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MAYORS FOR ECONOMIC GROWTH

Mid-Year Effects & Snap Shots

#FutureReadyMunicipalities in the Eastern Partnership

AN INVITATION TO CHANGE

Baku, Azerbaijan
M4EG country lead introduces the initiative to the 50 new signatories in April 2022

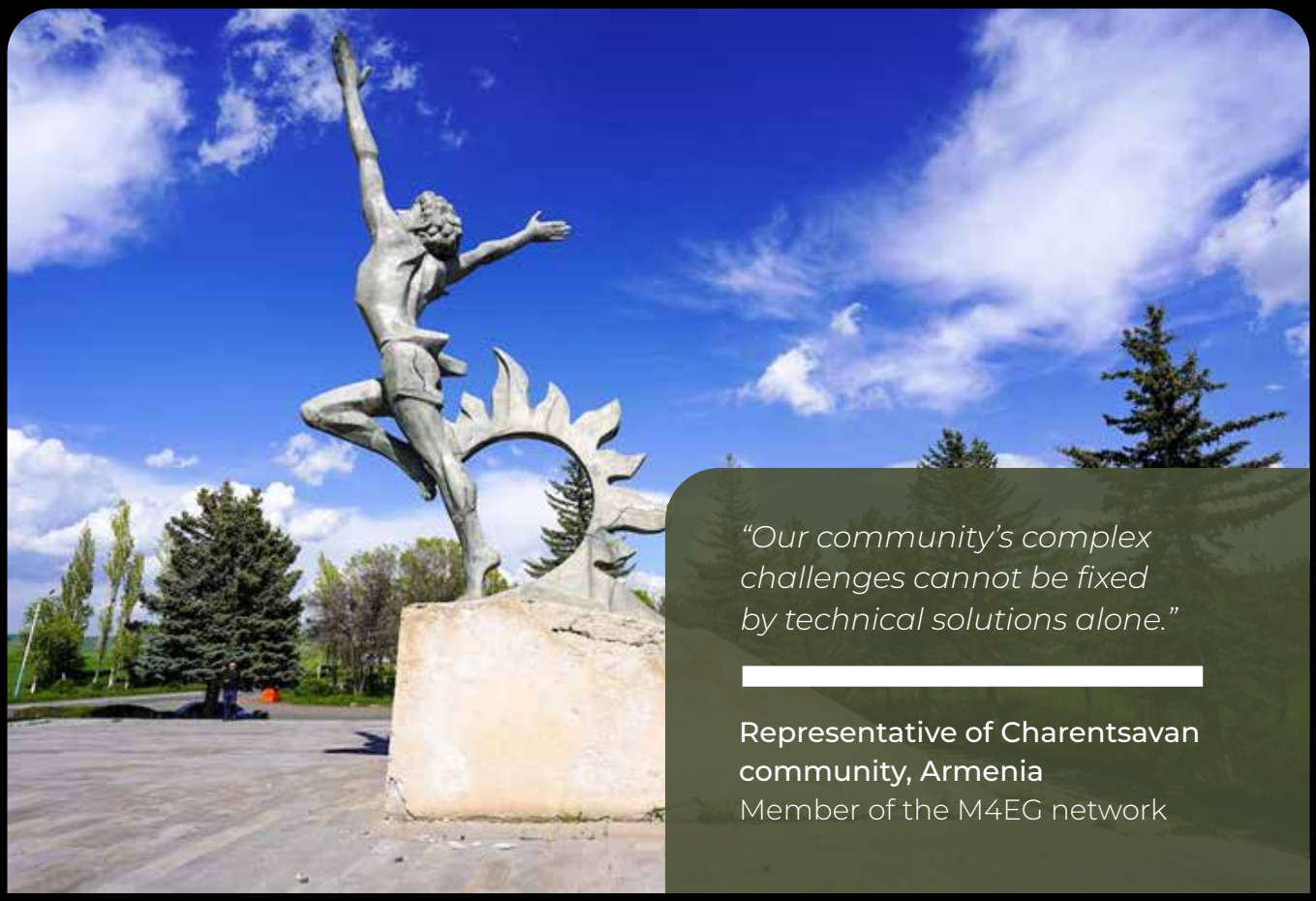
Cities and their people are at the forefront of today's complex challenges.
The EU and UNDP joined up to help cities and towns in the Eastern Partnership to transform into more sustainable, resilient, and safer places for people, and more attractive for investments.

Chisinau, Moldova
Show & Tell Event in July 2022

#M4EG recognizes that today's challenges are unprecedented and leaning on best practices is not always sufficient. Therefore, the M4EG introduces new tools and approaches to shape cities and towns to be more future-ready.

It also asks, what future do you want for your city?

Charentsavan
The "Curly-Hair Boy" statue



"Our community's complex challenges cannot be fixed by technical solutions alone."

Representative of Charentsavan community, Armenia
Member of the M4EG network

"We need to introduce new approaches to existing services, unobstructed and accessible alternatives for different vulnerable groups; we need to introduce a new complex digital management model and redesign the urban development. This in turn will lead to local government efficiency and effectiveness, saving us time and money."

Irakli Goglichidze
Head of Economic Development and Transport at Kutaisi City Hall

your platform to LEARN, TEST, CONNECT, MOBILISE RESOURCES & PARTNERSHIPS together

Calarasi, Moldova
Design session with the municipality team part of the Urban Imaginaries Programme

Ganja, Azerbaijan
Info sessions for Call for Interest in June 2022

The M4EG offers resources, a network, and learning opportunities to explore new trajectories of growth to make towns and cities more attractive for people and investment.

The M4EG takes a 'hyperlocal' and whole-of-place approach. There are no quick fixes for complex challenges, and linear planning approaches will need to be put aside for more adaptive and flexible ways of working.

The M4EG finds that municipalities with a mindset of investing in continuous learning, experimentation, and collaboration will be more #futureready.

