

The European Commission's  
**INTELLIGENT CITIES  
CHALLENGE**



Local Governments  
for Sustainability

EUROPE

Local Green Deals - accelerating and scaling-up  
your city's green transition in line with the  
European Green Deal

Brussels Urban Summit, 14 July 2023



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Commission

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Brussels  
20Urban23  
Summit

## Our speakers



**Dr. Claudia Mauser**  
City of Mannheim



**Iordana Eleftheriadou**  
Head Cities & Proximity, EC



**José Ignacio Lacomba**  
City of Valencia

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Image I. Lacomba by M.J.P.



# From European to Local Green Deal(s)

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# LGDs and CCCs

A current trend / Governance innovation:



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How can we support cities to implement both in a mutually enforcing way?



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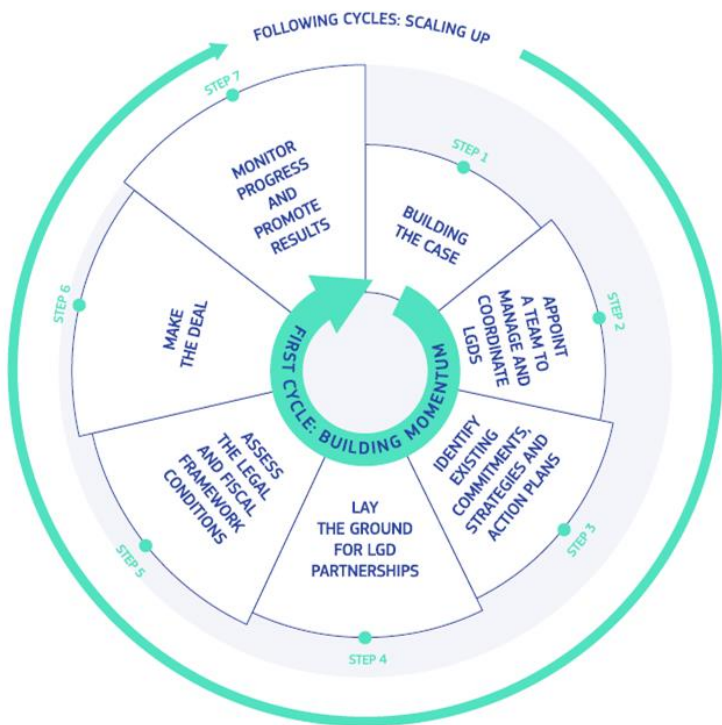
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# LGDs and CCCs

How can we support cities to implement both in a mutually enforcing way?

- ICLEI views Climate City Contracts as a form of Local Green Deals
- CCCs and LGDs are complementary instruments
- LGDs can be done across policy areas, whereas CCCs focus on climate per definition

# ICC Blueprint essentials



## LGD Principle 7:

### ‘DEALS’

LGDs need to ensure implementation and action with long-lasting impacts. There might be value in using city-led initiatives to kick start co-production, co-design, and co-innovation approaches. Those actions will pave the way for long-term, and systematic change in the way that the city works with stakeholders to implement their sustainability policies. Ultimately, LGDs should go beyond public-led initiatives. Once the city has established connections, trust, and working practices with local stakeholders, there will be value in formalising their collaboration. A core element of LGDs is developing and implementing agreements (or “deals”) to cooperate. These agreements should clearly identify the key actions that each stakeholder commits to lead, the support offered by all of the signatories, and timeframes for delivery. Such agreements should be reviewed and updated regularly, to maintain momentum when implementing the LGD.

