

European and International Affairs Department

Gijón City Council



European Local Strategy 2014 - 2020

Global Agreement and Local Goals

Midterm review 2017 – Executive Summary

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1. INTRODUCTION GIJÓN - EUROPE



The **European and International Affairs Department** from the Gijón City Council has a trajectory of **more than 15 years** in the development of his European profile.

In the last years, the European scene has changed, and currently, when we are immersed in the programming period 2014 – 2020, **our city must to cope with several challenges to progress in the European project.**

On the one hand, we have to **consolidate and delve into all the issues that we have done till the moment**, because our city can't waste the efforts that have contributed to his currently positioning. On the other hand, we have to **adapt ourselves in to the new European – urban realities**, following a process based on the training, growth and consolidation.

Cities are gaining, in a progressive way, a bigger importance in the EU, presenting a specific problematics (economic, social,

environmental, etc.). In that way, Gijón develops **the European Urban Agenda**, the main European instrument in the field of urban develop, that it has been materialized in the Pact of Amsterdam.

These problematics are answered by different ways through the European Programs, or even, by the own cities organizing in networks or cities associations.

The active mood of the Gijón citizenship makes possible the possibility of participate in **awareness campaigns** to can know the European reality. We can remark the participation at the consolidate European Week of Mobility or the celebration of the Europe week around the 9th of May.

This line of work it must to be consolidate in the future, launching more dissemination activities and encouraging the European values.

All of it, have to be present in the Local European Strategy of the city.

2. GENERAL GOALS OF THE DEPARTMENT OF EUROPEAN AFFAIRS

The European Strategy of Gijón is articulated around several concreted **targets**, which are developed through different **lines of actuation**:

1. Positioning of Gijón into the urban European sphere (participation in calls connected with Structural and Investment Funds and European Programs) in all the departments of the City Council. With this target, we want to make Gijón a City branding of reference in the European forums.
2. Sensitization of the “European citizenship” concept (initiatives, events, workshops, etc.)
3. Progress in the communication and dissemination of the European activity of the Department (website, social media, newsletter, local media, etc.)
4. Presence in the key institutions and bodies in the regional, national and European sphere (strengthening of the relations).
5. Participation in cities networks, campaigns and calls to European and international awards (promotion of alliances, twinning among cities, awareness, etc.)

3. ACTIONS IN COURSE (2017 - 2020)

The targets introduced in the previous section, are agrupated around the following actuation lines:

3.1 AL.1: PARTICIPATION IN EUROPEAN AND INTERNATIONAL CALLS

Motivation: Traditionally, the different departments and municipal services have participated in European calls. The obtention of projects has served to develop and delve in to the different programs and municipal actions,

like the positioning and promote of the municipal action outside. In the same way, and in attention of Funds and Programs, it has been obtained finance resources to develop programs, actions and municipal infrastructures.

Concrete actions:

- Increase the participation of the municipal departments in European calls to improve their European profile.
- Promote the participation in sustainable and mobility calls.
- Participate in different calls linked with European Funds (ERDF, ESF, FEEDER, FEMP, EEEF, etc.)
- Encourage Cooperation to development.

3.2 AL.2: PRESENCE IN INSTITUTIONS (NATIONAL, REGIONAL AND EUROPEAN) LINKED TO EUROPEAN FUNDS AND PROGRAMMES.

Motivation: A fluid communication, the presence, the visibility and the recognition of Gijón in the Institutions and bodies (national, regional and European) dedicated to European affairs (Structural Funds and European Programs) is positive, because it helps to obtain information about them, to prepare the applies and to manage the projects that have been gave in that calls.

Concrete actions:

- Presence on institutions and bodies.
 - Regional (European Department of the Principality of Asturias Administration).
 - National (Central ministries, European departments from other cities, etc.)
 - European (European Commission, European Parliament, etc).

3.3 AL.2: PARTICIPATION IN NETWORKS OF EUROPEAN AND INTERNATIONAL CITIES

Motivation: In the development of the European Strategy of Gijón, it's an important pillar to be part of the principal networks of cities that provide us a big number of contacts and relations with other cities. Being in that kind of forum, allows an improve in the visibility of the city out borders, to participate in projects from the network and the exchange of good practices.

Concrete actions:

- Consolidate the presence in networks like EUROCITIES or Atlantic Arc Cities, continuing all the works that have been done till the moment.
- Increase the participation of the municipal departments and services in the forums of the networks.

3.4 AL.4: PARTICIPATION IN EUROPEAN AND INTERNATIONAL CAMPAINGS.

Motivation: The management of international and European affairs must to be known by the citizenship to be part of the European Strategy. A way to get that goals it's by the participation of the city in campaigns promote by European or International institutions or bodies to be developed in Gijón.

Through these campaigns we can delve into the European positioning of Gijón and share the knowledge of Europe to our citizens. In the same way, we include in this actuation line the presentation of applies to different calls of awards, European meetings, events...

Concrete actions:

- Encourage the celebration of different campaigns with various topics (environment, citizens' values, mobility, etc.)

- Improve the municipal coordination of the campaigns.

3.5 AL.5: COMUNICACION STRATEGY ABOUT THE LOCAL ACTION OF THE CITY (IN AND OUT OF BORDERS).

Motivation: The management of the European and international affairs should become know beyond of the municipal department and arrive to our citizens, because they are the receptors of our information, included the Exterior Local Action. For that reason, it's necessary to have an extern communication strategy. Furthermore, it's necessary too an intern communication among the different departments and services of the Municipality.

Concrete actions:

- Dissemination of the local action to the citizens and municipal departments and services (exterior – interior).
- Periodic publication of the newsletter.

3.6 AL. COORDINATION OF THE EXTERIOR LOCAL ACCION OF THE CITY

Motivation: If Gijón develops his Exterior Local Action, it must have a correct coordination. His design should be focus on the European Affairs Department, but his management must to be transversal, because de European Strategy has to be implement for the different departments and services.

This outline requires an important effort of organisation to guaranty coherence in the development of the Exterior Local Action.

Concrete actions:

- To know all the projects, participation in networks, forums, European and international meetings, etc; in order to coordinate and offer coherence in this aspect.
- To offer info to all the services and departments from the municipality about European and international affairs that provides the city of good benefits.

4. CONTACT

STAFF

Enrique Rodríguez Martín

European and International Affairs
Gijón City Council
Plaza Mayor, nº 2, 3ª planta.
33201-GIJÓN (SPAIN)
Phone: + 34 985 18 11 53
Mobile: + 34 679 96 49 40
eirodriguez@gijon.es

Joaquín Ángel Flores López

Assistant of the European and International
Affairs Department

Gijón City Council
(+34) 985 18 11 58
JAFlopez@gijon.es

SOCIAL MEDIA

Website: <http://internacional.gijon.es>

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