Cahul, Moldova
M4EG at the Cahul Business Summit

Sumy, Ukraine
M4EG volunteers during
the local activists' gathering

Areni, Armenia

Designing new interventions require voices from all ages and backgrounds

"We do not have neither oil or natural resources nor finance but, what we have is talents. We have IT experts, scientists, architects as creative people. Creativity and talent are our resources."

Oleksander Kobzarev
Institute of City, Lviv, Ukraine

2022 EFFECTS SO FAR

350
local authorities

recommitted to the M4EG,
with 87 new members in 2022

13
towns/cities

(Armenia, Georgia, Moldova) engaging 'deep' in designing demonstration projects for new trajectories of growth and making secondary cities more attractive – now ready to start seed-fund implementation

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15
towns/cities

(Azerbaijan, Armenia, Ukraine)
selected for mentoring and
design of seed-funds in fall 2022

50
new members

M4EG launched in Azerbaijan, 50 new members, where 30 applied for training and funding through the seed-funds

---

60+
municipal staff

trained on innovative approaches (system thinking and human centered design) under the two main programmes in 2022 – Portfolio Journey & Urban Imaginaries

In Ukraine since the start of the war:

31 municipalities supported

550 IDPs directly supported

5,000 indirectly supported

180+
mentioning in media

140,000+
people reached

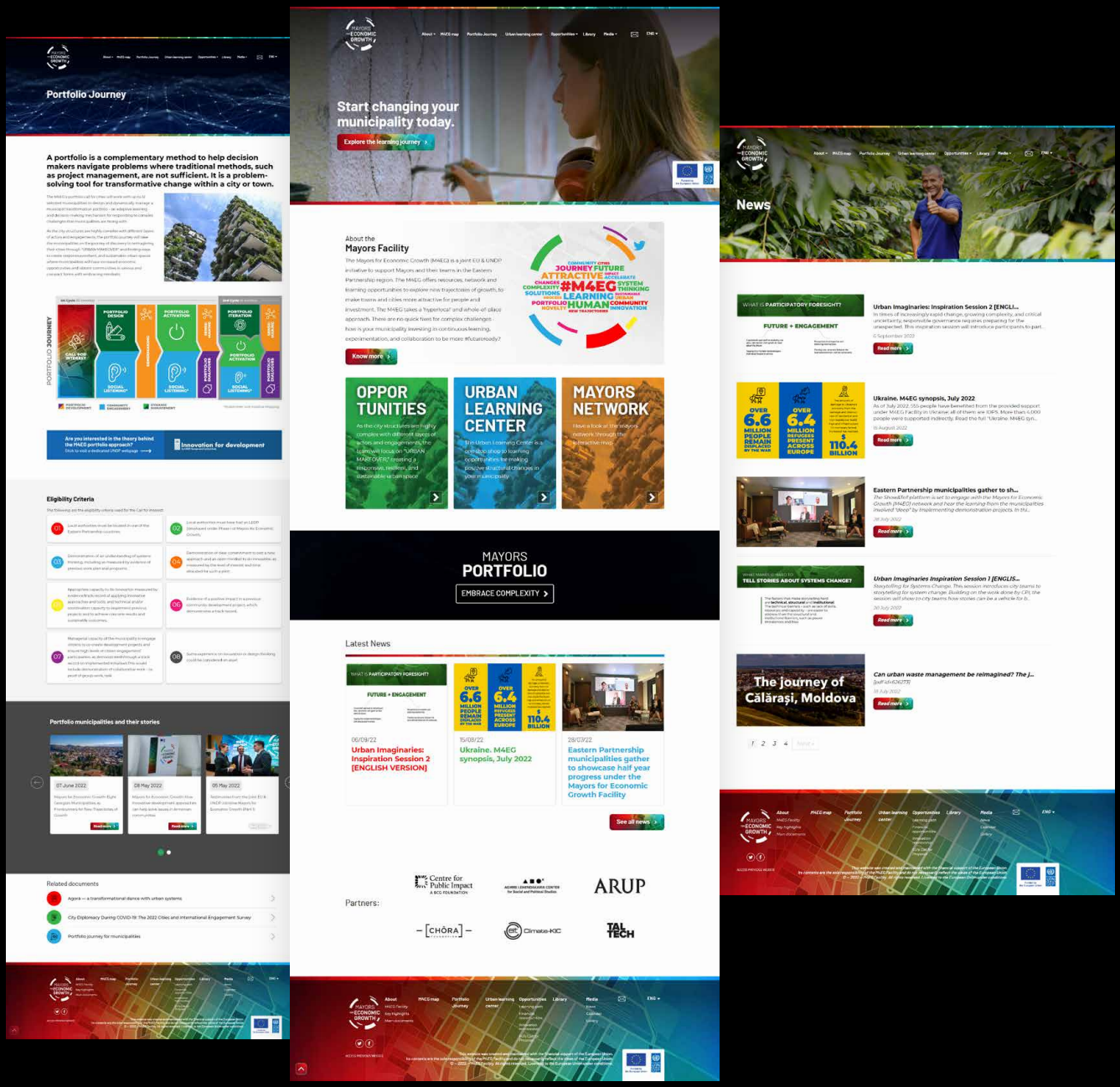
in Eastern Partnership and beyond through outreach activities, the #M4EG brand gets recognised in the region.

