in Small and Medium
Municipalities



Co-funded by
the European Union

OUR DEAL FORMAT

Using a Metro City platform to put all small municipalities processes on a digital tool.

By undersigning all steps, you'll gradually develop your LGD.

USEFUL TO EVERYONE
OWNED BY COMMUNITY



Blueprints
for Local Green Deal
in Small and Medium
Municipalities

6. First sign

After this first draft the LGD steering group should undersign the deal.

a. Metro city Sign

The Metropolitan city, with alignment granted by the continuous collaboration of its SG member, should sign the deal too

7. Other signs (before realisation)

Viccho's format previews a gradual inclusion of many other stakeholders from the local community or from a particular category of stakeholder essential to reach project goals. These stakeholders will be included gradually through different thematic meetings. At the end of each meeting new stakeholders should be asked if they want to be part of the process signing the project. All the relevant signs should be collected before the output physical realisation part.

a. City metro seal of excellence

If project goals are met and all KPIs are checked, METropolitan City can give its Seal of Approval to all the experience.

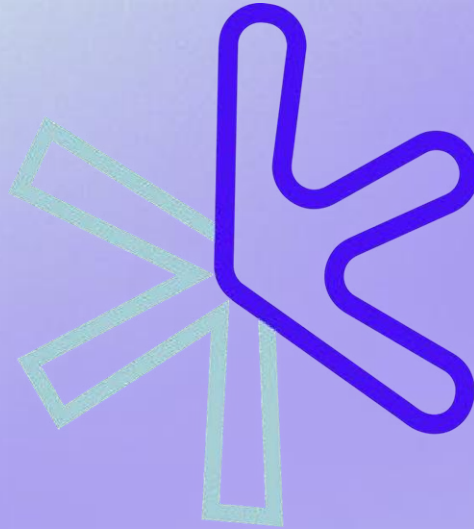
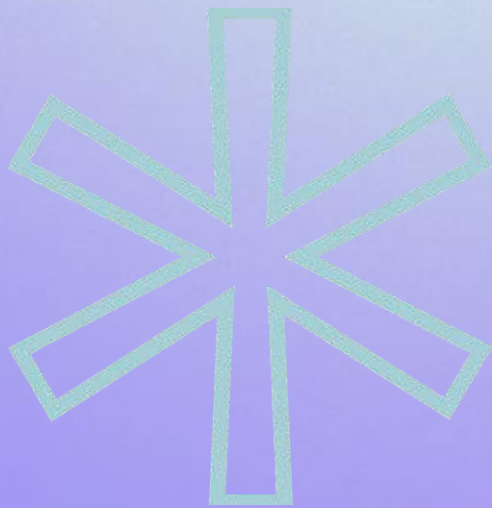