#### Levers:

- Using publicly-owned assets (e.g., land or company) to pilot collaborative projects
- Unlocking logistics, financial, regulatory and/or advisory support for local stakeholders driving forward sustainable initiatives
- Using written agreements to formalise long-term actions and partnerships



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Iordana Eleftheriadou,  
Head of Cities and Proximity team, DG GROW



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# Local Green Deals - accelerating and scaling-up your city's green transition in line with the European Green Deal

Dana Eleftheriadou

European Commission



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# ICC supports European cities shape and implement their Local Green Deals

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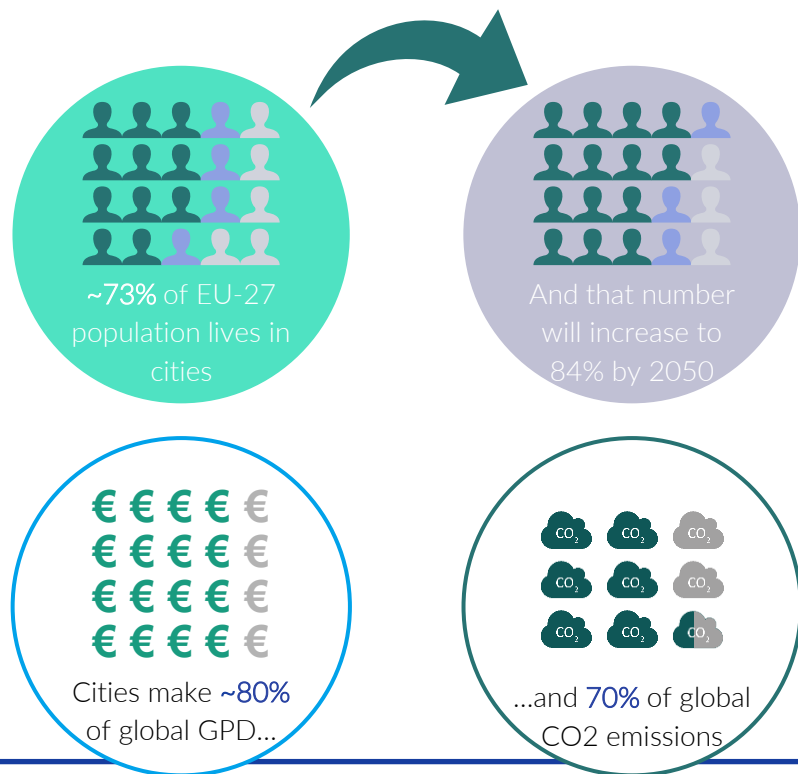
## Cities shape the future of the EU

73% of EU citizens live in urban areas and their ecosystems are powerful actors of change. ~50% of the **reductions necessary for net zero emissions** can be achieved at city level.. There are world leaders **emerging in innovative technologies** – both in the EU and abroad – of which cities can benefit.

## ICC brings cities and local businesses together to drive Local Green Deals

The Intelligent Cities Challenge (ICC) supports cities towards their **green and digital transitions** of their local economies through Local Green Deals. ICC delivers cutting-edge knowledge and support services to help cities address two major challenges: making the transition to a **net-zero economic model**, while enabling competitiveness, social resilience and sustainable development for every EU citizen.

The ICC is part of a wider EU support effort for the **European Green Deal and the Green Deal Industrial Plan**. Part of ICC is unlocking the potential of **Local Green Deals**, which use an integrated approach to move cities and businesses from green policy and strategy to implementation.



