



Abridged version

ACTION PLAN
HANNOVER – INTERNATIONAL CITY

CITY OF HANNOVER

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‘Hannover – International City’ action plan

The ‘Hannover – International City’ action plan provides a framework for ongoing development of international activities by Hannover’s City Administration, and serves as a basis for cooperation with its international partners and other stakeholders in the city.

The City of Hannover’s international activities are increasing in both quality and quantity. International contacts are becoming closer, more diverse and more complex:

- Interest in our city as a cooperative partner is growing. Hannover is receiving a wide range of collaborative offers from other cities in Europe and further afield that are keen to exchange knowledge and experience. They want to learn from Hannover or join forces in tackling challenges similar to ours, related to issues such as urban development, the environment and climate care, integration and getting around.
- Above and beyond interaction between civil societies, interest has grown in sharing between administrative bodies on relevant issues in the context of Hannover’s town-twinning arrangements.
- Hannover is an attractive location for European and international investors and entrepreneurs, and highly valued as a centre for science and research. Activities to strengthen Hannover in this role are therefore intensifying.

These developments are positively impacting the City of Hannover’s growth, capacity for innovation and cosmopolitan outlook. And yet they also represent challenges for the City Administration:

- It needs to focus its international activities and its resources more effectively.
- Employees’ professional and language capabilities must be enhanced.
- Interplay with civil society and stakeholders present in Hannover must be developed further.
- Ultimately, the city has to demonstrate its role in Europe and the world, as well as its responsibility in and for Europe.

Reflecting this, the focal points of the 'Hannover – International City' action plan are as follows:

- Communicating the City of Hannover's existing international activities (initial situation);
- Setting goals for expansion of international activities (definition of objectives);
- Identifying Areas of Action and measures required to achieve these goals (framework for action).

1. How strongly international is Hannover already?

Hannover is ideally placed to position itself within Europe and the wider world as an attractive, cosmopolitan and internationally integrated city.

Locational strength

A multicultural population, an international trade fair location with businesses that are global players, a transport hub in the heart of Europe, an internationally renowned science and research sector, and prestige with regard to culture and sustainability: comparison with the rest of Europe reveals that Hannover already has many strengths to offer. Additionally, many stakeholders in the worlds of business, science, education and the arts – as well as in civil society – are internationally active, and have a strategic basis for their activities in the international arena.

An experienced City Administration

The City Administration contributes actively to Hannover's internationalization. It has its own programme of activities and cooperates with local stakeholders. The city's subsidiaries and shareholdings expand and strengthen the City Administration's international commitment, as do its efforts in the Hannover Braunschweig Göttingen Wolfsburg GmbH metropolitan region.

How is the City Administration already involved at international level?

The City Administration uses a wide range of international activities such as are available to a municipality:

- Six international **town-twinning arrangements**;
- Several thematic or project-based **city partnerships**;
- Memberships in European and international **networks of cities** and in other expertise networks;
- Participation in several **EU-funded international cooperative projects**.
- Organization of **events** with an international dimension, promoting international or European **gatherings/interaction** or participation in international **trade shows**.

The map on page 8 illustrates the City Administration's key international relationships.

What is the City Administration's involvement in the wider world?

Hannover is, both in Europe and further afield, committed to issues of fundamental importance to the city. All municipal departments are involved in this. European and international issues are cross-sectoral topics in the City Administration's work.

How can the City Administration benefit from this?

With its international activities, the City Administration can:

- enhance Hannover's **prominence** and international **appeal**;
Example: The Department of Economic Affairs promotes Hannover as an investment location at the world's top property trade fairs.
- promote **dialogue between people**;
Example: Youth Services organizes and promotes gatherings and interaction for young people in Europe and the world.
- harness other cities' **innovation, capabilities and expertise** to benefit its own local management;
Example: The Climate Protection Unit is in dialogue with the Canadian city of Ottawa regarding climate care planning.
- open new doors for **cooperative and business projects**;
Example: The International Affairs Office is supporting economic cooperation with the Chinese cities of Changde und Shenzhen.
- make full use of **funds** available for in-house projects;
Example: Adult education (Volkshochschule) services are currently taking part in several EU projects within the context of adult education and integration.
- **help develop or influence**, at European/international level, the **general conditions** that impact municipal policy-making;
Example: The Agenda 21 and Sustainability Office is involved, at local, national and international level, in developing and implementing global sustainability goals.
- and/or express its **solidarity** with other cities.
Example: As Vice President City of the Mayors for Peace (MfP) movement and home to MfP's Germany office, the City of Hannover is committed to achieving a peaceful world free from nuclear weapons. Its Department of Cultural Affairs guides and coordinates joint projects with its twin town of Blantyre in Malawi.