Rivne, Ukraine
Oksana, UN Community Volunteer in Rivne, presents a toy to the displaced child

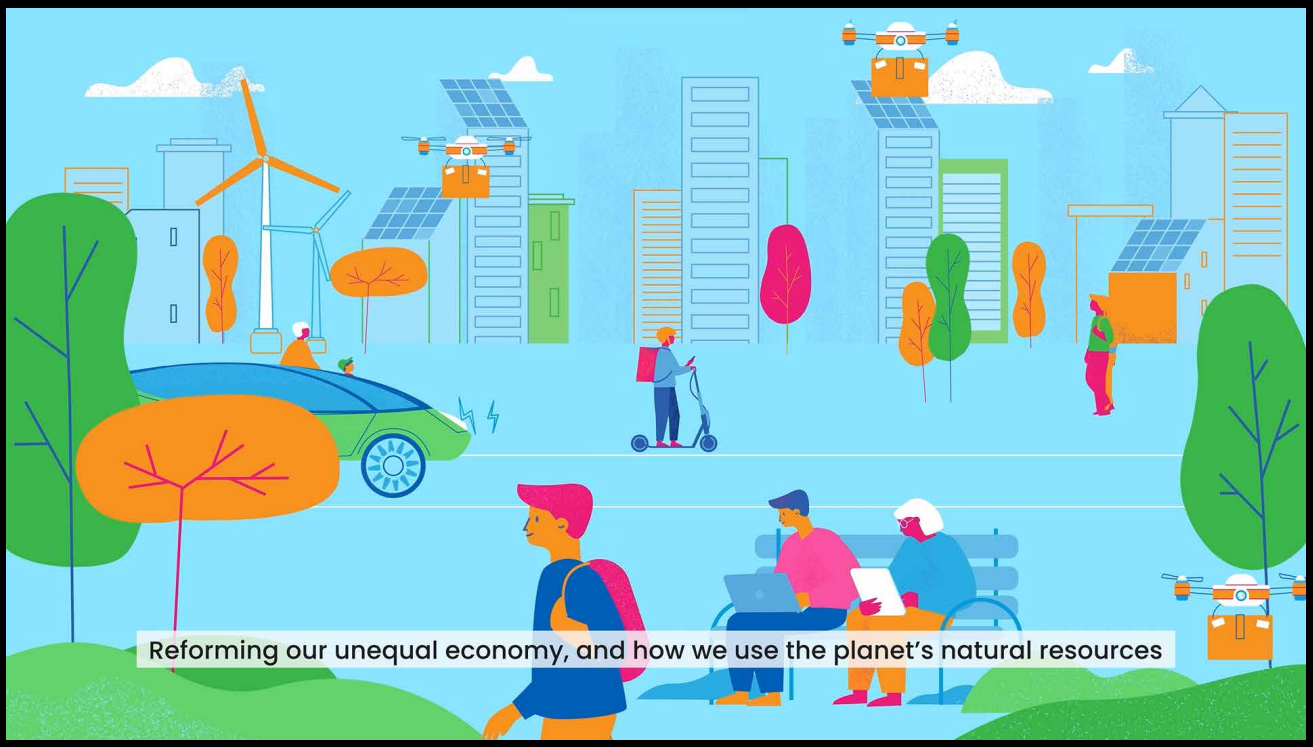
A NEW M4EG WEBSITE IS LAUNCHED

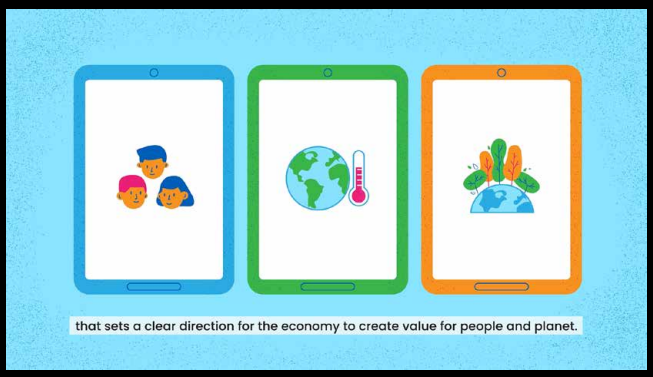
https://eum4eg.com/ with a new M4EG YouTube Channel, including the first introductory graphic video.

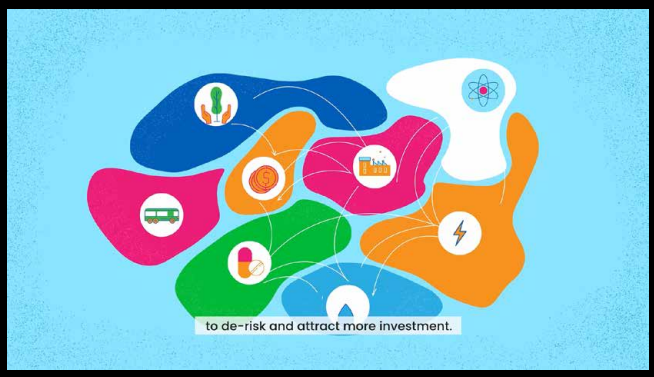
Share your feedback with us!



M4EG intro animation







Click **here** to visit the #M4EG new website
Watch **here** the intro video

CITIES IN CRISIS
Pivoting to support new realities in Ukraine and Moldova

Two light situation analyses were conducted in the Republic of Moldova and Ukraine, assessing the impact of the war on M4EG members. This served as a basis for the reprogramming of EUR 709,000 to better support the new realities of members. Municipalities continue to be supported with direct procurement of emergency goods and support to volunteers and volunteer schemes within municipalities. More than 500 IDPs have been directly supported, and more than 5,000 IDPs have been indirectly supported.

"What the war did with Trostianets is a nightmare. Everything is damaged – health centers, dozens of houses, private buildings, and critical infrastructure. Trostianets was liberated, and we will rebuild it even better because Trostianets was always a flagship city in Sumska Oblast. We need our partners' support as never before. Our needs vary drastically since all the economic sectors were affected,"

Volodymyr Slepko
Deputy Mayor for economic development, budget planning, investment attraction, trade, small and medium- sized businesses, communal property management, land regulation, Trostianets, Sumska Oblast

