THE BEGINNING OF THE URBACT ADVENTURE

Developing integrated policies on Health Innovation so they become driving forces for local development

Nov. 2013
INTRODUCTION

The 4D Cities project aims at unveiling the formula to promote urban economic and social development through the alliance between Health and Innovation. It is certainly a challenge, even more considering that the project involves a team work of eight European cities with very different backgrounds and profile. They will share experiences along the project and learn from each other.

Generate solutions to the problems that concern the people is not an easy task to do nor is it to explain to the public. However efforts are worthy; firstly, because citizens themselves are involved in the project activities and, secondly, because the project is addressed to them: it should improve their quality of life, work opportunities, the growth of the cities where they live...

This newsletter is another tool to help us communicate who we are and what we do in the 4D Cities. In this first edition we summarize the essence of the project and what we have done so far. We also draw partners’ expectations and begin to delve into social innovation. Good reading!
Igualada leads the 4D Cities project formed by eight partners from all over Europe that have the common goal to make Health Innovation an engine of growth locally.

The 4D Cities was one of the nineteen projects selected by URBACT, the European urban development programme, in the field of Innovation and Creativity. One of the most appealing factors for the URBACT expert team was that 4D Cities wants to develop Innovation in the social area (not only economic or technological), as well as cooperation between the private and public sectors, among others.

The project started in May 2012 with five member cities: Igualada (Catalonia, Spain), Leeds (United Kingdom), Novara (Italy), Tartu (Estonia) and Plunge (Lithuania). By October of the same year, the initial partners contextualized the study area and determined the lines of work and goals to achieve. In addition, they chose new members: Eindhoven (Netherlands), Jena (Germany) and Baia Sprie (Romania), according to criteria of regional balance, diversity, common needs, experiences and future challenges. They also created the Local Support Groups, a collective of people linked to the field where the project is embeded and who are actively involved participating and contributing with their knowledge and experience.

After having successfully passed the assessment of URBACT, from January 2013 the project entered a second phase during which the network of eight members has been configured and has begun work on generating content.

The 4D Cities will end by March 2015 when every city should have a Local Action Plan. This document is a clearly defined program on the subject, rooted in reality in order to be effective and ready to be implemented.
METHODOLOGY

The 4D Cities discusses the interplay of different actors operating in the fields of Health and Innovation oriented to economic growth: knowledge, business, health system and citizens.

Thematic workshops address each of these issues in which the most experienced members in the each field present their best practices. Once the examples are explained, they study together the aspects that have become their models of success and each city identifies what can be implemented in their territory. Experts are invited to participate by sharing their knowledge and help finding best lines of action for the network partners.

Parallel to the transnational thematic meetings hosted by a different city each time, every partner exchange experiences from their own Local Support Group, the soul of the project and who meets periodically.

The 4D Cities work is organised according to the four dimensions of the project. This diagram clearly reflects them:

NEW ENVIRONMENT

EXCELLENCE

COMPETITIVENESS

CITIZENS

HEALTH SYSTEM

LOCAL GOVERNMENT

• Universities
• Professionals
• Training centers

• Business association
• Innovation companies
• Scientific parks
• Chamber of commerce
• Social companies

• Hospitals
• Health care centers
• Emergencies
• Public Health Polices
• Veterinary

• Patients association
• Collectives association
• Public Administration
  - Health
  - Innovation
  - Education
  - Social Services
  - Health authorities

NEW CHALLENGES

• New jobs, new skills
• Citizens implication through new agents interaction • Legitimation
WHAT HAVE WE DONE SO FAR?

Meetings at the project level

Kick-off meeting 1st phase
Igualada, 11-12 June 2012

As project lead, Igualada explained the URBACT programme guidelines to the initial partner cities: Leeds, Novara, Tartu and Plunge to start working together. This was the first contact between the partners and it was demonstrated the unanimous will to generate new solutions for growth at the local level.

2nd meeting
Novara, 22-23 October 2012

Igualada exposed the guidelines given by URBACT to finish the first phase of the project and reach validation to enter the second phase. Partners put in common the state of the initiative and fixed goals and next steps to follow. For example, it was agreed that members experienced in one field would share their knowledge with the rest.

Kick-off meeting 2nd phase
Igualada, 18-19 March 2013

It was the first meeting attended by the eight partners and served to set the road map which enables them to work in a coordinated way and pursuing common goals. They established the topics of the transnational meetings, the cities where these meetings would take place and the methodology to ensure the maximum performance.

1st Transnational meeting #Business
Eindhoven, 28-29 May 2013

First transnational meeting focused on economic development linked to the health sector. They detected strategies to create jobs and business opportunities for companies, and also improve the quality of services offered to citizens. Novara, Leeds, Jena and the host city of Eindhoven explained their best practices.
The second thematic meeting revolved around the relationship that citizens should have with the health sector to become co-creators and not just receivers of services. The case studies of Igualada, Tartu, Plunge and Baia Sprie showed that civic involvement is essential to provide qualitative health care that meets their real needs.

