

IUC PROGRAMME

6th Exchange Meeting of EU and Japanese Cities

Sustainable economic development and port regeneration



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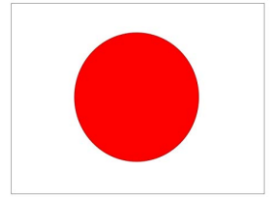
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Summary

- History of Marseille-Kobe relationship
- Our project
- Presentation of each city
- Feedback of the study tours
- Framework of the local action plan
- Our 3 objectives, activities & links with SDGs

History of Marseille-Kobe relationship



- Marseille and Kobe are sister cities since 1961
- In 2021, we will celebrate the 60th anniversary of the twinning
- 4 business missions organized recently by the international relations department of Marseille:
 - 2016: in Osaka with 25 start-up
 - 2018/2019: in Osaka to the *Global Innovation Forum*
 - 2019: in Tokyo



Our project



- In 2019, both cities joined the IUC programme.
- We have decided to work on:

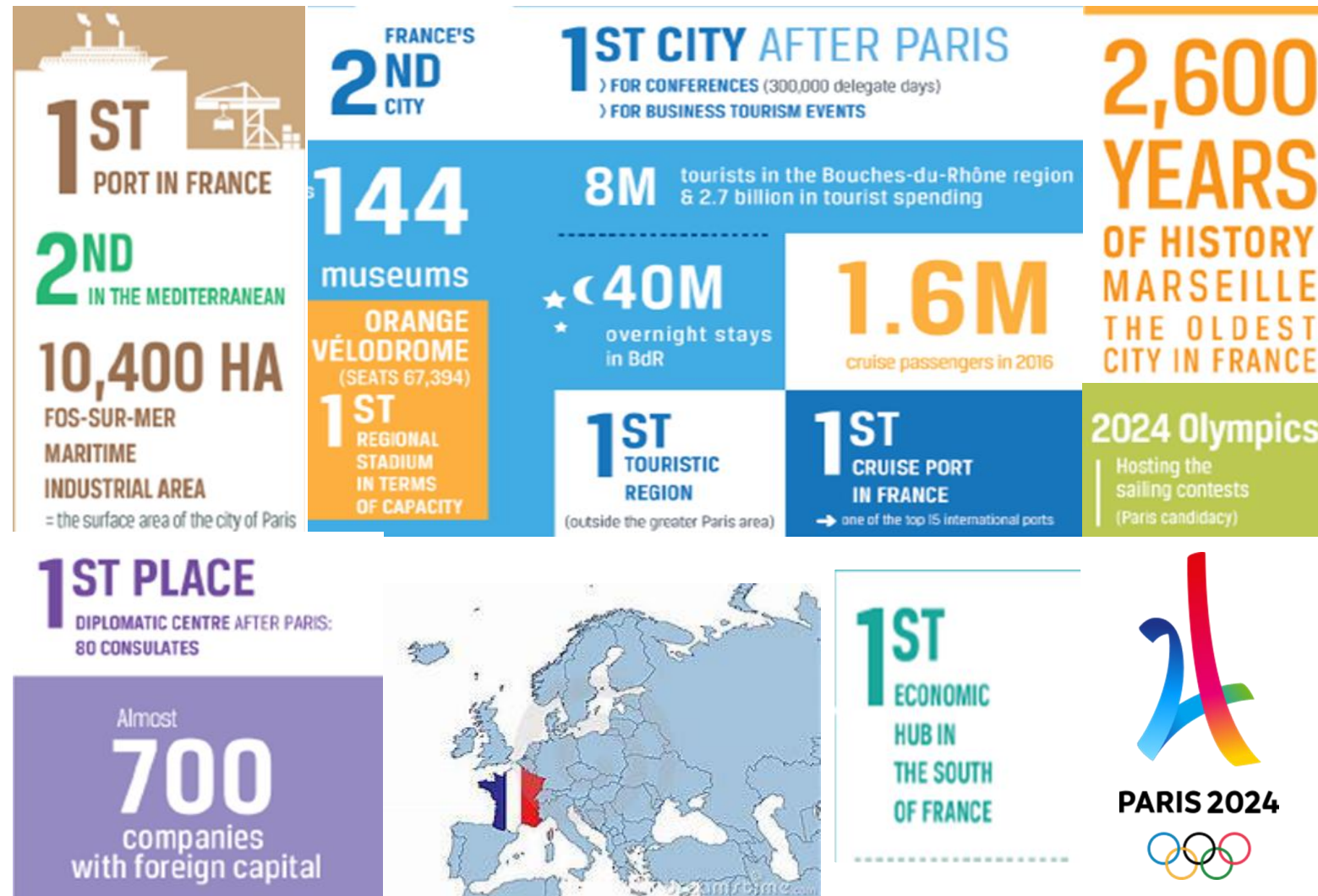
“Sustainable economic development and port regeneration”

- The project must help thinking about solutions to develop a stronger connection between the port and the city in many fields: urban regeneration, sustainable development, innovation, business and economic growth, education, climate change adaptation...
- The project is now being translated into a local action plan to be implemented on three domains: **Post-Covid-19 Port regeneration and sustainable management of cruise activities**; **Young citizens education: Future human resources for a sustainable maritime industry**; **City/port resilience towards natural or man-made disasters**.