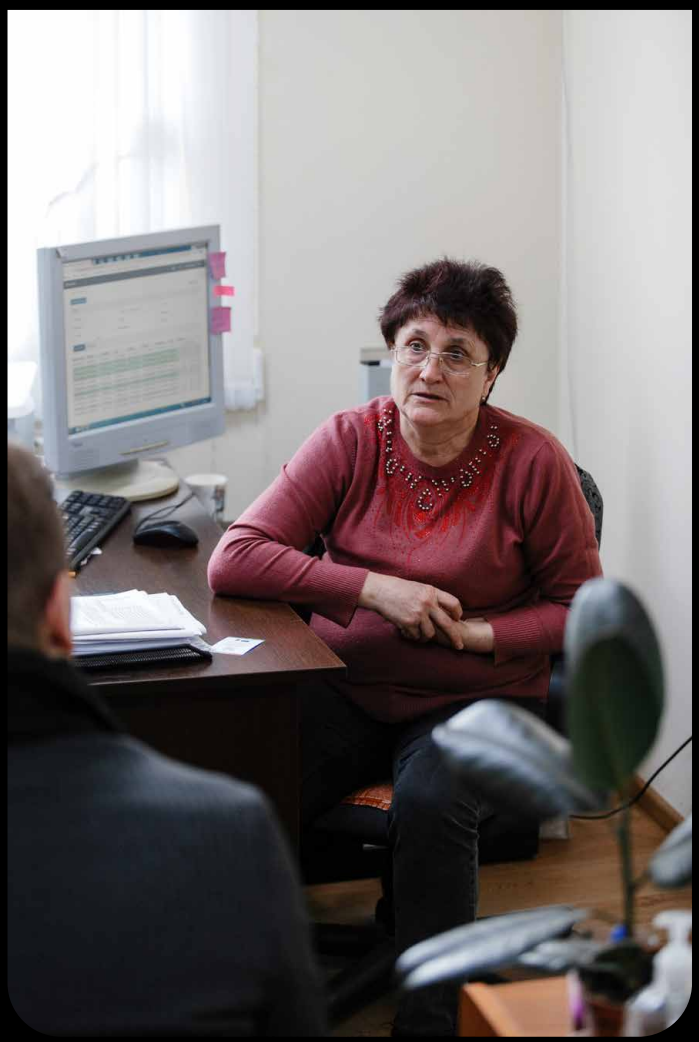
Lviv, Ukraine
IDPs shelter equipped with beds, mattresses, and emergency supplies

1,316 FAMILIES ACCOMMODATED BY THE HOST COMMUNITIES IN MOLDOVA

"In February, we set up a new resource centre for homeowners. From the very first day, it was turned into a humanitarian hub supplying clothes, medicines, and food to the most vulnerable citizens all over Ukraine,"

Alona
UN Community Volunteer in Rivne

Kiev, Ukraine
Ruslan with another community volunteer, his work supports over 500 vulnerable residents in Kyiv region



Moldova
Moldova refugee response

Rivne, Ukraine
Oksana, UN Community Volunteer in Rivne, gives pastries to displaced children

What kind of futures are being shaped?

VIBRANT COMMUNITIES

Existential function of a city:
Quality of life

How we spend
(quality x time)

=

experience, leisure, culture, values

ECONOMIC OPPORTUNITIES

Pragmatic function of a city:
Standard of living

How we spend
(quality x money)

=

things, dwelling, work, infra

INNOVATIVE APPROACHES

Applying systems approach to complex urban challenges using **portfolio of discovery** and **strategic options**

How we understand development challenges from multi-perspectives

The M4EG Phase 2 introduces the concept of 'makeover' with a focus on tangible attractors, such as economic opportunities and infrastructure, and intangible attractors of secondary cities in the EaP such as the vibrancy, identity and a sense of belonging in the town or city.

"Alaverdi is a clean and developed community, where everybody has equal opportunities, the residents do not want to leave because they have a job, and there are sustainable social conditions. There is a lively sport and cultural life, and a favorite place for tourists. There is high quality education, and it is a city of green groves"

Karine Simonyan
Local Economic Development Officer,
Alaverdi Municipality (Armenia)

Today's actions will drive and shape the future of our municipalities and cities. To help move visions into felt effects, the M4EG have several "learning by doing" pathways. The mayors with their teams can join several journeys. Check which are ongoing, get in touch and join us !

- **Portfolio journey**
- **Urban Imaginaries programme**
- **LEDP 2.0 piloting**
- **the EU call for proposals**
- **upcoming access to the Urban Learning Centre**

Alaverdi, Armenia

If I'd have a magic stick, I would create the same opportunities that people seek in the capital cities, in their own hometowns, and villages which have increasingly been deserted due to lack of health, education, economic and social services. I would make people 'return to the innocence' of living in harmony with nature and each other; at the same time making the cutting-edge technology work for the people's well-being wherever they might choose to live. I would let people come together for the common good, around the shared human values and purpose.

Khatuna, Georgia
X

A growing network of partners shares expertise and experience with the 300+ municipalities in the network:

Centre for Public Impact
A BCG FOUNDATION

AGIRRE LEHENDAKARIA CENTER
for Social and Political Studies

ARUP

CHÔRA
FOUNDATION

eit Climate-KIC

TAL TECH

PORTFOLIO JOURNEY

Applying systems thinking to move beyond "Business as usual" of solving problems

"Portfolio approach is a new opportunity and framework for designing and implementing development interventions in our community. At first it helps us assessing needs and available resources better, then to develop new approaches and more efficient interventions. There is also much focus on developing our team-work and citizen engagement"

Husik Sahakyan
Areni Mayor

Areni, Moldova
Areni is one of the first pilots for portfolio thinking, with the intention to leverage their local wine industry for sustainable tourism

