



# CITY-GLOBE 2015

Városi válaszok a globális gazdasági és társadalmi kihívások kezelésében

Cities in Action Reflecting Global Challenges

**Competitiveness » Livability » Integrated approach**

Éva Beleznay, Urbanist/Architect, HuGBC Vice-President

# Over 150 city indexes and benchmarking reports are published



*The Business of Cities 2013. JLL, Tim Moonen, Greg Clark, 2013.*



# The 150 city indexes and benchmarking reports

Name	Type	Scope	# Cities	2008	2009	2010	2011	2012	2013	2014	2015
1.1 MORI Global Power City Index	6 field all-round city ranking	Global	40		●	●	●	●	●	●	

## Finance, investment and business environment Indexes

Name	Type	Scope	# Cities	2008	2009	2010	2011	2012	2013	2014
2.1 Z/Yen Global Financial Centres Index	Executive survey	Global	80	●	●	●	●	●	●	●
2.2 Cushman & Wakefield European Cities Monitor	Executive survey	Regional	36		●	●		●		

## Macroeconomic performance indexes

Name	Type	Scope	# Cities	2008	2009	2010	2011	2012	
3.1 Brookings Institution: Global Metro Monitor	Employment and growth Tracker	Global	300					●	●
3.2 PwC: Global Metropolitan GDP	GDP analysis and forecast	Global	151				●		
3.3 McKinsey Urban World Top 25 Hot Spots by 2025	GDP and household income forecast	Global	25					●	●

## Knowledge economy, human capital and technology Indexes

Name	Type	Scope	# Cities	2008	2009	2010	2011
5.1 Buck Consultants: Tech Cities Index	Comprehensive	Regional	31	●			

## Infrastructure and real estate Indexes

Name	Type	Scope	# Cities	2008	2009
6.1 Mercer Consulting: Infrastructure survey	Comprehensive metrics	Global	220		●
6.2 fDi Intelligence: Global Free Zones of the Future	Comprehensive metrics and expert assessment	Global	66		
6.3 Urban Land Institute (ULI) and PwC: Emerging Trends in Real Estate	Investor survey	Global	100+	●	●
6.4 Citi bank and Knight Frank: Wealth	Trend data	Global	60+		●
6.5 Cushman & Wakefield: Main Streets Across the World	Trend data	Global	269	●	
6.6 Cushman & Wakefield: International Investment Atlas	Trend data	Global	20		

The Business of Cities 2013. JLL, Tim Moonen, Greg Clark, 2013.



## Quality of Life Indexes

Name	Type	Scope	# Cities	2008	2009	2010	2011	2012	2013	2014	2015
4.1 Economist Intelligence Unit – Livability: Liveability Ranking	Comprehensive metrics	Global	140	●	●	●	●	●	●		
4.2 Mercer Consulting Human Resources: Quality of Living Survey	Comprehensive metrics	Global	221	●	●	●	●	●			

## Environment and Sustainability Indexes

Name	Type	Scope	# Cities	2008	2009	2010	2011	2012	2013	2014
7.1 Mercer Consulting: Eco-City Index	Infrastructure metrics	Global	220			●				
7.2 Siemens/EIU: European Green City Index	Comprehensive environmental indicators	Regional	80+			●	●	●		

## Cost of living and affordability Indexes

Name	Type	Scope	# Cities	2008	2009	2010	2011	2012
10.1 Cost of Living and Affordability	Goods-accommodation price tracker	Global	200+	●	●	●	●	●
10.2 ECA International: most expensive cities worldwide	Goods-accommodation	Global	390+	●	●	●	●	●

## Image, brand and destination power Indexes

Name	Type	Scope	# Cities	2008	2009	2010
8.1 Euromonitor International's Top City Destination	Data tracker	Global	100		●	●
8.2 ECA International: Location Rating Survey for Asian expats	Quality of living analysis	Regional/global	400+	●	●	●
8.3 International Congress and Convention Association (ICCA) Rankings	Data tracker	Global	100	●	●	●