The health sector focused the third thematic meeting. Social innovation, integration of services, citizens’ involvement and efficiency of the health system were the main topics of discussion to devise new solutions that could improve patient care. The cities of Leeds, Plunge and Novara shared their experiences with the rest of the network.

The last thematic meeting, about knowledge, addressed the role that universities as well as research, learning and training centres related to health, have in boosting the economy. How the city can promote its collaboration with the health sector, what type of knowledge needs to be developed... Tartu and Jena presented their examples of success.

Each city meets regularly with its Local Support Group to inform it about the 4D Cities’ development and also add its contributions. As they capture on first-hand the reality of the field studied, the members of this group (different in each of the towns) are a great value in the design and development of the project.
Meetings at the programme level

Trainings and other URBACT events
Paris (mainly), various dates

The URBACT programme organizers have called to different training sessions addressed to the different areas of work covered by the city leader. They have reported on methodology issues, administration, communication, etc.

In addition, partners have also been invited to two meetings of elected representatives, at the URBACT Annual Conference in Copenhagen, at the Summer University held in Dublin and at meetings of the National Dissemination Points, entities that help cities to spread their activity at the country level.

Meetings at the European level

OPEN DAYS, 11th European Week of Regions and Cities
Brussels, 7-10 October 2013

4D Cities was one of the thousands of participants in the last OPEN DAYS. The Project Lead, Angels Chacón, spoke in the workshop entitled ‘URBACT innovation brokers delivering Europe 2020: How cities generate change to meet complex urban challenges’. Through practical examples, the speakers showed how cities can become “innovation brokers” generating new ideas, accessing specialist knowledge, strengthening evidence base, developing new partnerships and co-production processes, going for smart finance, etc.

The OPEN DAYS is an annual four-day key event on EU Regional Policy. It welcomed in Brussels 6.000 participants for more than 100 workshops and debates, exhibitions and networking opportunities.
Main documents

The **Baseline Study** defines the framework of 4D Cities thematic network and its main topic of study. The document is focused around the aims and common methodology, the state of the art (EU policies on smart health; local governments and health; citizens as co-producers of their health; smart specialization, skills and economic growth) and the partner profiles.

The **Position Paper** narrows the thematic scope of work of the project and describes the four dimensions in which the information generated within the network will be organised.

This **brochure** summarises the project (its mission, aims, methodology and phases) and presents the partners. It also picks the statements of the 4D Cities Project Lead and the URBACT Project Officer.

Mini-site

On [www.urbact.eu/4dcities](http://www.urbact.eu/4dcities) we update regularly all the issues related to the project as news, events, outputs, etc. in addition to general information such as the presentation of the 4D Cities, the eight cities, the lead team… following a shared template for all the URBACT’s projects.

Social Media

[www.facebook.com/URBACT4DCities](http://www.facebook.com/URBACT4DCities)

We nourish it with imaginative actions as a travel through all cities, interesting links and many pictures.

[www.twitter.com/URBACT_4DCities](http://www.twitter.com/URBACT_4DCities)

It is the basic tool to follow the meetings and the day-to-day of the project, programme and sector. We use the hashtags #Health, #HealthInnovation, #URBACT and #EU to name but four.

Follow us and participate!
Thoughts on the new strategies to undertake to meet new challenges in health and social context.

New roles for local administration and a key issue in Europe 2020.

We are in front of a socio-economic context in which cities are facing new challenges. The healthcare sector is one of which most cries out the creation of new strategies and cities, whatever it is their location, size and reality, must respond urgently and efficiently. To do it, local administration should play a new role, which takes into account all parties involved and attends the needs of citizens. It is also necessary to plan actions in the short and long term.

Aware of this complex and changing situation, the European Union has placed the health sector as one of the strategic pillars for 2020. This gives great value to the project, as the results will be closely observed and studied in European key. In addition, the incorporation of the "social innovation" concept -not only technological as were accustomed until now- provides new lines on the ground where, for the first time, brings together everything related to health and even give a step further: causes the interaction of all this environment in order to emerge new partnerships that encourage growth in different levels: social, economic, etc.
So it corresponds to the cities to lead up to this transformative process that must culminate in the co-creation of strategies, new functional plans and the implementation of concrete actions introducing social innovation in each stage. Along with this leadership role that will lead to new services and organizational models, cities should enable financed and infrastructures; should support development, linking, information, education and empowerment; shall exercise marketing raising awareness; must control and assure quality and, finally, must also - but never only - be fund raiser.

