



press release

Shaping the future of Europe

EUROCITIES 2014 from 5 to 8 November 2014 in Munich

(5.11.2014). With Europe's future hinging to a large degree on the economic and ecological development of its cities, there has been a significant increase in the importance of the EUROCITIES city network. A host of representatives of cities from right across Europe will be coming to Munich for the EUROCITIES Annual Conference from 5 to 8 November 2014, underpinning the willingness of Europe's cities to not only enter into joint discussion but also to take action. Under the banner "Energising Cities – energy intelligent cities of tomorrow", Munich will be providing a range of innovative examples of ways in which local governments can get in shape to face the energy challenges of the future. By exchanging expertise, European cities have an outstanding opportunity to drive forward the reduction of carbon emissions and to boost energy efficiency. This is the most important meeting of the year for the network, and Bavaria's capital city will be playing host for the first time. The three-day conference will take place in the Gasteig Conference Center.

For the City of Munich, the Annual Conference represents the pinnacle of its work within Europe, and will recognize its many achievements on the international level. The event will see around 550 participants converge upon the city as its guests, including mayors and political representatives





of the EU member states and EU institutions. As well as attending lectures and discussions, they will have the opportunity to experience the city's progress at first hand with a program of workshops and excursions. However, climate-friendly urban development is only possible hand in hand with powerful technology partners. The State Capital has succeeded in attracting BMW, Siemens and Munich City's Utility Company SWM on board as partners to the EURO CITIES 2014. They will be showcasing concrete projects for energy-efficient urban development. BMW is Munich's partner for mobility concepts, while Siemens will be taking charge of green traffic management, and SWM is the energy provider for sustainable infrastructure development.

Opening the conference on Thursday, 6 November at 9 a.m. in the Carl-Orff Hall in the Gasteig Conference Center will be key note speaker Simon Anholt from the UK. An independent political advisor, Simon Anholt will be talking for the first time at a public event about the concept of "Good Cities" in terms of their sustainability. How can a city become Good, and why is being Good important to our global coexistence? Another highlight promises to be the Mayors' Debate on Thursday, 6 November at 11 a.m., also in the Carl-Orff Hall. Among those taking their place on the podium will be the Mayors of Kiev, Athens, Bristol, Dortmund, Oslo, Tampere and Zürich. A moderated Mayors' Debate will look at the development of visions and strategies for energy-intelligent cities, and ways in which these can be realized by the year 2030. Also up for debate will be the issue of



who plays an instrumental role in this process and how the general public can be involved.

Workshops will be held on the following subjects: Sustainable urban development in Munich Freiham and Neuaubing; Transport and urban planning using the example of Pasing; The mobility station Münchner Freiheit – hands-on multi-mobility; “Gscheid mobil” – Sustainable mobility based on smart mobility management; Local networks for a low-carbon society; Munich’s utility company SWM – Our business model in the European energy market: renewable energy expansion offensive; Special Siemens event; Innovative mobility solutions for the city of the future – Interactive workshop session including a high-impact realtime demonstration.

Accompanying the conference will be an exhibition held in the Foyer of the Gasteig Conference Center, showcasing concepts for the energy intelligent cities of tomorrow in association with the conference partners: BICCNET – The Bavarian information and communication technology cluster, BMW Group, the cities of Copenhagen, Malmö and Munich (Department of Urban Planning), EUROCITIES, Green City e.V., GWG Städtische Wohnungsgesellschaft München mbH, Eurhonet, Münchner Verkehrsgesellschaft mbH (MVG), Siemens, the Munich utility company SWM, Munich University of Applied Sciences, and TRANSFORM Transformation Agenda for Low Carbon Cities und Urban Platform Danube Region.



Munich will create a pleasant atmosphere in which to work and network for the guests of the EUROCIES Annual Conference. For both the conference evening events held in the BMW-Welt and in the Hofbräuhaus, the City has put together a program of entertainment featuring local artists to showcase the cultural bandwidth between the traditional and the modern. The organizer, the Department of Labor and Economic Development, commissioned the PLATFORM agency under the direction of Dr. Elisabeth Hartung to mastermind the evenings. At the Gala in the BMW-Welt, there will be an entertaining take on the traditional Bavarian Schuhplattler dance by a mix of performance and dancers, featuring elements of modern dance and contemporary rhythms, alongside a light show and a laptop ballet. Mixing up the “Sound of Munich” will be Munich’s very own DJ Mirko Hecktor. The entertainment in store at the Hofbräuhaus will include music from Alphorn Trio, Zwiebeldirn, Express Brass Band and traditional Bavarian dance by the Schwuhplattlern under the banner: “Munich’s music scene: Bavarian, dynamic and cosmopolitan”.

PLATFORM is funded by the Munich Employment and Qualification Program (MBQ) and will be celebrating its fifth anniversary this year. Two of the underlying objectives of this very special urban cultural organization are to create space in Munich for cultural production and presentation and to open up new ways of approaching current issues of cultural and social relevance.