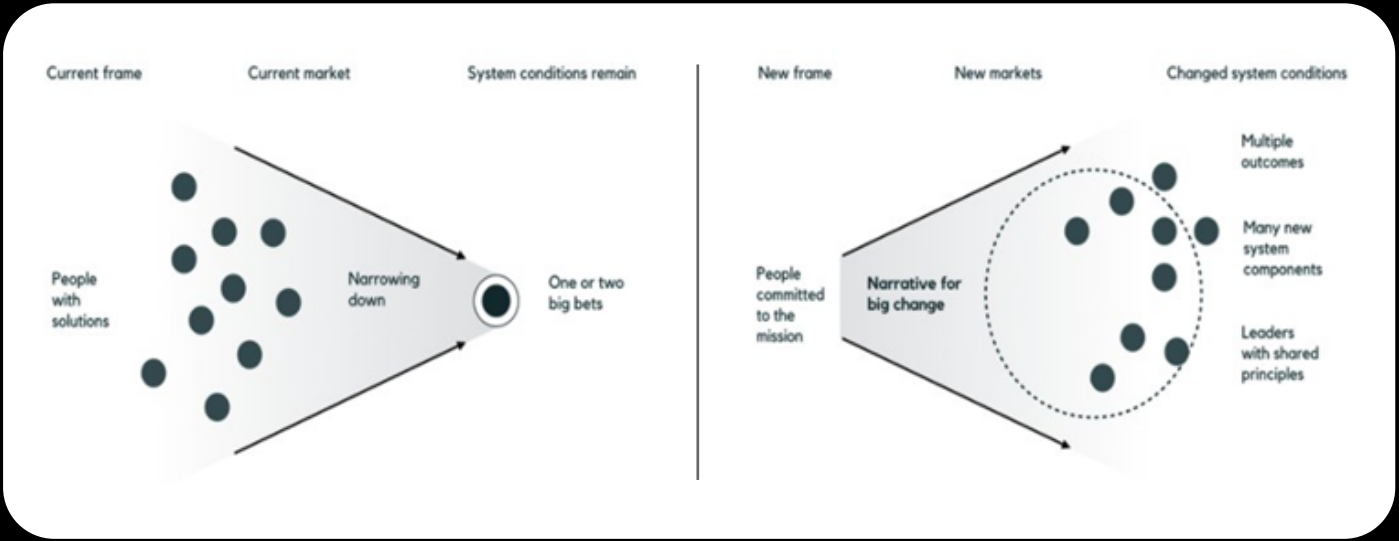
The Portfolio Journey is a 2-year learning and testing programme with the opportunity to implement pilot actions with up to EUR 225,000 per city/town. The purpose is to demonstrate and test many interventions on how complex issues faced by local authorities (e.g. pollution, youth unemployment, digital shift, inequalities etc.) can be addressed. The municipal teams together with UNDP and the Chora Foundation embed themselves and go “hyperlocal” to explore how the municipality can help shape transformative change.

Batumi, Georgia
The all-women portfolio design team of Batumi, Georgia, with UNDP colleagues

Why systems thinking?

A systemic opportunity unfolds over time

Therefore needs a different model for innovation... and prototyping



Original Artwork: Jennie Winhall, 2019
Source: Conway, Leadbeater and Winhall, 2019

"The premise is that we are dealing with complex systems, and they cannot be changed by designing a perfect plan and executing it, because systems do unpredictable things. You must adopt tools that allow you to discover the way to change. So portfolio approach help us not to create solutions but to learn and test how problems can be solved. "

Mariela Atanassova
Strategic Innovation Specialist &
Cities Lead from Chora Foundation

The 1st group of like-minded cities' portfolios are:

ARENI
Sustainable tourism – to enable and maintain a green environment for residents and attracting funding for infrastructure renewal. The aim is to have well-developed diversified tourism, self-reliant inhabitants, and an attractive community

BATUMI
Start-up ecosystem - contributing to shifting the local labour market from old sectors (seasonal tourism and construction dependent) to higher and tech skills together with new partners. The aim is to diversify, broaden and retain Batumi's talent pool, to make Batumi Georgia's second start-up capital, to ignite interest, develop start-up-savviness and encourage a culture of entrepreneurship and innovation with a particular focus on youth, and to enable the City Hall to become an enabler of Batumi's start-up ecosystem

CEADIR-LUNGA
Resilient energy system - affordable and renewable energy for residents and moving consumers from producers ("prosumers"). In context of an energy crisis, also immediate support to ensure affordability for low-income households and reduce dependence on imported energy

KUTAISI
Smart eco city - carbon neutral smart city, using natural resources efficiently, circular economy, green public spaces, local food, and moving from today to tomorrow's city. Connect Kutaisi to an international network of city leaders in this space to be able to learn from them.

The 4 municipalities designed 42 options in total, both active and “shadow”. 14 will be implemented in the first phase of their portfolio.

List of options developed to be implemented in Kutaisi, Georgia, to move toward an EcoSmart City

Options Overview *Kutaisi*

Portfolio Position 1 ***Shared Identity***

- ***Citizens 4 Green Kutaisi***

Portfolio Position 2 ***Information Rich Stories***

- **Kutaisi Eco bot and app**

Portfolio Position 3 ***Living Labs***

- **Smart Waste - Street demonstrator**
- **Green mobility - Behavioural nudging Proof of concept**
- **Energy Efficient Building - Open air lab**

Portfolio Position 4 ***Talent 4 Urban Innovation***

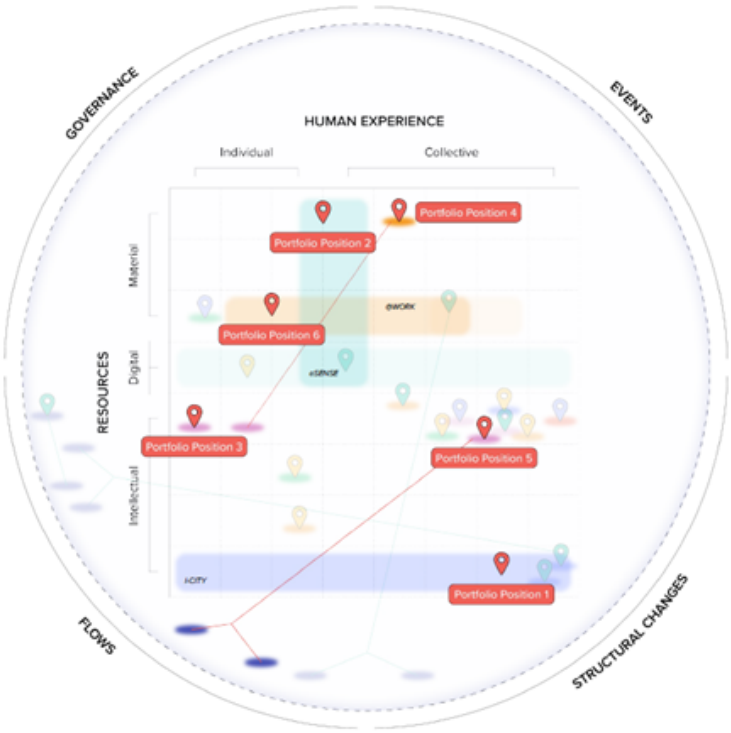
- **Academy for Applied Eco Innovation - Proof of concept**