<https://iuc.eu/home>



Presentation of the city of Marseille



Presentation of the city of Kobe

Kobe is located in the Kansai Region.

- the Multiple Access to all around Japan. (Airport, High-way, Bullet train and Sea routes)
- the Long History as an International Trade Port. (from Nara era : 8th C)
- the Gateway of the Seto Inland Sea.

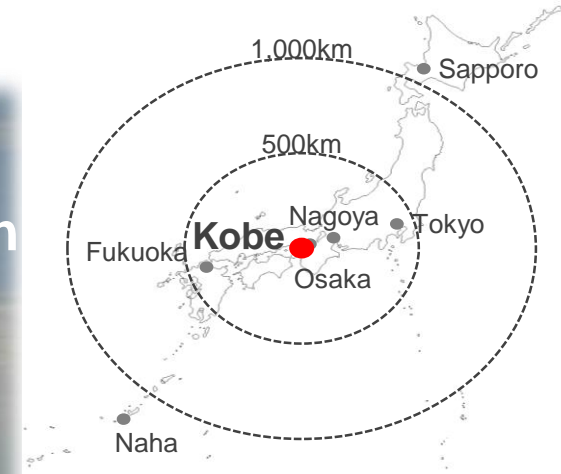
Population **1,524,601** (June 2019)

Land area **557.02** km² (Oct 2018)

Highest elevation **931.3** m

Average temperature **17.4°C** (2018)

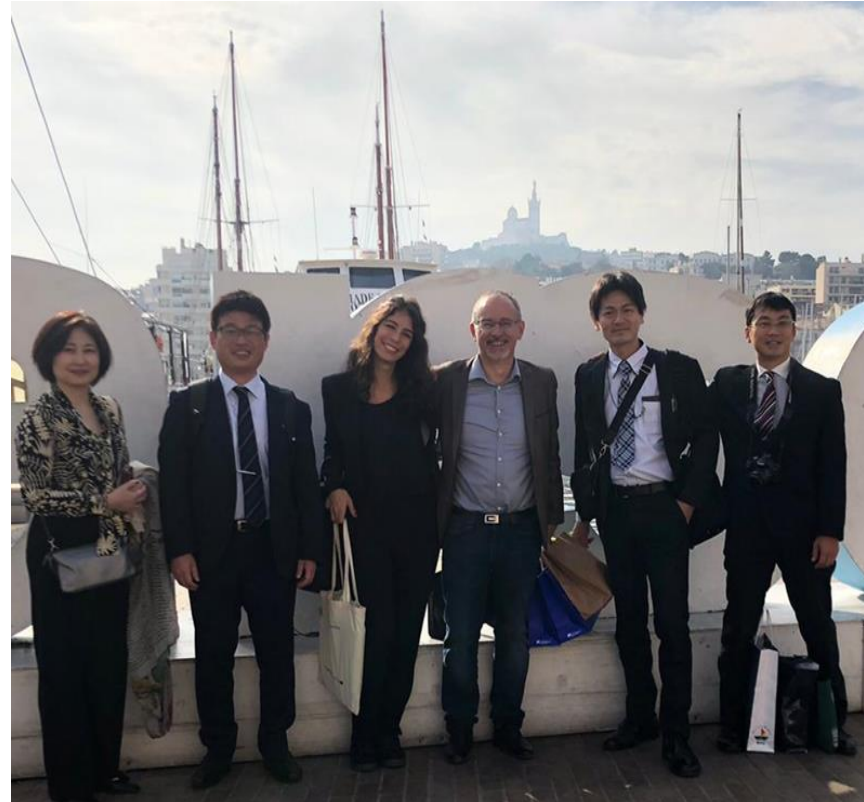
GDP of Kansai Region Approx. **714** bn. US\$(2015)



Feedback of the Study Tour in Kobe



Feedback of the Study Tour in Marseille



Framework of the local action plan

- Problems to be solved in common :

1. Revitalizing the two port-cities in the context of the covid-19 crisis

- We want to encourage research, innovation and business in order to support a sustainable economic recovery of our cities.

2. Developing human resources for the maritime industry

- We need to raise awareness among citizens and to make sure that more young people want to study and work in this sector.

3. Improving port-cities resilience

- We must deepen cooperation to tackle environmental issues.

