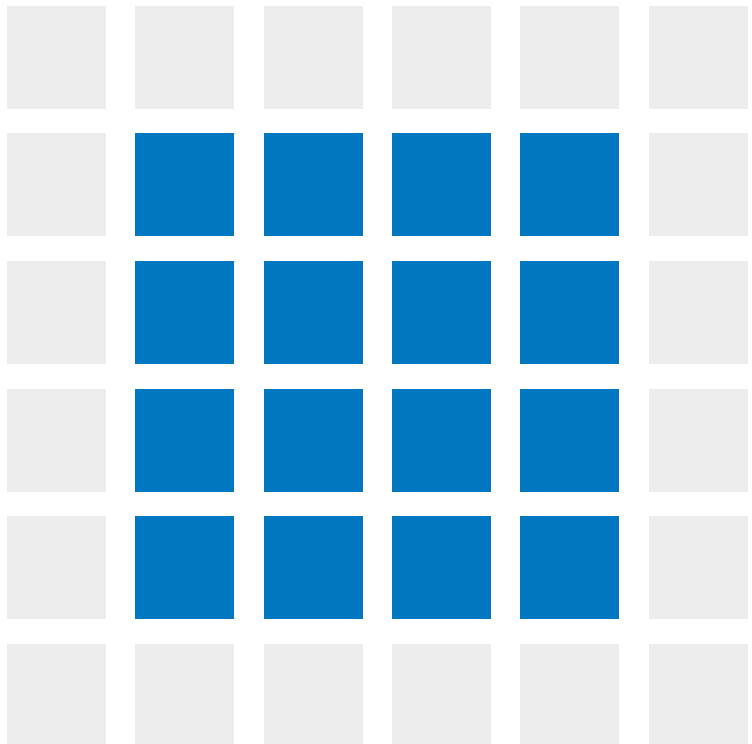


# INTERNATIONAL BENCHMARKING FORUM 2009

OPENCities - Day

Basel, June 19, 2009



## OPENCities - Day

After the Forum a special conference on Openness of cities and city regions will be held. With the economic crisis we encounter many tendencies of protectionism. This might sound favourable but is so only in the short term. Dressing up such fences will not help in the long run. Only open cities will be successful cities, since only open cities will be able to attract and retain the international populations they need for prosperous development. This conference will present and discuss the project launched by the British Council.

### FRIDAY, JUNE 19, 2009

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|-------|--|
| 14:15 | <b>Welcome</b> <ul style="list-style-type: none"><li>■ Urs Müller, BAKBASEL</li><li>■ Guy Morin, President of the Government of the Canton of Basel-Stadt</li></ul>  |
| 14:25 | <b>OPENCities: A British Council Project</b><br>Sue Barnes-Bubic, Carolina Jimenez, British Council, Madrid  |
| 14:45 | <b>The Index of Openness: Results of the Feasibility Study</b><br>Marc Bros de Puechredon, BAKBASEL <ul style="list-style-type: none"><li>■ Measurement and Presentation</li><li>■ Recommendations</li></ul> |
| 15:30 | <b>Networking &amp; Coffee Break</b>   |
| 16:00 | <b>OPENCities: Further development of the project</b><br>Greg Clark, Cities & Regions  |
| 16:30 | <b>End of conference</b>   |



## OPENCities Index - OPENCities feasibility study

The aim of the OPENCities main project is to determine the contribution from international migrants to the economic success of cities. BAKBASEL was assigned to compile a feasibility study for the measurement of the Openness of cities.

The British Council's concept and the indicator set based on it were exemplarily tested by BAKBASEL for the following set of cities: Belfast, Bilbao, Bucharest, Cardiff, Dublin, Dusseldorf, Gdansk, Poznan, Sofia, Vienna, Madrid, Nitra, Nottingham, Manchester, Newcastle, and Edinburgh. In the context of the feasibility study BAKBASEL investigated, in collaboration with the cities, which indicators and data are relevant, available on city level and also internationally comparable. Also, a survey was conducted in each of the cities with the purpose to find an appropriate weighting of the indicator groups for this Index.

In order to make an international comparison feasible, Openness as a term must be uniformly defined. The current definition is: Openness is the ability of the cities to attract people from other countries and give them the possibility to contribute to the success of the city.

The cities therefore need to fulfil two main conditions: They must get to be attractive so that foreigners decide to move to the city and decide to remain. The cities should be open so that people, who have decided to move to the city can go and remain there. Thus, Openness can be seen as low entrance barriers for foreigners as well as easy integration and participation of foreigners in the political, economic and social life in the city.

In the context of the feasibility study four different groups of international migrants were chosen to be analyzed in detail: students, highly qualified immigrants, less qualified immigrants and retirees.

The indicator set is based on a concept which can be divided into nine main groups (see below). Each of these groups contains again several indicators, which make it possible to measure the Openness and Attractiveness of the cities.

Groups of international populations reflect the current state of immigration, their composition and the diversity in the city. Leadership factors are action programmes of city governments to increase the attractiveness of the city for international populations. Possible strategies are, for example, to provide information and support in different languages to international populations. Regulatory factors record the legal and political conditions of the migrants,

which are defined by national regulations. Economic factors characterize the possibilities for income and consumption as well as the regional labour market and housing market conditions. Social and societal factors mean the availability of public goods, such as safety, the quality and quantity of health care as well as educational facilities. The fourth component of the social and societal factors is the perception of immigration. Cultural and amenity factors mean the availability of services and private goods which are offered to the cities' population. Internationalisation factors comprise the cultural, tourist and economic networks of the city, which are crossing borders. Connectivity and accessibility of a city is a prerequisite for openness, which can be measured by indicators such as the number of hot spots, the portion of international air passengers and the passengers in ship traffic. Environmental conditions of a city are important in attracting international populations. Cities with a pleasant climate, an attractive location (nearby a sea or lake), clean streets and a low level of environmental conditions are desirable places to live.

BAKBASEL examined, validated and extended the data which result in recommendations for the main study, the creation of the overall Index of Openness as well as its implementation and use in each city.

#### A PROJECT BY



#### Venue

Auditorium Bâloise, Hilton Basel, Aeschengraben 31, 4051 Basel

[www.hilton.de/Basel](http://www.hilton.de/Basel)

(in walking distance from the central railway station and public transport)

#### Organized by

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