The 4D Cities is a rich and diverse partners' network, because it integrates and feeds from eight European cities quite different from each other in terms of size, realities, assets and legal framework, for example, but matched in terms of engagement, responsiveness and, especially, shared issues such as ageing and dependence. In small towns and villages like ours, a program such URBACT aimed at the transmission and generation of transnational knowledge directly applicable to cities gives us an excellent opportunity that, otherwise, would not be possible.

At the end of the project we will be able to draw a conclusions guide about City Councils good practices in relation to knowledge, the business sector, the health system and citizens’ participation to ensure that the health sector acts as a growth engine. We want it to be applicable to all kinds of cities. We are going to focus more on the "how" and the interactions among agents rather than the "what" has been done. The case studies have to be used as analytical models, but if we do not look for the proceeding process we will not be able to adapt them to our reality.

In short, we are generating knowledge in a field increasingly crucial as Health and we are doing it in an innovative way, applicable everywhere.

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**EUROPEAN UNION HEALTH STRATEGY**

The European Union Health Strategy “Together for Health” adopted in 2007 and validated in 2011 acts as a reference for actions taken at national and EU levels. On top of that, it supports the overall Europe 2020 strategy.

This road map aims to turn the EU into a smart, sustainable and inclusive economy promoting growth for all – one prerequisite of which is a population in good health.

As well as being a value in itself, health is a precondition for economic prosperity. Efficient spending on health can promote growth. In this regard, the European Commission has a document entitled “Investing in health”, published in February 2013 as part of the Social Investment Package for growth and cohesion, which details:

- spending smarter but not necessarily more in sustainable health systems
- investing in people’s health, particularly through health-promotion programmes
- investing in health coverage as a way of reducing inequalities and tackling social exclusion
How can we apply new technologies for the benefit of society? How can we improve public services which use procedures from the nineteenth century? These are questions that can be answered in Social Innovation, a new concept increasingly popular in Europe. But what is it exactly? In this interview, Peter Ramsden points out some of the answers.

*Adapted from an article published on Aniadari.cat

First of all, could you explain what means ‘Social Innovation’?

It is a new expression to refer to an idea that has been around for a long time. It is the achievement of social aims with social means. Social Innovation is a way to get established systems such as health or education work better. It establishes new processes, new practices, methods or systems to renew traditional systems that affect the whole community, such as health or education...

For example, in the field of technology innovation is a constant practice, but not in the field of public services. The mobile phone companies are constantly innovating their equipment, very little each time a new release of Iphone which replaces the previous, and quickly reach all countries... but in public policy, there is no mechanism to replace the old idea. Furthermore, when a new idea or a new practice that turns on a site works, there is no way to spread the news to other places or countries... Social Innovation is also about finding new
mechanisms to share these new ideas and export them to other sites.

If we look at the social challenges that exist today: climate change, an ageing society, the crisis... we see that there are not policies in place to work and we need Social Innovation to help us with this. The concept of ‘Social Innovation’ is applicable to all sectors, companies, institutions and organizations, whether public or private. The commitment to Social Innovation should be essential for the development of countries or companies seeking above all the welfare of its people.

Is 'Social Innovation' known in Europe?

In Europe it remains a growing concept. The European Commission took the first conference on the subject in 2009, so in terms of the European Union is also a fairly new concept that has only three years.

There is no standard method for promoting Social Innovation, but it is clear that citizens should be in the center of the innovation process. The citizen is the source of Social Innovation. If a city wants to do something new, it should listen to the people to figure out how to do it. Changing the way government is doing now, deciding what should be done and communicating it to the people afterwards.

The beneficiaries of the actions achieved by Social Innovation are at the same time actors in their own development and thus have a stronger sense of citizenship.

What benefits can bring Social Innovation to businesses and public institutions?

For example, on one hand, we have that our society is the victim of the ageing process and this has an important impact on our health system and, on the other hand, technology that offers sophisticated mobile phone models and other devices that would allow us to monitor people who are sick and alone at home. This technology could be used to ensure the welfare of these people, to see if they have been dropped or if it is more than one hour that do not move from place... And this is not done. The technology exists but is not used. There is a large potential market for the private sector to make existing technology being used, be useful and help solve society’s problems. Social Innovation is to use existing technology to make people live better than we have experienced so far.

Companies should ask themselves what they can do for society, not only how they can make a profit. Social Innovation can be a ‘win-win’ situation where both parties win there.

“"In public policy, there is no mechanism to replace the old idea”

“"The citizen is the source of Social Innovation. If a city wants to do something new, it should listen to the people to figure out how to do it”

“"Social Innovation is to use existing technology to make people live better than we have experienced so far”

What is the relationship between Social Innovation and Corporate Social Responsibility?