Portfolio Position 5 ***Municipality as knowledge hub***

- **Learning and exchange program Blueprint**

Portfolio Position 6 ***New green value chains/ exchanges***

- **Kutaisi “Eco wallet”**



Find out more at **https://eum4eg.com/portfolio-journey/**

URBAN IMAGINARIES

Applying human-centred design to improve municipal interventions

10 month learning programme — run by Centre for Public Impact and UNDP, covers nine like-minded cities from three countries **Armenia, Georgia, and Moldova.**

30+ municipality representatives — were trained on complexity- informed design thinking during the first “discovery” stage.

5 workshops — included deputy mayors, economists, and heads of local development.

9 mentoring sessions — delivered in four different languages.

90+ residents, business owners, municipality staff — were engaged and numerous valuable insights were collected.

Urban Imaginaries Timeline

Old waste containers in Călărași

"During the Discovery phase, we identified four main issues the team can start reimagining:

1. The types of waste containers – what better facilities can we introduce?
2. The usage of the waste containers – how can we encourage residents to separate the waste and adopt green habits?
3. Container safety in waste management – how can we improve habits around waste?
4. How can we improve service of waste disposal?"

the municipal team in Călărași concluded.

Calarasi, Moldova
Lilia Rata, Investment Specialist

"We are grateful for the opportunity to develop new capabilities that will enhance the human factor and communication with our citizens. Every idea has a beginning, and this project teaches us how solutions to a problem can turn into unique and sustainable ideas for our community and be an example for other communities."

Lila Rata
Investment Specialist
at the City Hall of Călărași

URBAN IMAGINARIES

Urban imaginaries is designed as a learning journey to support small initiatives that seek to reimagine or reinvent key aspects of local living and that can become catalysts for urban make-over. Funding and technical support is provided to selected cities to support them to become familiar with complexity-informed approaches and apply them to design place-based solutions in collaboration with residents across a wide range of issues including economic development, tourism and urban development.

ALAVERDI
Armenia

Cultural Life
The project seeks to improve its cultural infrastructure hubs to offer a more dynamic and flourishing cultural life. This will lead an enhanced cultural life, attracting tourists, preserving the rich cultural heritage of the region, and job creation to address the challenge of migration.

ASHTARAK
Armenia

Public Transportation / Mobility
The project seeks to improve public transportation services between the communities, which are not well-developed and affect the mobility of a wide range of residents including those who are socially vulnerable and tourists. By reimagining connectivity between the central town and communities, they will be economic development of both the central city and surrounding communities.

CHARENTSAVAN
Armenia

Urban Development: Public Square
This project seeks to reimagine the city centre and make it more attractive for both residents and tourists by renovating its central roads, a key monument and park by taking into account feedback from the community.

RUSTAVI
Georgia

Economic Development: Citipreneurship for Youth
The project is reimagining the role of the municipal government as a connector, convener and amplifier to help the ecosystem collaborate around a diversity of initiatives that seeks to develop new skillsets in young people, ease job search and provide better career planning tools.

POTI
Georgia

Urban Development: Central Park
The project seeks to build on its earlier renovation of the central park by reaching out to multiple stakeholders, ranging from park visitors like parents and students to business owners and municipality teams, and prioritising the inclusion of historically excluded communities as well as ideas emerging from their research to increase accessibility, particularly for disabled communities.

SAMTREDIA
Georgia

Urban Development: Local Sports Facilities
The project reimagines their sports infrastructure and activities to promote healthier lifestyles and increase regional tourism to the city particularly by reinvigorating facilities around the municipality swimming pool, through an understanding of health behaviours of their community and adoption of more sustainable and energy efficient choices.

TSKALTUBO
Georgia

Urban Development: Cultural Sites
The project seeks to create vibrant social and cultural spaces away from the capital, improve the quality of life for local people and create the conditions for local and international tourism by building better linkages between surrounding villages and towns to their local cultural hubs.