In Europe and the world, Hannover is actively committed to: a successful Europe of citizens; tolerance and international understanding; peace and solidarity; climate care and global sustainability; culture and creativity; economic and scientific cooperation.

-  **Twin city***
-  **Cooperation city****
-  **Cooperation with a UNESCO City of Music**

Ottawa
 Kansas City
 Kingston
 Belén de los Andaquíes

Participation in city networks

European city networks

International city networks



Local & Regional Europe
L'Europe locale & régionale



Climate Alliance



Covenant of Mayors
for Climate & Energy



European Coalition of Cities
against Racism



European Council on Migration Security



Local Governments for Sustainability



INTERNATIONAL CITIES OF REFUGEE NETWORK



Rainbow Cities Network



United Nations Educational, Scientific and Cultural Organisation
Hannover designated UNESCO Creative City in 2014

* Town twinning with an official City Council decision
 ** Other thematic city cooperation

Twin/cooperation cities, the participation in city networks and in EU projects are key instruments of international relations.

As of 12/2018. Plus participation in thematic networks and ad hoc cooperation.

Glasgow
 Liverpool
 Bristol
 Rouen
 Perpignan
 Hannover
 Ghent
 Poznań
 Katowice
 Brno
 Bologna
 Konya
 Diyarbakır
 Ivanovo
 Ekaterinburg
 Blantyre
 Changde
 Shenzhen
 Tongyeong
 Hamamatsu
 Hiroshima
 Adelaide

 **Participation in EU projects 2018-2019**

-  **BigPicnic** Education and exchange about healthy nutrition
-  **milar** Models for integrating refugees in the working environment
-  **Mobile BE** Mobile basic education for adults
- NetRef** Network to support refugees
-  **NUCLEUS** Communication between science and society
-  **Quality Blended Learning** Blended learning in adult education
-  **Key** Vocational training for refugees

2. Goals for developing international relations

We want Hannover to be a city that is known and recognized in Europe and throughout the world for its innovative capacity in business, science, the social sphere and the environment. The international city that is Hannover provides a high quality of life and international culture. It is attractive for those who come here from abroad to study, work or invest, and those here on business trips or on holiday. And Hannover is a cosmopolitan city as well as an international one. It has an internationally capable municipal administration, one that drives innovation and is globally integrated.

For this to fully become reality, the international activities of the City of Hannover will be developed in line with the three overarching goals described below. They are based on the 'Mein Hannover 2030' (My Hannover in 2030) City Development Plan.

- 1. Hannover is an internationally valued centre for business, science, culture, trade shows, events and tourism.**
- 2. Hannover promotes intercultural understanding and intercultural sharing.**
- 3. Hannover is a driving force within Europe and assumes responsibility in the world.**

Thus, the intention is that the City Administration's international activities develop in a more targeted manner, having greater added value for the Administration's work and, ultimately, for Hannover's locational appeal overall.

3. The path towards greater internationality: Areas of Action

To achieve the above-mentioned goals, the action plan specifies four Areas of Action within which measures are to be taken. Depending on their urgency, the City Administration will flesh out these measures over the next few months or years in consultation with relevant Council bodies and external partners.

Area of Action 1 – Strategic development of international cooperation and partnerships

In its international cooperative arrangements, the City of Hannover will focus more strongly on experience-sharing at local level and will favour project-based collaboration. The City Administration is also seeking to participate more effectively in international and European networks. Furthermore, the municipality will join forces with civil society to develop a strategy for expanding development cooperation at community level.

Examples of measures:

- The city will work more closely with its international partners on specific shared concerns or on issues of strategic interest for Hannover (e.g. sustainable urban development, integration, the environment and climate care, education and digitization).
- The City Administration will bid to join EUROCITIES, the most important network for major European cities, with a view to strengthening and structuring its European activities. This organization's focus is on cooperation and on exchanging information about local-authority planning matters, as well as on lobbying activities vis-à-vis the European Union.



