



## **Eurocities 2018 Edinburgh – Sponsorship and Partnership Opportunities**

**Edinburgh is hosting the Eurocities Conference in November 2018. Eurocities is a very influential network of major European cities, bringing together the local governments of over 130 of Europe's largest cities. It is an important platform for Edinburgh, enabling us to connect with leading cities across Europe and jointly find solutions to the challenges we face at local level.**

**This is a unique sponsorship opportunity for Edinburgh's company base. A range of packages, branding and awareness building options are available for companies wishing to reach out to a Europe wide audience of city mayors and governments.**

### **The Context**

Edinburgh has been a member of the network for over 25 years and has reaped significant benefits in terms of international profile, policy development, access to EU funding, peer learning and benchmarking with other European cities. This has helped inspire new thinking and insights into tackling key challenges confronting our cities across diverse areas including **sustainable urban development, employment, energy, youth, culture, social inclusion, and the digital agenda.**

The Eurocities Conference and AGM is the annual decision-making and networking event of the association. Membership is Europe wide - both EU and non-EU cities are members. Around 500 delegates are expected from over 100 cities. This will be only the third time that the event is taking place in the UK.

### **The Theme**

**The theme for 2018 is 'Creative Competitive Cities' – Building our Future Together' and the event will be an excellent opportunity to showcase Edinburgh as an inspirational cultural capital, city of excellence, innovation and creativity, a world influencer in financial services, science and technology, education and the arts, and major hub for the creative industries.**

The European Commission's Culture and Creative Cities Monitor has ranked Edinburgh the top 'cultural and creative city' of its size in Europe. UNESCO has identified creativity as a strategic factor for sustainable urban development.

**Eurocities 2018 Edinburgh** will explore the role of **Culture and Creativity** as drivers of inclusive sustainable growth in vibrant innovative cities, enriching citizens' quality of life and securing their future inclusion and prosperity. This includes:

- boosting city competitiveness, sustaining and enhancing the attractiveness of cities for citizens, tourists, businesses and investors;
- stimulating innovation and solutions to city challenges;
- promoting social inclusion, education, skills and talent development and attraction, and opening up enterprise and employment opportunities;
- connecting people and places to each other, supporting citizen participation, broadening horizons, and outward looking communities.

The importance of **culture as a catalyst for creativity, change and revitalization** is at the heart of Edinburgh's vision of social inclusion, increasing quality of life for all citizens and providing high quality public services.

### **The Youth Ambassador Programme**

There will be a significant emphasis on young people throughout the Conference, **with Edinburgh offering a Youth Ambassador programme**. Reaching the next generation of city leaders and influencers very much echoes the findings of the Edinburgh City Vision 2050 consultation and we have support from the Scottish Government and the Edinburgh International Festival, tying in with Scotland's Year of Young People 2018.

The conference will also consider recommendations from the Eurocities Cities4Europe campaign. This is about involving citizens in a dialogue about the future, and inspiring all levels of government to build societies where people come first.

### **For further information:**

We are keen to provide the Edinburgh business community with sponsorship opportunities. Companies may choose to use the occasion to reach the conference audience through branding, or to demonstrate innovative city solutions in areas such as 'smart city' and tech, creative industries, sustainability and energy, global finance and fintech, or opt to engage in our efforts to use the conference to support skills development and youth initiatives. In each case, sponsors will have an opportunity to showcase relevant initiatives and gain high level international visibility during the event.

Companies interested in exploring sponsorship and partnership opportunities should please get in touch with:

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