## Culture and diversity Indexes

Name	Type	Scope	# Cities	2008
9.1 Global Language Monitor: Fashion Capitals	Media frequency tracker	Global	40	
9.2 Forbes' Best Cities to Eat Well	Respondent survey	Global	10	
9.3 Forbes/Nerdwallet: Best Cities for Entrepreneurs	Metropolitan statistics	National	52	
9.4 Flavorwire: Best Cities for Young Artists	Editor assessment	Global	8	
9.5 The Art Newspaper: Exhibition and Museum Attendance	Visitor frequency statistics	Global	100+	

The Business of Cities 2013. JLL, Tim Moonen, Greg Clark, 2013.



- Role of city indexes and benchmarks – Urban performance management
  - Diagnostic assessment
  - Comparative pegging
  - Pedagogy
  - Leverage and persuasion
  - Home truths
  
- Pitfalls/limitations in city indexes and benchmarks
  - Accuracy of data
  - Quality of data source
  - Comparability of data
  - Geographical scale
  - Provenance and target audience
  - Independence of assessment
  - Over-reliance on perception of performance



*The Business of Cities 2013. JLL, Tim Moonen, Greg Clark, 2013.*



## Urban Environment

Clean, green and safe – Air quality

## Infrastructure

Transportation – growing demand of mobility

Public utilities – water

Human infrastructure – housing, health, education

## Knowledge

Skills, capabilities

Innovation and entrepreneurship

## Culture

City brand, clear identity that propel the city, programs for all age groups

## Good Governance

Economic, political and social stability

Transparency of legal, political and economic framework

Dialogue with citizens, stakeholders

## Financing

Growing demand for services vs. diminishing revenues

Creative and flexible financial strategies (partnerships and innovative fees/taxes)

# Economy

Geopolitical location/accessibility, economic performance/GDP, investment opportunities, human resources, innovation

# Good governance

Transparent, built on dialogue/partnership

# Quality of life

Good basic services (housing, public utilities, accessibility, reducing inequalities and poverty, provision of good health/education, employment, safety/security

# Environment

Congestion and density, air and water pollution, sewage and waste management, green area protection