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Thank you for the attention

Mattia Rossi

mattia@culturepublic.it

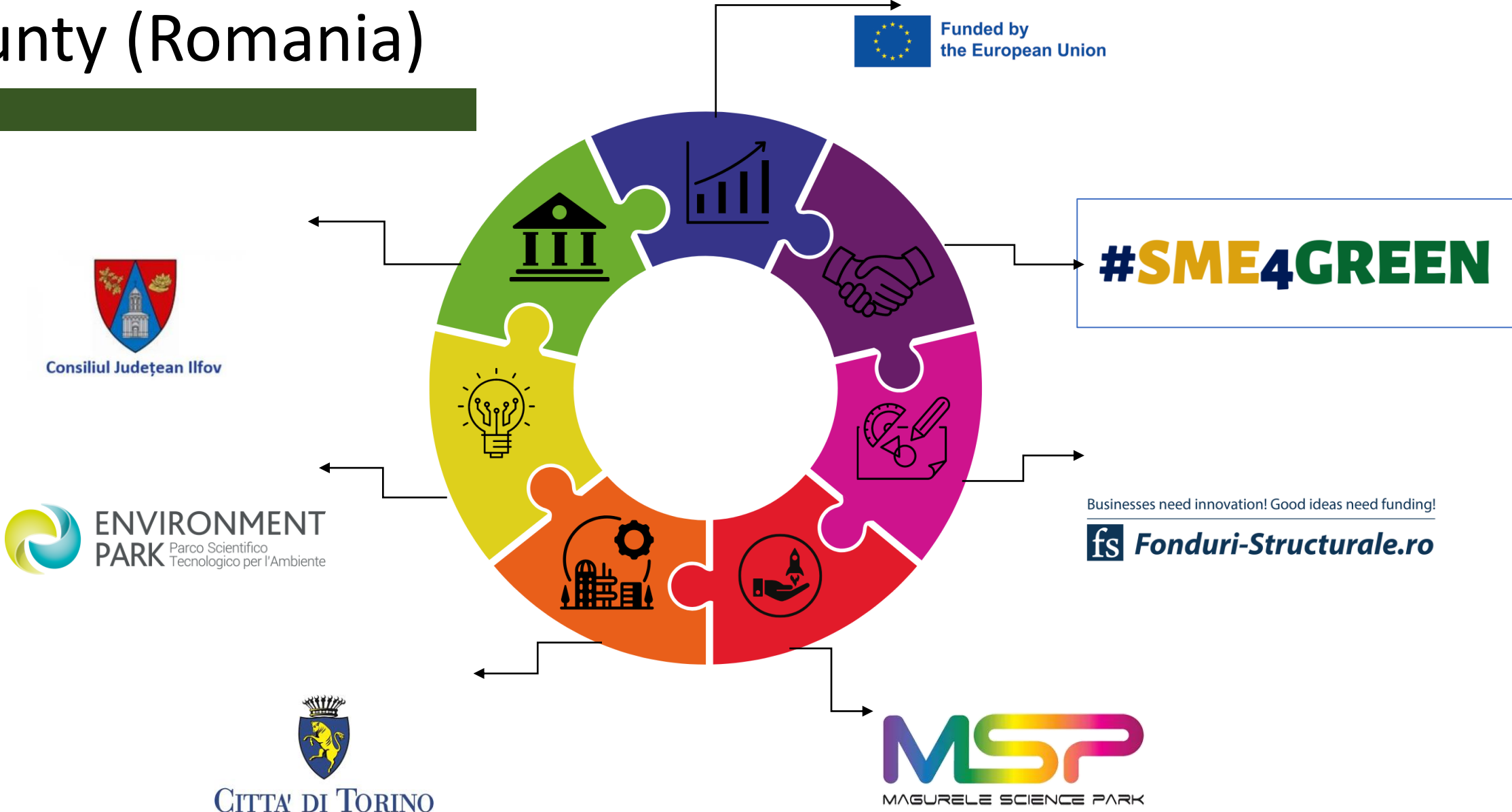


Blueprints
for Local Green Deal
in Small and Medium
Municipalities



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Torino (Italy) + Ilfov County (Romania)

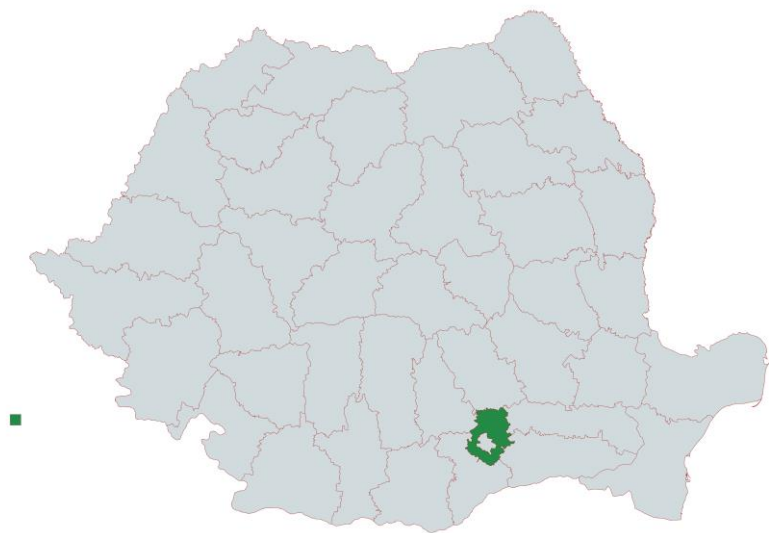
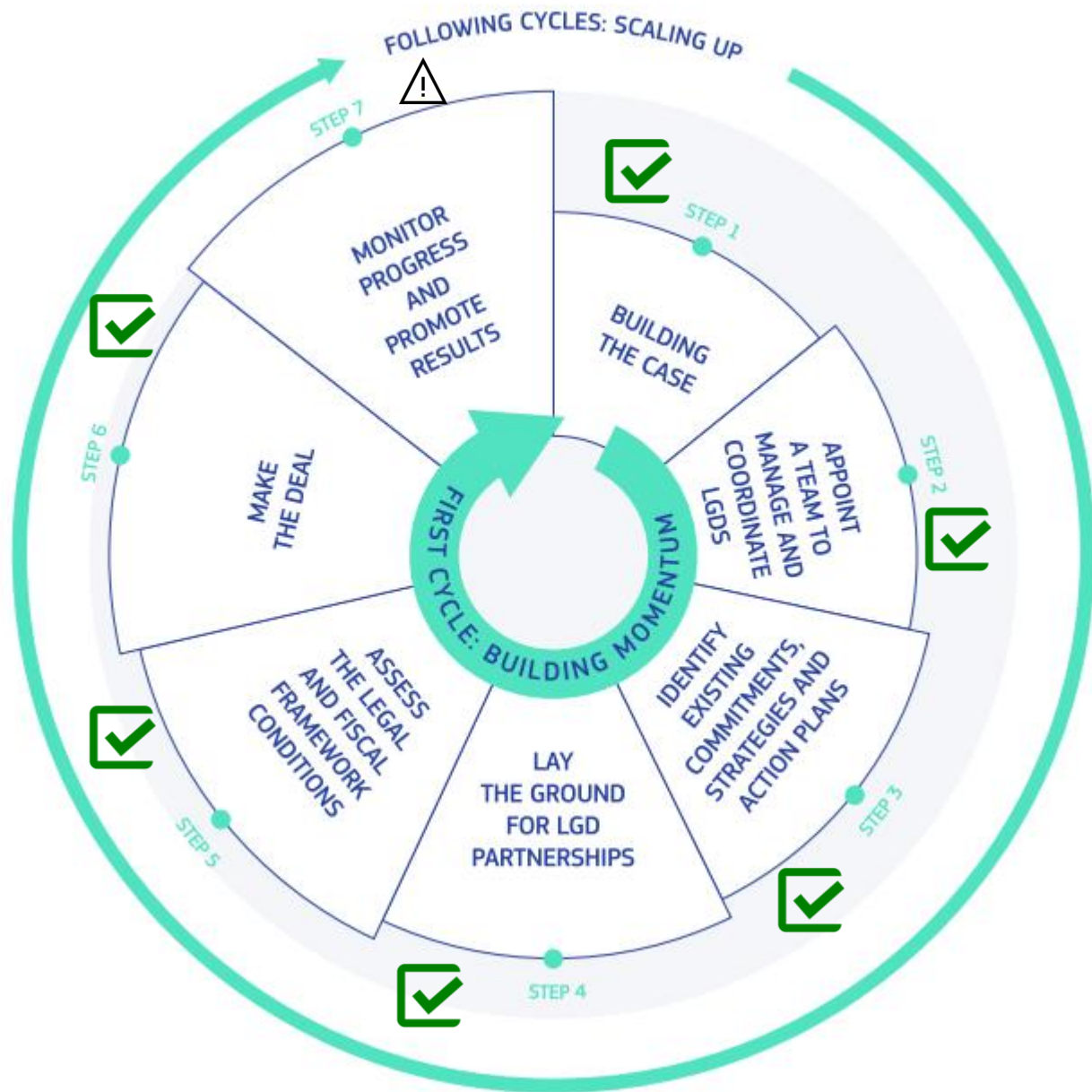