CAHUL
Moldova

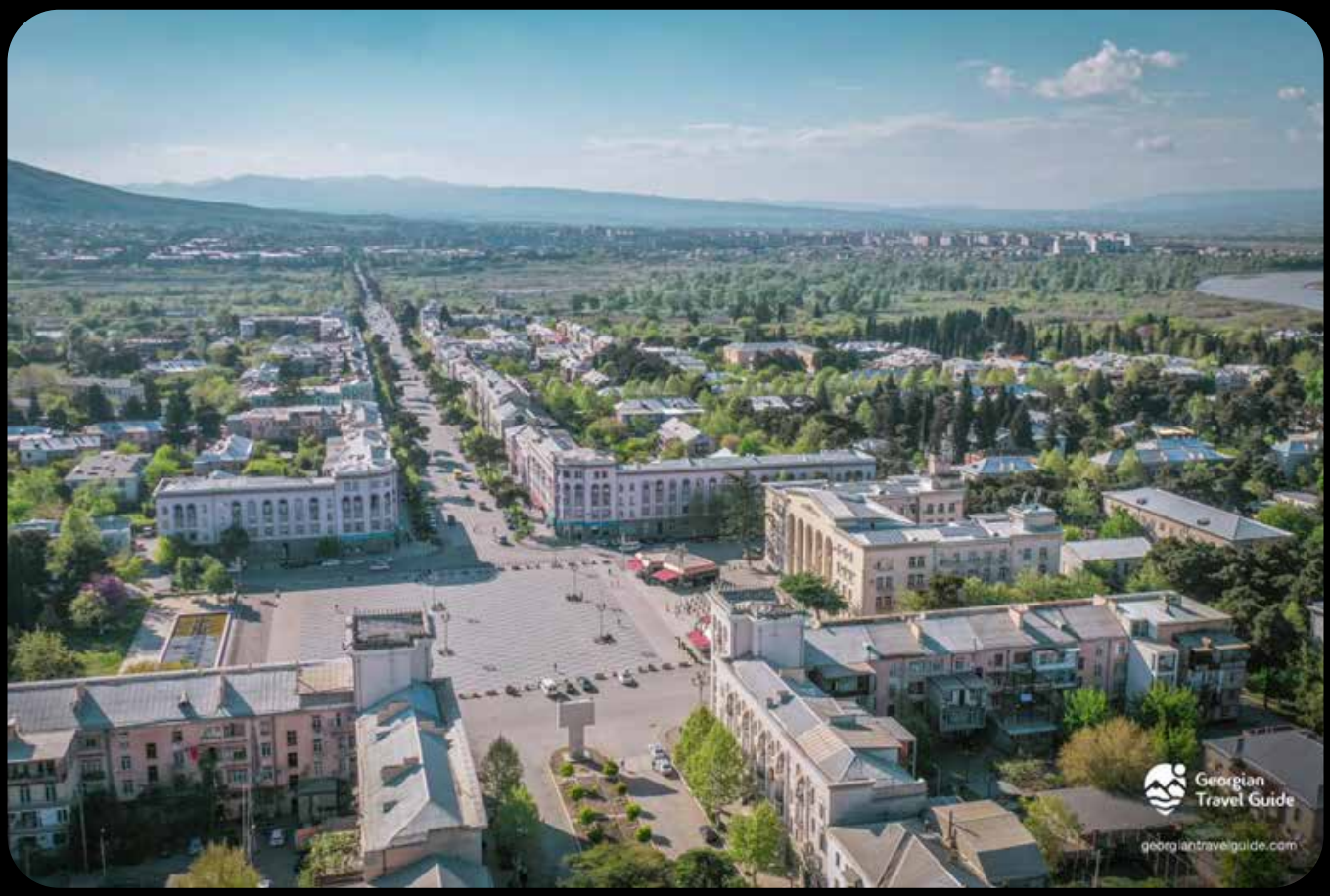
Waste Management 2.0
The project focuses on improving the public service for waste collection and disposal by building capacity of waste collection sites and implementing initiatives such as the provision of waste bins free of charge so they can expand this service to the entire city.

CĂLĂRAȘI
Moldova

Sustainable Waste Collection Platforms
The project focuses on waste management and how to improve collection and disposal, which was identified as a priority for the city in their 2025 development strategy.

"The challenges and ideas found in the co-design process showed us that Rustavi is not afraid of innovations."

Revaz Barbakadze
Core Team Member, Rustavi,
part of Urban Imaginaries



Rustavi, Georgia

The 1st Show & Tell

A hybrid Show &Tell Event was held to showcase the 13 frontrunners in the 1st group of like-minded cities of M4EG demonstrations. 350 people joined the event, some 150 in person in Baku, Chisinau and Kutaisi.

M4EG SHOW &TELL

Baku, Azerbaijan
EU Ambassador at the Show & Tell and Announcement of selection of municipalities for Portfolio and Urban Imaginaries programme

Kutaisi, Georgia
Show&Tell platform, July 2022

Kutaisi, Georgia
Show&Tell platform, July 2022

Kutaisi, Georgia
Deputy Minister of Regional Development and Infrastructure, Mzia Giorgobiani

Kutaisi, Georgia
Show&Tell platform, July 2022

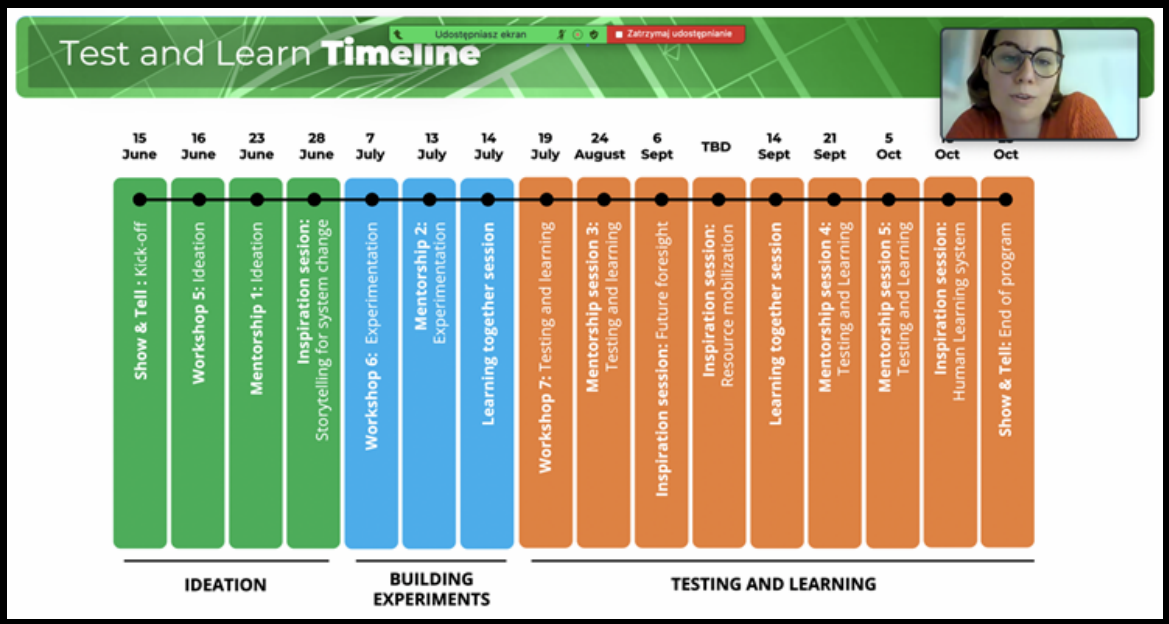
Kutaisi, Georgia
Show&Tell platform, July 2022