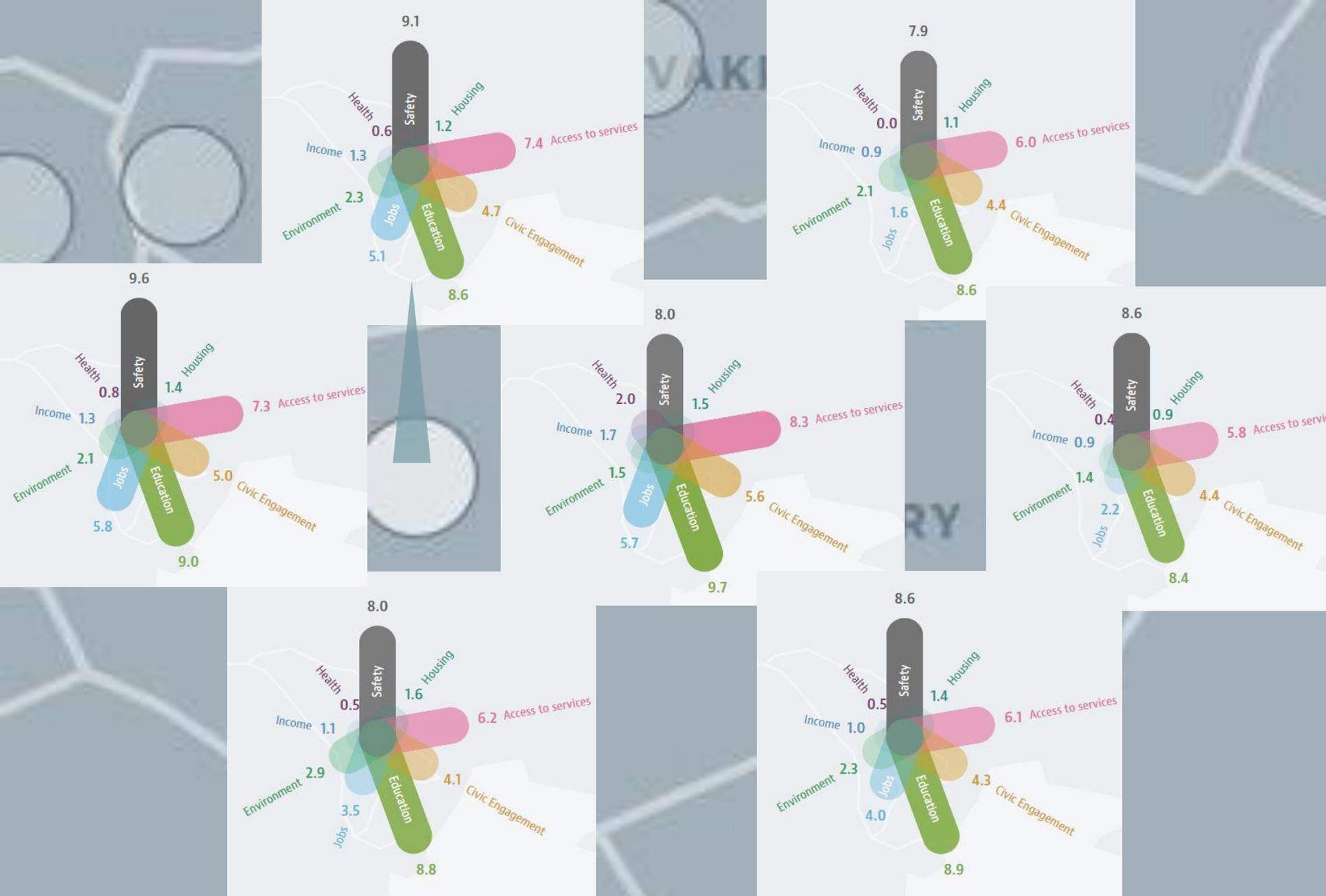
Competitiveness and livability – key issues



	Business research	Comprehensive indexes					Media publications	Resident surveys				
Major focus												
Minor focus												
	EIU Liveability report 2011	Mercer QoL 2010	Cities of Opportunity 'Lifestyle Assets'	World Cities Survey Quality of life	Global Power Cities Index 'Livability'	Global Cities Index 'Cultural experience'	European Cities Monitor	Monocle 2010 Quality of Living Survey	Ask Men Best Cities to Live In 2010	Best Cities for Young Adults to Live 2010	Eurobarometer quality of live survey	Gallup Healthways Well Being Index 2011
House prices												
Sustainability – CO <sub>2</sub>								▲		▲	▲	
Economic/job opportunity								▲	▲	▲	▲	▲
Romance								▲				
Natural environment		▲		▲				▲			▲	
Green spaces								▲	▲		▲	▲
Public services											▲	
Sports/ entertainment	▲	▲	▲	▲		▲			▲		▲	
Food	▲	▲	▲						▲			▲
Creative class/young pop. size								▲	▲	▲		
Diversity/integration											▲	
Art & culture	▲		▲	▲		▲		▲	▲		▲	
Fashion			▲						▲			
Cost of living			▲		▲				▲		▲	▲
Education/Health	▲	▲	▲					▲			▲	▲
Climate	▲		▲	▲				▲	▲			
Transport/ congestion		▲		▲				▲			▲	
Urban dev'mnt/infrastructure	▲	▲	▲	▲	▲			▲	▲		▲	
Crime/policing	▲	▲	▲	▲	▲			▲			▲	▲
Global connectivity	▲		▲					▲	▲			
Terrorism	▲		▲	▲	▲							
Political stability	▲	▲	▲	▲	▲							
Hotel rooms			▲									
Housing quality/ availability	▲	▲						▲			▲	
Consumer goods	▲	▲										
Corruption/ freedom	▲	▲	▲	▲	▲							
Business environment-services		▲			▲			▲				
Interviewee perception							▲					▲