SOURCE: C40, EUROSTAT



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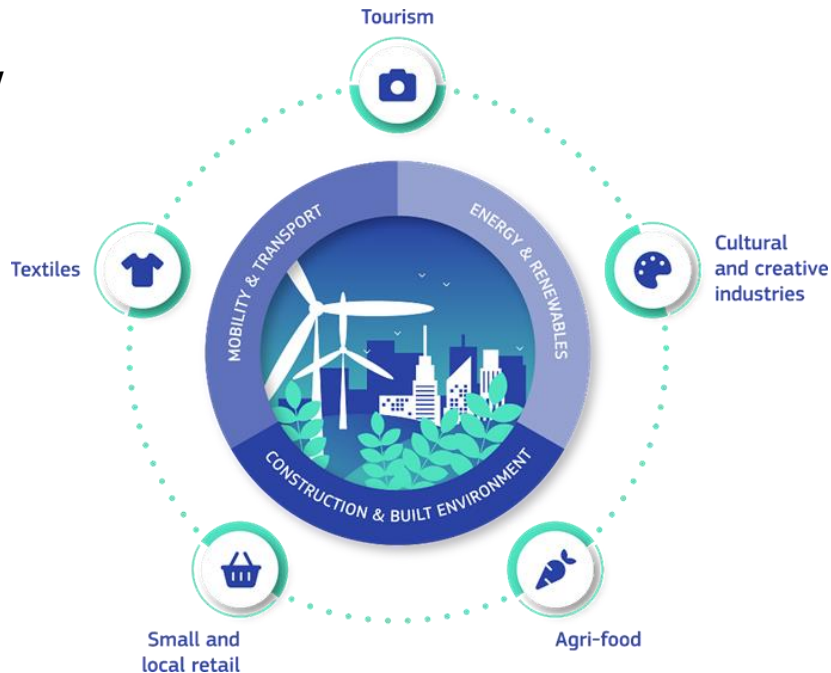
# ICC enables European cities to prepare Local Green Deals with local businesses

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The new phase will offer a new approach to generate more impact tailored to cities' needs

- Focus on economic **sectors** of strategic importance
- Collaborate with smaller group of cities **facing similar challenges**
- **Involvement of business stakeholders** to help drive growth and facilitate win-win situations for local ecosystem



Cities will prepare local green deals with **initiatives supporting city's sustainability goals**, agreed on together with **local businesses, stakeholder organisations** and local governments

Local Green Deals provide cities with an approach for **collaborative city-making** as well as move cities and businesses **from policy and strategy to implementation**



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# LGD example: Mannheim, DE

[Click here](#) for the interview about Mannheim's LGDs with Mannheim's Mayor Peter Kurz



The [city of Mannheim](#) launched their LGD strategy in order to reach climate neutrality in the summer of 2021, which led to the agreement on [19 Local Green Deal partnerships](#). Their LGD strategy consists of three main aspects:



**Vision** on sustainability through *the Mannheim Message* (response of European Mayors on the EU Green Deal)



Aligning existing local, national and European **policy frameworks**



**Analysis of local stakeholders** and their willingness to get involved

For more information on Local Green Deals, see the LGD Blueprint

Source: ICLEI | European Committee of the Regions | Sustainable Cities EU

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## Achievements

- [19 Local Green Deal partnerships](#) with businesses, industry organisations and service providers
- New target for the city of Mannheim to achieve **climate neutrality in 2030**
- Largest housing association committed to **refurbishing 4000 flats** and introducing **water reuse** to reduce energy and water demand
- Creation of a **city LGD team**, with the aim to employ **eight LGD agents**, one for every thematic field of the EU Green Deal
- Current city considerations on **regulatory reforms** to fiscally incentivise citizens for **sustainable lifestyle choices** and resource sharing over private ownership

**“Our Local Green Deal is poised to catalyse best practice examples and projects which make the principles in the Mannheim Message a reality”**

- Peter Kurz, Mayor of Mannheim



# LGD example: Amsterdam, NL



The **Metropolitan Region Amsterdam (MRA)** actively utilises green deals to emerge from the Covid-19 crisis **strong and sustainable**. The MRA has initiated Green Deals on a local/ SME level and on a regional/ metropolitan level

## Local Green Deals - CLIMAA

[Click here](#) for more information

The city of Amsterdam's joined forces together with the City of Aalborg and their two local SME business networks under the **CLIMAA project**

The aim of the project is to seal **10 LGDs with small and medium-sized enterprises** (SMEs), especially social entrepreneurs

For more information on Local Green Deals, see the LGD Blueprint

Source: ICLEI | Amsterdam Economic Board | Metropool Regio Amsterdam

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## Four Regional Green Deals