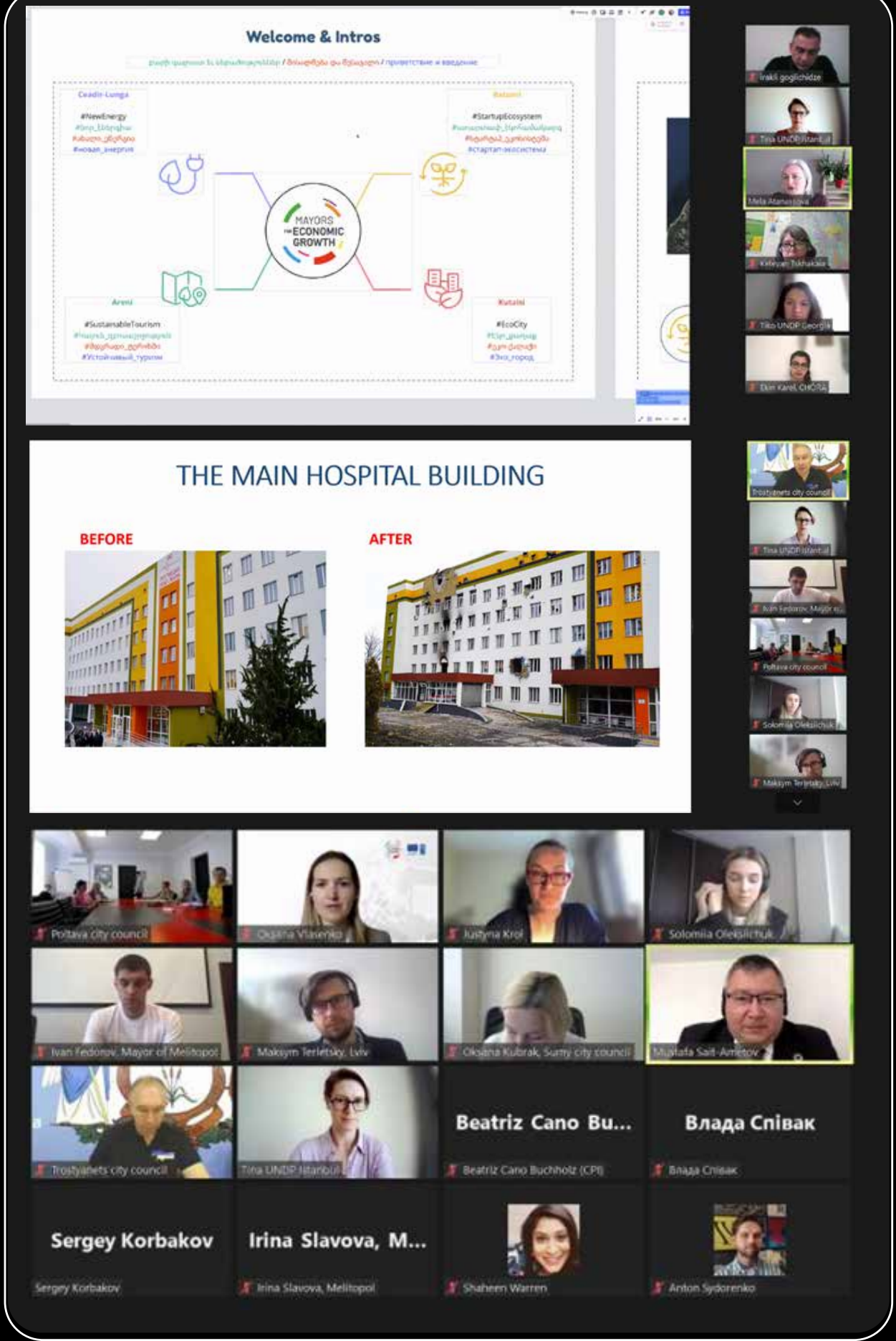
Baku, Azerbaijan
Show&Tell platform, July 2022

"The M4EG is a project that takes a radically new approach. Innovation is necessary for green and digital transition; this is what is important for the EU and is a part of our agenda. This project is bringing cities closer to the EU and is a demonstration project to guide investments, to translate the Economic and investment plan at the local level."

Thibault Charlet
Programme Manager, DG NEAR Unit C1

Hundreds of online meetings, workshops and events across the network
(section with overlapping screenshots of online meetings, workshops etc)




Welcome & Intros
MAYORS for ECONOMIC GROWTH
#NewEnergy
#SustainableTourism
#EcoCity
#StartupEcosystem
THE MAIN HOSPITAL BUILDING
BEFORE
AFTER
Poltava city council
Oksana Vlasenko
Justyna Krol
Solomiia Oleksiichuk
Ivan Fedorov, Mayor of Melitopol
Maksym Terletsky, Lviv
Oksana Kubrak, Sumy city council
Mustafa Sait Arnetov
Trostyanets city council
Tina UNDP Istanbul
Beatriz Cano Bu...
Beatriz Cano Buchholz (CPI)
Влада Співак
Sergey Korbakov
Irina Slavova, M...
Irina Slavova, Melitopol
Shaheen Warren
Anton Sydorenko

Baku, Azerbaijan
M4EG launch in March 2022

Start changing your municipality today!

Get in contact, let us know how you would re-imagine your city, share your story, join us:

M4EG Website

Twitter

YouTube

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Mid-Year Effects & Snap Shots

#FutureReadyMunicipalities in the Eastern Partnership