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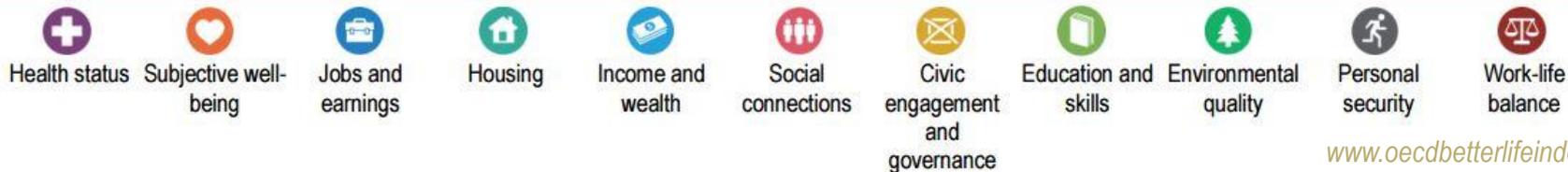
# Focus of indexes and benchmarks



# OECD Regional Well-Being

■ 20% top performers   ■ 60% middle performers   ■ 20% bottom performers   ○ Hungary

Countries ranking (1 to 36)



[www.oecdbetterlifeindex.org](http://www.oecdbetterlifeindex.org)



EU/National level – priorities/framework goals, legal framework, funding/incentive systems

Local/Municipality level – long-term/medium-term goals, legal framework, funding/incentive systems, action projects, project management

Local Businesses – employment, projects, project management

People – needs, necessities, pride

City strategies we are driven by EU priorities and funding

Local municipalities lack investment budgets –  
Action projects are not the most important and cost-effective, but  
what funding is available

Engage businesses and people



**196,323,993**  
Inhabitants

The Covenant of Mayors is the mainstream European movement involving local and regional authorities, voluntarily committing to increasing energy efficiency and use of renewable energy sources on their territories. By their commitment, Covenant signatories aim to meet and exceed the European Union 20% CO<sub>2</sub> reduction objective by 2020.

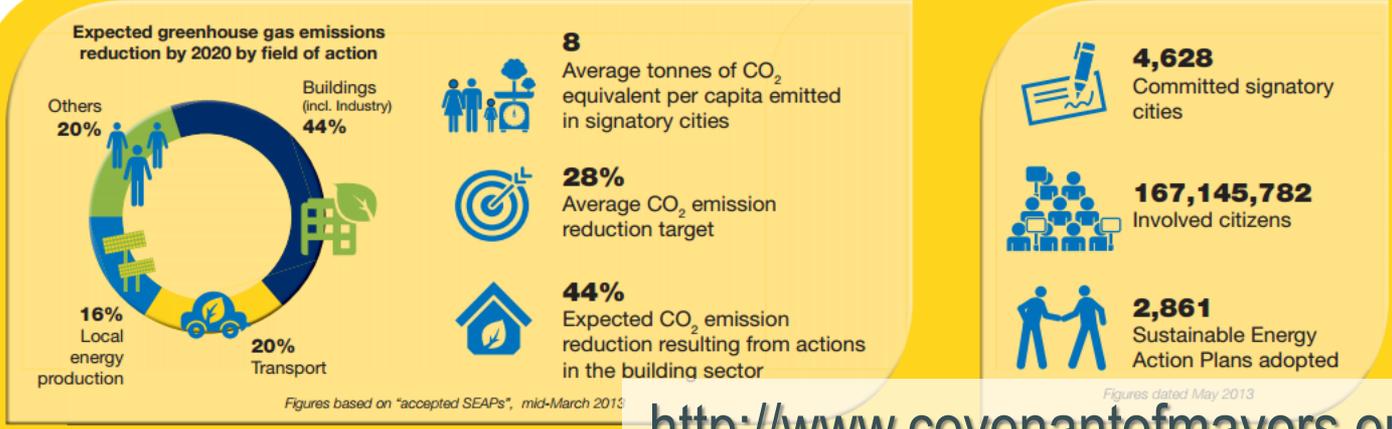
[Read more](#)