[Click here](#) for more information



**Green Deal Circular Textiles** – working towards 70% circular textile production in 2030



**Green deal circular construction** – 20% timber construction in 2025, creating 1,750-3,700 new jobs, while reducing 220,000 tCO2/year



**Green Deal Bicycle** – 100,000 extra citizens using bicycles in 2025



**Green Deal tech talent and sustainable jobs** – reskilling 10,000 people in tech and green jobs by 2024

**“This is the time to force breakthroughs in sustainability. I am excited about the green deals. And with the great opportunities for (...) work in the sustainable energy sector”**

*- Femke Halsema, Mayor of Amsterdam*





# LGD example: Umeå, SE

[Click here](#) for more information on Umeå's climate roadmap



Umeå signed the [Swedish Climate City Contract](#) in 2020, a written agreement between the city and four government agents. Subsequently, Umeå created their [Climate Roadmap](#), focusing on challenges:



Mobility and transport



Food and agriculture



Energy and the built environment



Complementary climate challenges



Consumption and circular economy

For more information on Local Green Deals, see the [LGD Blueprint](#)

Source: ICLEI | European Committee of the Regions | Sustainable Cities EU | Umeå

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## Achievements

- Signed a [climate-pact](#) with 37 businesses, which all agreed to contribute to an emission reduction in Umeå by [20 % per year](#)
- Set a [net-zero target](#) for the city of Umeå for 2030, and for the larger municipality for 2040
- Joined forces with Espoo (Finland) and Mannheim (Germany) under the ALLIANCE project to [promote local sustainability efforts](#) and LGDs
- Established strong relationships with over [50 local business networks](#) which can be leveraged to continue building LGDs

**“In Umeå municipality, we have long worked for sustainable development. The overall goal is for Umeå's growth to be managed with social, ecological, cultural and economic sustainability”**

- Municipality of Umeå



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**THANK YOU!**

Dana Eleftheriadou

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Dr. Claudia Mauser,  
Local Green Deal Strategy and project manager, City of Mannheim



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Mannheim's Path for a  
Local Green Deal

Brussels Urban Summit  
Eurocities 2023

Dr. Claudia Mauser

June 14, 2023



# ABOUT MANNHEIM





# WHY?



WHAT?



# HOW?

## The Local Green Deal Structure





# LOCAL GREEN DEAL MANNHEIM FROM AMBITION TO CLIMATE ACTION



**NET ZERO CITIES**

EU MISSION PLATFORM | CLIMATE NEUTRAL AND SMART CITIES

Climate City Contract

2030 Climate Neutrality Action  
Plan

2030 Climate Neutrality Action Plan  
of the  
City of Mannheim

**STADT MANNHEIM**<sup>2</sup>



NetZeroCities has received funding from the H2020 Research and Innovation Programme under the grant agreement n°101036519.

# THANK YOU

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José Ignacio Lacomba,  
Head of the Sustainable Gardening service, City of Valencia