Corporate Social Responsibility is what makes companies aware of what they can do for the benefit of society. Currently, many business activities are against society and a company that was responsible for this should stop this kind of activity. Businesses must become more ethical and be ethical in their DNA. Corporate Social Responsibility is not to make specific actions to launder the image of a company, but this responsibility should be a transversal concept in all his actions. According to the aim of business is to make money, but at the time it was
Social Innovation can be a good strategy to make companies and institutions more successful and even more competitive?

What is clear is that it is the only sustainable way... A society with more Social Innovation would be a more successful and happier society and that eventually impact on the market. The companies should not be interested in harm society. How the private sector can benefit from the Social Innovation? Achieving ‘win-win’ situations where everyone wins.

How Social Innovation can be applied in the field of health?

Social Innovation in this field is to turn the concept of public health. We have to achieve that the patient himself ensures his health, begins to act to prevent its diseases. If you have type 2 diabetes, the formerly called adult onset diabetes, or you have blood cholesterol... you can be responsible for having reached this situation and it was on your hands to avoid it. All the decisions we make affect our lives, so we should improve our awareness and our understanding of health and act accordingly to avoid being sick.

The change is that people control their own health as much as possible. While in the past we went to the doctor when we were sick and the doctor told us what we had to do, now we have to be proactive in our health, we are more informed, we probably looked online, and ask the doctor about our options. It is a radical transformation in the health system.

In this regard Social Innovation is giving power to the patient (making him conscious and responsible) and making relations more equal between doctor and patient. The key is to realize that we control our lives and we are not just passive subjects within the health system.

Can it have a positive impact on the public purse? If there are fewer patients, the cost of maintaining the system lowers...

Do you imagine how much money we can save with this? How many things could be done with that money to advance research, for example? Currently 5% or 10% of the money from the public health are intended to treat chronic ailments that could have been avoided, such as cholesterol or diabetes adult.

The previous health system promoted bad health, the new system should promote good health. We are changing the nature of the problem. With the new system individuals grow being conscious of the responsibility they have on their health. Until now it seemed that being healthy or not didn’t depended on you, from now on people should be aware that being healthy or not is a question often depending on the decisions they make.

In this sense, Social Innovation involves different actions in different areas. For example: How can we be healthy in a society where each ad offers an unhealthy lifestyle, foods filled with sugar and fat? This is where Corporate Social Responsibility must intervene, which should restrain companies when making this type of product. A revolution, in short...

PETER RAMSDEN, biography

Peter Ramsden (UK) is a geographer specialised in entrepreneurship, regional, urban and local development, social inclusion and social innovation at national and EU level.

He was contributor of the SIX report to the EU on financing social innovation and is fellow of the Young Foundation since June 2011. He contributed also to the first Bureau of European Policy Advisers meeting on Social Innovation in January 2009.

Ramsden has a significant experience related to the URBACT Programme. He was URBACT II Pole Manager for Social Inclusion and Governance (from 2007 to 2011) and author of the Local Action Toolkit 2009 and other guideline documents for transnational networks in URBACT methodology. He was the Thematic Expert to Udix Alep and MILE URBACT networks.

Ramsden is an experienced inter-cultural worker gained through experience working and living outside the UK and an experienced facilitator (e.g., EQUAL, URBACT, FARNET programmes).
Transnational meetings
Each transnational meeting takes place in a different city of the 4D Cities net. At the kick-off held in Igualada, the Project Lead passed this responsibility to the city of Eindhoven. This action is illustrated with a corporate Frisbee which will roll from hand to hand between all the project partners until the project will end.

Nowadays, the Frisbee has already traveled by Igualada, Eindhoven, Baia Sprie, Leeds and Jena. Novara will be the next stop and then it will go to Tartu and Plunge to come back, again, in Igualada.

National Dissemination Points
To find out more about the programme, you can visit the URBACT NDP websites which are relay websites that disseminate and collect information in each country's national language for URBACT. On www.urbact.eu you will find a list of all of them.

Is it familiar to you the central character?
In the first visit to Igualada, the initial partners did not lose the opportunity to photograph with the image of the project. It remains another photo with the whole 4D Cities family! We have quite grown!
CONTACT

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URBACT is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 500 cities, 29 countries, and 7,000 active participants.

4D Cities is an URBACT project that aims to develop cities through the interaction of the actors which operate in the fields of Health and Innovation such as the knowledge, the healthcare system, the business and the citizens. It involves 8 European cities that would like to create a new productive sector which contributes to the diversification and enhancement of the economic activities and social cohesion of their territories. The partners are Igualada (Catalonia, Spain) as a leader, Leeds (United Kingdom), Novara (Italy), Tartu (Estonia), Plunge (Lithuania), Brainport Eindhoven Region (Netherlands), Business Development Corporation of Jena (Germany) and Baia Sprie (Romania).

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