Area of Action 2 – Internationalization and Europeanization of the City Administration

The City Administration has a crucial role to play as Hannover gains a more outward-looking international perspective. It is, therefore, important that the municipality has at its disposal the required structural set-up and capabilities in order to effectively carry out international activities and harness their potential. Firstly, information sharing and knowledge management within the City Administration will be improved. Secondly, employees' skills will be advanced by means of personnel development opportunities and in-service training. Moreover, the international and European dimension will be more strongly incorporated into the municipality's activities.

Examples of measures:

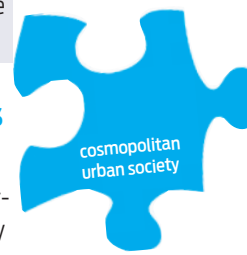
- A cross-departmental integrated group called 'Europe And International Affairs' will be set up to simplify both coordination and the utilization of synergies.
- In-service training to strengthen employees' language and professional skills will be available, some of it on specific themes such as bidding for and implementing EU projects, and ways for municipalities to get involved at EU level.

Area of Action 3 – Raising the city's international profile and promoting its appeal

The aim is for the City of Hannover to raise its international profile, to promote its appeal and enhance its position in the international competition for investment between locations. In this way, Hannover will enhance its international standing in close conjunction with relevant local stakeholders. Furthermore, the large exhibition grounds are an important and unique feature of the city's attractiveness. Hannover seeks to raise its international profile by realizing its full potential for international trade fairs and other major events.

Examples of measures:

- European and international accolades promote the recognition and appeal of the city. The current bid to become European Capital of Culture in 2025 is, therefore, an excellent opportunity to put Hannover even more firmly on the map as a centre of the arts and creativity, to further develop international collaborations in the cultural sector, and to create a structural foundation that fosters a long-term cosmopolitan outlook.

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- If international professionals and students are to opt for Hannover, everything needs to be in place to help these newcomers settle down well here. Relevant improvements are thus being made, such as strengthening language skills of local contacts and enhancing the 'welcoming culture' for international students.

Area of Action 4 – Promoting the urban community's cosmopolitanism and involvement

Integration of Hannover's residents and civil society in the city's international activities is a prerequisite for their lasting success. The municipality is committed to incorporating issues of international relevance into the urban community on a broad and sustained basis. The City of Hannover will also communicate its international activities more transparently and proactively.

Examples of measures:

- International days will be organized to highlight the city's international outlook and help inhabitants fully appreciate it.
- The City of Hannover will expand its website, especially through multilingual content, simple access to relevant pages on municipal matters, and improving provision of information to the public on European political involvement.

4. Overview of measures

Area of Action 1 – International cooperation/partnerships

- 1.1 Strategic approach to town-twinning/partnership arrangements**
Sharing experience at local level + project-based cooperation; development of theme-/project-based cooperation
- 1.2 Active involvement in European/international networks**
Participation in European/international networks; membership of EUROCITIES
- 1.3 Involvement in community-level development cooperation**
Strategy on community-level development cooperation

Area of Action 3 – Raising international profile and promoting appeal

- 3.1 Attractive international profile**
Development of 'International Hannover' profile; integration of relevant stakeholders; development of marketing/communications strategy; application for special European/international status; internationalizing Hannover as centre for higher education and science
- 3.2 Realizing full potential of international fairs/major events**
Initiatives on association as City of Fairs; strategic acquisition of other major international events
- 3.3 Attractive conditions for international professionals/students**
Development of central point of contact; growth of 'welcoming culture'
- 3.4 Raising issues-related profile through innovative and forward-looking municipal policies**
Comprehensive and ambitious approaches to environment, climate care and sustainable urban development

Area of Action 2 – Internationalization/Europeanization

- 2.1 Integration**
Integration of coordinators/integrated group 'Europe and International Affairs'; international-relations database
- 2.2 Expertise in European/international issues**
In-service training; work shadowing; funding service unit; content-related and technical support; requirements profiles
- 2.3 Incorporation into administrative decisions/processes**
Updating the City Administration's mission statement; involvement of political players

Area of Action 4 – City's cosmopolitan nature/involvement of urban community

- 4.1 Active integration of urban community**
Extension of town twinning/city partnerships to include further stakeholders; interaction with autonomous migrant organizations/binational associations; overview of available funding sources incl. non-profit sector; raising awareness of European/international issues
- 4.2 Making cosmopolitan outlook more visible**
Organization of International Days; creation of venues for international/intercultural gatherings/interaction
- 4.3 Informing the urban community**
Internationalizing the website/digital presence

**CITY OF HANNOVER
THE MAYOR AND CEO**

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