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# VALÈNCIA 2030 URBAN STRATEGY, CLIMATE MISSION & CCC



VALÈNCIA  
2030+  
Healthy  
City



VALÈNCIA  
2030+  
Sustainable  
City



VALÈNCIA  
2030+  
Entrepreneurial  
City



VALÈNCIA  
2030+  
Shared  
City



VALÈNCIA  
2030+  
Creative  
City



VALÈNCIA  
2030+  
Mediterranean  
City



AJUNTAMENT  
DE VALÈNCIA



VALÈNCIA  
2030+  
Estratègia  
Urbana

Missions  
València 2030

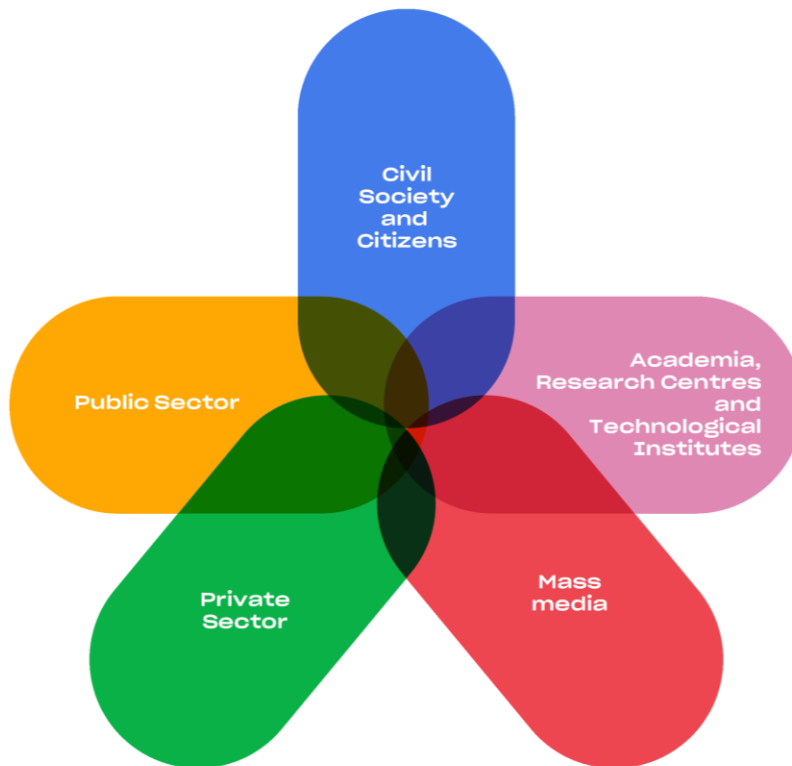


## Public Sector

- Local Government
- Regional Government
- Spanish Government
- European Union

## Private Sector

- Companies
- SMEs and Freelancers
- Accelerators and Incubators
- StartUp Ecosystem
- Technological Institutes