## Covenant of Mayors News



**EU Commissioner mayors and cor**  
10 March 2015 - 11:1  
Vice-President of the  
fruitful exchange with  
occasion of Energy  
[Read more](#)



Figures based on "accepted SEAPs", mid-March 2013

Source: JRC Scientific Report - "The Covenant of Mayors"



- Buildings (energy efficiency of building stock, with emphasis on retrofit, urban regeneration)
- Transport (decrease number of travel, alternative transportation, regulations decreasing automobile use, reduction of emissions by public transportation)
- Energy (increase of energy efficiency and of renewable energy)
- Land Use Planning (compact city, spatial and transport harmonization, car-free or car-limited zones, orientation of buildings and other architectural design passive strategies)
- Other – Public Procurement (green procurement, harmonization of commissions, green energy use)
- Other – Use of Infocommunication (travel-free workplaces)

# Quick Reference Guide

## Financing Opportunities for Local Sustainable Energy

2014 - 2020



-  SEAP development
-  Capacity building / hiring of experts / preparation of bankable projects and investments
-  SEAP implementation (hard measures)
-  SEAP implementation (soft measures, e.g. awareness raising, stakeholders' involvement)

# Flagship in the Countryside – DEREKEGYHÁZ

In the village of Derekegyház, which is located in southeast Hungary, the local authority has aimed to increase the municipality's energy self-sufficiency since 2007 and to create new workplaces by taking an ecological approach. Among other things, almost 250 square meters of solar panels have been installed on the rooftops of municipal buildings. Public buildings and street lighting are supplied with energy from the solar panels. The municipality has also replaced natural gas with biomass and locally grown vegetables are used in the central kitchen that supplies kindergartens, schools, and the care centre for handicapped people. A Hungarian National Association of Local Authorities information point offers information on rural development. The combination of all these measures has advanced the municipality and strengthened community spirit. Young families move from the cities to the countryside and elderly people actively take part in community life as well.

In 2013, Derekegyház received the Hungarian award for village renewal as well as the national Climate Star prize. Mayor István Szabó is convinced that specific problems found in rural areas can be solved or at least mitigated with low-budget initiatives. He promotes the cooperation between politics and industry. For him, the municipality of Derekegyház has become the flagship in a lively and happy landscape that proves fit for the future.

## CATEGORY 1

**The village focuses on renewable energy, regional food, and consciousness raising, thus increasing quality of life and strengthening the community spirit.**

DEREKEGYHÁZ

Hungary; 1,618 inhabitants

[www.derekegyhaz.hu](http://www.derekegyhaz.hu)





# ENVIRONMENT

## EUROPEAN GREEN CAPITAL

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POPULAR

2017 EGCA  
Shortlisted Cities  
Now Announced

or

2015 EGL  
Applicant Cities

“ Today more than two thirds of Europeans live in towns and cities. Urban areas concentrate most of the environmental challenges facing our society but also bring together commitment and innovation to resolve them. The European Green Capital Award has been conceived to promote and reward these efforts.



## Call for 2017: Healthy urban living

The European Green Capital Award is given to a city that has improved its urban living environment as a whole through concrete activities such as:

- Co-operation and partnership between authorities, citizens, business and other stakeholders aimed at developing and improving urban living conditions.
- Implementation of sustainable mobility solutions.
- Introduction and expansion of parks and recreational areas.
- A modern approach to waste management.
- Innovative solutions to noise pollution.
- An integrated approach to urban management ensuring positive long-term effects.

## Twelve indicator areas:

- Climate Change: mitigation and adaptation
- Local transport
- Green urban areas incorporating sustainable land use
- Nature and biodiversity
- Ambient air quality
- Quality of the acoustic environment
- Waste production and management
- Water management
- Waste water treatment
- Eco innovation and sustainable employment
- Energy performance
- Integrated environmental management.





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*Thank you for your kind attention!*

*Éva Beleznay, [ebeleznay@yahoo.com](mailto:ebeleznay@yahoo.com)*