Our 3 objectives

1st	Post-Covid-19 port regeneration and sustainable management of cruise activities
2nd	Young citizens education: Future human resources for a sustainable maritime industry
3rd	Port-cities resilience towards natural or man-made disasters



1st Objective: Post-Covid-19 port regeneration and sustainable management of cruise activities

Activities:

Short/Medium terms:

1- Exchange of best practices between cities and ports to support post-covid-19 recovery

Long term:

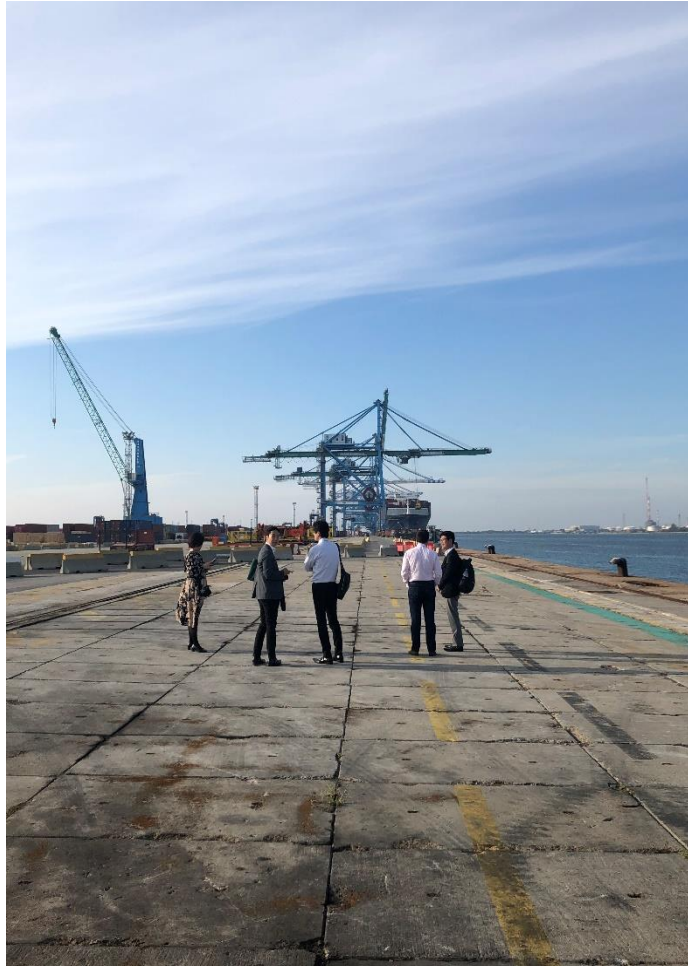
2- Stimulate cooperation in the areas of higher education, research and innovation

Actions (webinars in 2021, then missions, seminars and projects):

- Stimulate exchange between cities, ports and businesses within the framework of the EU-Japan Economic Partnership Agreement (access to markets, information to entrepreneurs, seminars on public procurement, meetings of tourist offices...).
- Foster cooperation between research and innovation stakeholders notably through Horizon Europe programme.

Link with the following SDGs:





2nd objective: Young citizens education: Future human resources for a sustainable maritime industry

Activities:

Short/Medium terms:

1- Raise awareness of young citizens through educative programmes

2- Implement citizens' information centers in each city/port

Long term:

3- Develop students joint training programmes

Actions (webinars in 2021, then missions, seminars and projects) :

- Implementation of the port centers in Marseille and the maritime museum in Kobe.
- Co-building of projects to raise awareness among kids (application, study tour programmes).

Link with the following SDGs:





PORT CENTER

As a member of AIVP network, the Port of Marseille authority strongly support the implementation of 2 port centers.



MARITIME MUSEUM

The Kobe Maritime Museum was opened in 1987 to commemorate 120 years since the Port of Kobe was opened to international trade. The facility was renovated and reopened in 2020, now contributing to the training of future maritime personnel.



3rd objective: Port-cities resilience towards natural or man-made disasters

Activities:

Short/Medium terms:

1- Encourage cooperation between firefighters departments

Long term:

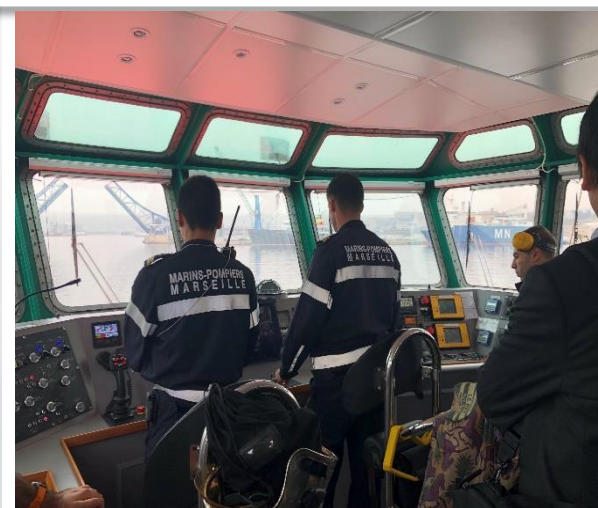
2- Foster research and innovation cooperation to mitigate climate change effects in ports-cities infrastructures

Actions (webinars in 2021, then missions, seminars and projects):

- Cooperation project between fire departments through Horizon Europe programme and any other opportunities; field visits.
- Cooperation project between universities, clusters, start-up... to act on climate change issues.

Link with following SDGs :





Visit of CETIS (Maritime and sea survival training centre) of the City's Naval Firefighters Battalion in Marseille

Thank you for your attention!