## Civil Society

- Associations
- Foundations
- Professional Associations
- Citizenship

## Academia

- Universities
- Research Centres

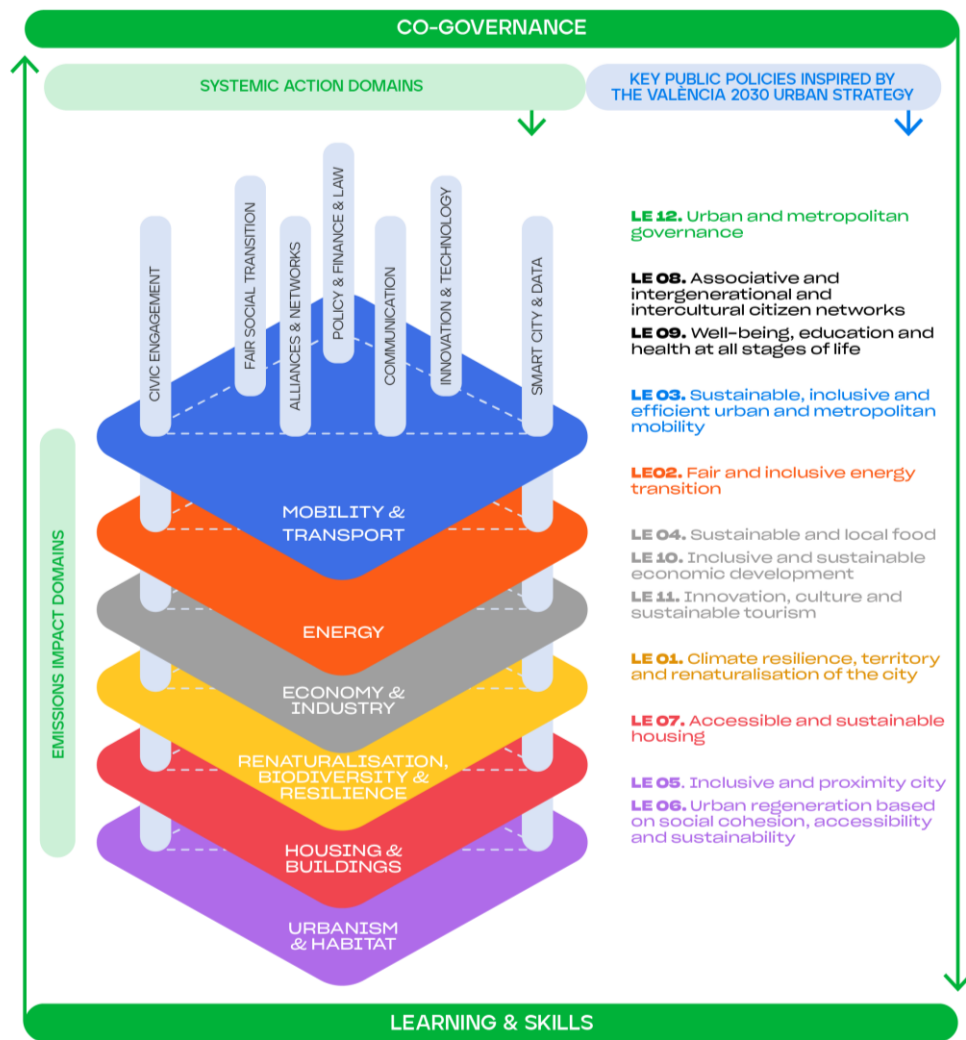
## Mass media



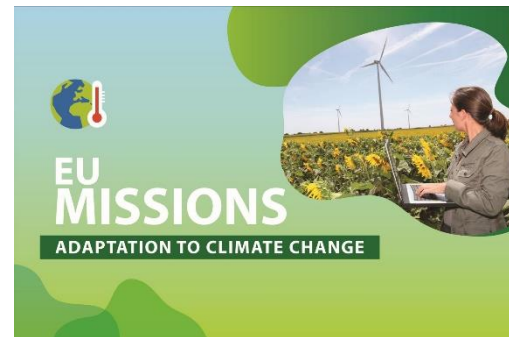
València  
#OnAMissionTogether

# 2030 CLIMATE NEUTRALITY ACTION PLAN

ONE WHOLE CITY, ONE SINGLE PURPOSE



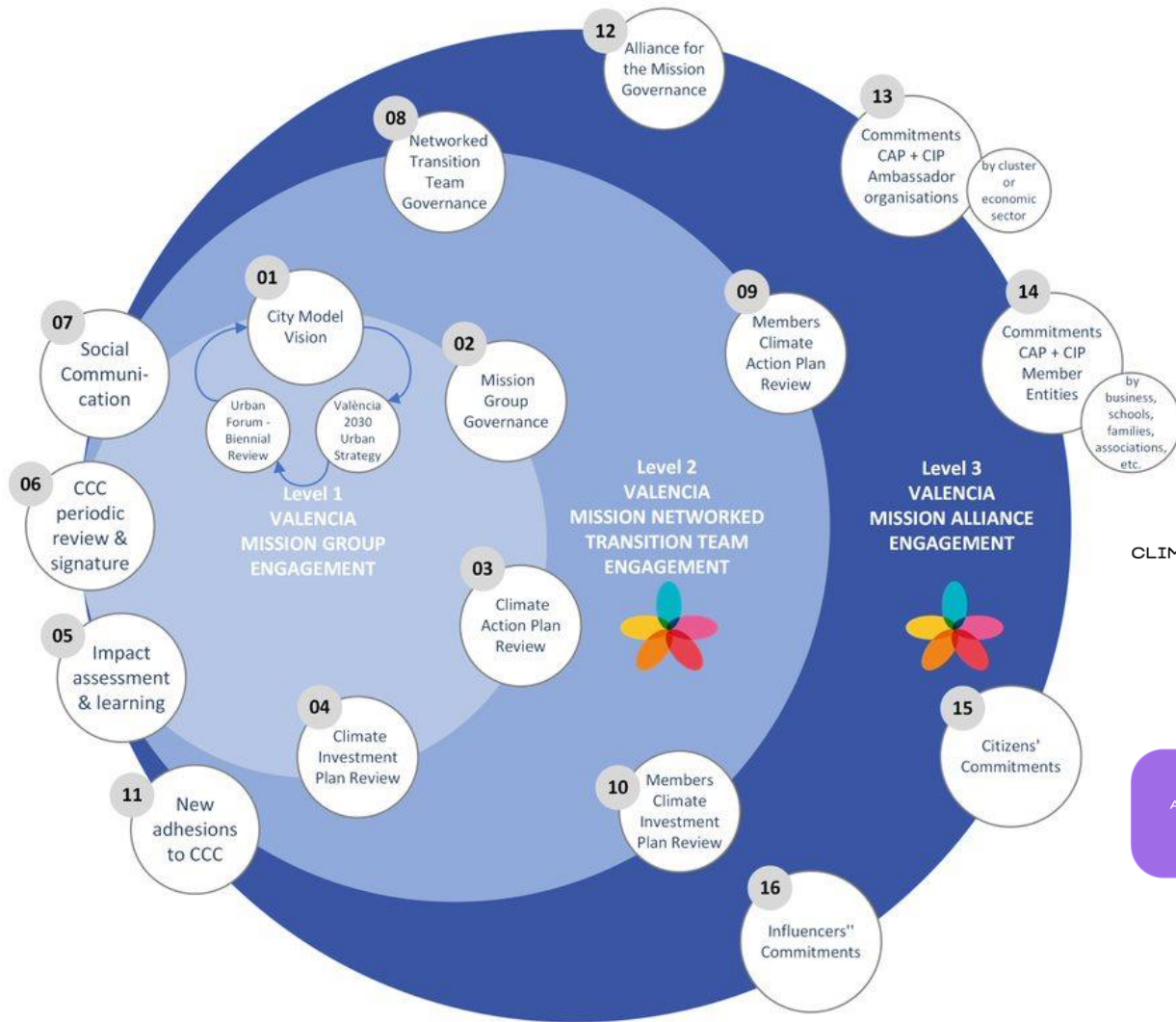
València  
climate  
mission 2030





# VALÈNCIA'S MISSION ENGAGEMENT PROCESS

A PROCESS BASED IN 3 LEVELS FOR PUBLIC, ECOSYSTEM AND CIVIC ENGAGEMENT ON VALÈNCIA'S MISSION



**AJUNTAMENT DE VALÈNCIA**



## VALÈNCIA'S MISSION NETWORKED TRANSITION TEAM

Organism	Ecosystem Hubs
Direcció General Canvi Climàtic	Regional Gov.
Direcció General d'Energia	Regional Gov.
Direcció General Transició Ecològica	Regional Gov.