Principles – ILFOV LGD



- ✓ **Build on what is already there**
The local strategies of the county & region
- ✓ **Show commitment**
Political leadership
- ✓ **Integrated local development**
- ✓ **Collaborate with stakeholders**
Co-creation & training
- ✓ **Deals**
8 signatories
- ✓ **Innovative financing**
EU funding & crowdfunding





TourisME



Objectives

- **Strengthen transnational and local cooperation, exchange of good practices, collaborative business models** between local enterprises and municipalities in the field of rural ecotourism in Lipari (Italy), Olivenza and San Javier (Spain).
- **Strengthen the capacity of local tourism enterprises.**
- Provide **advice** on digital transition and engage in the **co-creation and co-design** of smart digital practices and solutions that address local challenges in the regions.



Partnership

- Cámara Oficial de Comercio, Industria y Servicio de Badajoz
- Up Project Gestión de Proyectos
- Way Sas di Teruko Kominato
- Comune di Lipari
- Ayuntamiento de San Javier
- Ayuntamiento de Olivenza



Activities carried out

- Study of the current state of the tourism sector in the regions.
- Focus groups with local entrepreneurs.
- Reports (Research, focus groups, study visits, exploitation plan...).
- Matchmaking event.
- Study visits to Italy and Spain.
- Promotional videos of each region.
- Documentary.



Recommendations to EC

Policy

- Support the development of **common tools** such as platforms for LGD management that all cities working on LGDs will need.
- Align LGDs as policy instrument with **CSRD and ESG reporting**.
- Connect support for SMEs to the **social economy action plan** and the ambition to **transition business models** towards sustainability and local economic welfare creation (cf. proximity economy in the EC industrial strategy).
- Encourage synergies of LGD projects with the **Cities-Mission** and **Horizon Europe** projects.

Funding (SMP-COSME)

- **Continue** funding for the LGD approach to implement the European Green Deal.
- Funding instruments should be **directed directly to cities** where the solutions for green transition are created.
- Allow for more **flexible funding mechanisms** such as matchmaking for funding for cities to be able to support local initiatives (by NGOs, SMEs).
- **Increase the budget** from the €200.000 to €1.000.000 per project and set the duration at 18-24 months.

Recommendations to EC

Types of action

- Cities from less developed ecosystems still need **capacity support** to further develop their LGDs.
- Encourage actions that **engage SMEs with local, national, and international peers**, municipalities and target groups.
- Systematic and more **active dialogue between EU institutions and the cities** should be reinforced.

Scope of action

- Support should be provided to cities in all the areas of holistic sustainability to **promote systemic transition**, for example in the areas of reducing and preventing inequalities, segregation, social exclusion and urban poverty, energy efficiency of buildings and energy transition as well as reducing emissions from transport.



ALLIANCE
Local Green Deals

THANK YOU!



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