Diputació de València	Province Gov.
IVE	Regional Gov.
VACE Energia	Regional Gov.
Càtedra Transició Energètica UPV	Regional Gov.
ITE	Academia
AVAESN	Private Sector
ASELEC	Private Sector
Iterdistrib (distribució 0-DE)	Private Sector
Aeoluz	Private Sector
Som Energia València	Private Sector
Ecologia en Acció País València	Civic Society
FAAVV	Civic Society
Col·legi Enginyers Industrials	Civic Society
Col·legi d'Administradors Finques	Civic Society
Associació Periodistes Ambientals	Mass Media

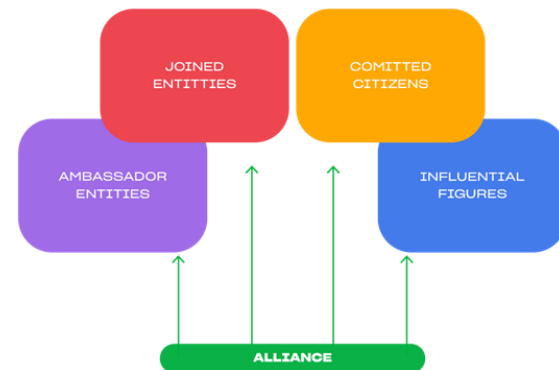
### València's Mission Group

- València Climate & Energy – Local Agency (3)
- Las NAVES – Local Innovation Agency (4)
- NetZeroCities – City Advisors (2)
- CitiES 2030
- UPV - València Polytechnic University (2)
- Private Sector (1)

### València's Mission Team

- Urban Strategy - Mayor's Office (1)
- Mobility (1)
- Climate & Energy (1)
- Renaturalisation, Biodiversity & Resilience (1)
- Economy & Industry (1)
- Open Government (2)
- Urbanism & Habitat (1)
- Smart City (1)
- Innovation (3)
- Finance & Law (1)

## CLIMATE MISSION ALLIANCE



ALLIANCE	ENGAGED CITIZENSHIP	JOINED ENTITIES	AMBASSADOR ORGANISATIONS	INFLUENTIAL FIGURES
Why is it important?	Citizens have the real power to bring about radical and lasting change, through changes in the way they consume, the way they travel, the way they produce and manage energy, or the way they relate to the environment.	The Joined entities are companies, associations or entities of all kinds that make València a more sustainable city through voluntary actions in their daily operations.	The Ambassador Organisations are the Alliance's reference entities that make ambitious and clear commitments in relation to the transformation of València into a climate-neutral city.	The work of the Influencers is to spread the word about the Climate Mission and the Alliance, inspiring and motivating more people to get involved. These people have the capacity, and also the responsibility, to get their message across to a large part of the Valencian population.
For whom?	Individuals.	Organisations of all kinds, generally small or medium-sized. For example, companies, bars, neighbourhood shops, platforms, Fallas, cultural centres, schools, institutes, associations, neighbourhood groups or non-profit organisations.	A small group of medium-sized or large entities, with great power of action and innovation, with exemplary value and leadership in their sector and activity.	People known and loved by Valencian society who regularly incorporate sustainability and the fight against climate change into their lives, their profession and their way of thinking.
Commitments	Acquired through registration on the Alliance website: <a href="https://alianza.missionsValencia.eu/unete/personas">https://alianza.missionsValencia.eu/unete/personas</a> There is no monitoring of the fulfilment of commitments.	Acquired through registration on the Alliance website: <a href="https://alianza.missionsValencia.eu/unete/empresas">https://alianza.missionsValencia.eu/unete/empresas</a> There is no monitoring of the fulfilment of commitments.	Real, ambitious and personalised commitment. Reporting and monitoring of the fulfilment of commitments in 3 areas: <ul style="list-style-type: none"> <li>With the Alliance itself</li> <li>With the Climate Mission</li> <li>With communication and dissemination.</li> </ul>	Their commitment is to act as ambassadors of the Alliance and the Climate Mission, talking about it in forums, events, social networks or in their daily activities, making more people and entities aware of the initiative and motivating them to take part.
Motivations	<ul style="list-style-type: none"> <li>Being part of a community</li> <li>Competition between neighbourhoods</li> <li>Being informed</li> <li>Privileged access to certain programmes</li> <li>Participation in working or decision-making groups</li> <li>Raffles or prizes</li> </ul>	<ul style="list-style-type: none"> <li>Visibility</li> <li>Savings</li> <li>Being part of a community</li> <li>Being informed</li> <li>Privileged access to certain programmes</li> <li>Participation in working or decision-making groups</li> </ul>	<ul style="list-style-type: none"> <li>Visibility</li> <li>Personalised support</li> <li>Being part of a community</li> <li>Anticipating and leading the transition</li> <li>Privileged access to certain programmes</li> <li>Participation in working or decision-making groups</li> </ul>	<ul style="list-style-type: none"> <li>Increasing impact</li> <li>Promoting a culture of sustainability</li> <li>Visibility</li> </ul>

# València Capital Verda Europea 2024



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#ValènciaVerda  
@vlcverda





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