

metropolis ●

cei international
affairs
escuela diplomática
de Barcelona



Metropolis Diploma in
Internationalization for Local Authorities
Course
programme

Barcelona, 18th to 22nd November 2024

CEI International Affairs
(Finca Agustí Pons - Av. Vallvidrera, 25
08017 Barcelona)



Overview of the programme

| Day 1 | Day 2 | Day 3 | Day 4 | Day 5 |
|--|---|---|---|---|
| <p>Knowledge Session 1 City diplomacy in a changing international context</p> | <p>Knowledge Session 2 Strategies for internationalization</p> | <p>Knowledge Session 3 City diplomacy and economic development</p> | <p>Knowledge Session 4 Measuring results and impact</p> | <p>Knowledge Session 5 Communicating the value of international engagement</p> |
| <p>Skills Session 1 Engaging with multi sectoral partners</p> | <p>Skills Session 2 Leveraging international partnerships</p> | <p>Skills Session 3 Attracting international finance</p> | <p>Skills Session 4 Frameworks for impact assessment</p> | <p>Skills Session 5 Crafting effective narratives</p> |
| <p>Free afternoon</p> | <p>Site visit*</p> | <p>Networking event + cultural visit**</p> | <p>Free afternoon</p> | <p>Free afternoon</p> |

Monday 18 November

Cities in a changing international context

This session will introduce the concept of city diplomacy by discussing what, when and why cities engage internationally. Ranging from traditional twin or 'sister city' relationships to peer-to-peer international engagement and beyond to the multilateral, philanthropic and multinational sector, this session illustrates the expanded domain of city diplomacy and the opportunities/pressures for networking that local authorities face, in particular within the context of metropolitan governance.

| Time | Item |
|---------------|---|
| 9:00 - 9:20 | Welcome, introductions and housekeeping |
| 9:20 - 9:45 | Ice breaking activity |
| 9:45 - 11:00 | Guest speaker, Andrea Noferini, Academic Director, CEI International Affairs |
| 11:00 - 11:15 | Questions & answers |
| 11:15 - 11:45 | Tea/coffee break |
| 11:45 - 12:20 | Skills session: Engaging with multi-sectoral partners Presentation of pre-course survey data followed by small group discussions |
| 12:20 - 13:00 | Participants take the floor - Day 1 <i>Introducing their cities and how they engage internationally</i> |
| 13:00 - 13:10 | Wrap up /closing Day 1 |
| 13:15 - 14:15 | Lunch |

Tuesday 19 November

Strategies for internationalization

More local authorities are aiming to define a deliberate approach to their international engagements, setting key priorities and activities in the context of limited resources. This session will draw on expertise from professionals who have overseen the process of developing a metropolitan international strategy. We will discuss the rationale, process and expectations of completing this exercise and how such a document can be used in practice. The session will also reflect on how international stakeholders and strategic urban plans relate to internationalization strategies.

| Time | Item |
|---------------|---|
| 9:15 - 9:30 | Welcome and overview of Day 2 |
| 9:30 - 10:30 | Guest speaker |
| 10:30 - 11:00 | Case study presentation |
| 11:00 - 11:15 | Questions & answers |
| 11:15 - 11:45 | Tea/ Coffee break |
| 11:45 - 12:30 | Skills session: Leveraging partnerships |
| 12:30 - 13:00 | Participants take the floor - Day 2 |
| 13:00 - 13:10 | Wrap up / Closing Day 2 |
| 13:15 - 14:15 | Lunch |
| 14:30 - 17:00 | Site visit Barcelona Superblocks – Introduction of the superblocks by Yuan Gao, International Economic Promotion Advisor, Barcelona. Let's take a walk through the Poblenou Superblocks (description at the end) |

Wednesday 20 November

City diplomacy and economic development

Economic development is a key motivation for many cities to engage internationally. Cities seek to build partnerships to encourage foreign investment, promote trade and tourism and strengthen their international 'brand'. This module aims to enhance metropolitan officers' understanding of the ways in which cities are working with a diverse range of international actors in order to achieve these objectives, such as philanthropies, multilateral lending agencies and multinational corporations. It also looks at the way in which international economic development strategies can link local and multi-level urban planning strategy cycles.

| Time | Item |
|---------------|---|
| 9:30 - 9:45 | Welcome and overview of Day 3 programme |
| 10:00 - 11:00 | Guest speaker, Khady Niang Sylla, Deputy director of International Relations, Dakar (to be confirmed) |
| 11:00 - 11:15 | Questions & answers |
| 11:15 - 11:45 | Tea/coffee break |
| 11:45 - 12:00 | Seoul case study presentation |
| 12:00 - 12:50 | Activity: Attracting international finance |
| 12:50 - 13:00 | Wrap up/Closing Day 3 |
| 13:00 - 14:00 | Lunch |
| 14:00 - 18:30 | Free afternoon |
| 18:00 - 20:30 | Networking event (bus will pick us up Plaza Cataluña at 17.00h) |

Thursday 21 November

Measuring results and impact

Metropolitan authorities operate in a context of limited resources and need to justify how their activities are benefitting their citizens. Defending the expenditure on international engagement can be a significant challenge for cities if the activities cannot be linked to obvious local benefits. As well as clearly defining international strategies and objectives, more metropolitan governments are exploring how they measure the impacts of these engagements and how they align with other organizational KPIs. This session will draw on the expertise of professionals with experience in devising, delivering and assessing the impact of an international urban strategy with a focus on sharing models of outcome measurement.

| Time | Item |
|---------------|---|
| 9:30 - 9:45 | Welcome and overview of Day 4 programme |
| 9:45 - 11:00 | Guest speaker, Marta Galceran, Senior Research Fellow, Barcelona Centre for International Affairs (CIDOB) |
| 11:00 - 11:30 | Tea/coffee break |
| 11:30 - 11:45 | Mexico City case study presentation |
| 11:45 - 12:45 | Skills session: Framework for impact assessment |
| 12:45 - 13:00 | Wrap up/Closing Day 4 |
| 13:00 - 14:00 | Lunch |

Friday 22 November

Communicating the value of international engagement

Metropolises face common challenges in being able to effectively communicate the value of their international engagements to local and global audiences. This session will explore the importance of developing clear, cross-cutting and nuanced strategies for communicating the value and impact of city diplomacy for various audiences. It will highlight how communicating is a critical tool for achieving strategic objectives and how crafting effective narratives can assist in coordinating international and external stakeholders in the context of metropolitan governance.

This session will be held at the building of Metropolis offices, C/Avinyó, 15, 08002 Barcelona.

| Time | Item |
|---------------|---|
| 9:15 - 9:30 | Welcome and overview of Day 5 programme |
| 9:30 - 10:45 | Guest speaker Laura Seoane, Head of Communications, Metropolis |
| 10:45 - 11:00 | Questions & answers |
| 11:00 - 11:30 | Tea/coffee break |
| 11:30 - 11:50 | Review and commentary of a newspaper article |
| 11:50 - 12:40 | Skills session: Crafting effective narratives |
| 12:40 - 13:15 | Closing of the course by Jordi Vaquer, Metropolis Secretary General |
| 13:15 - 13:25 | Certificates delivery ceremony |
| 13:25 - 13:35 | Wrap up messages and group picture |
| 13:35 - 15:00 | Lunch at the Gothic neighbourhood (confirm assistance on Monday 18) |

Afternoon visits

* Site visit Barcelona Superblocks

Tuesday 19 November



The C40 World Mayors Summit recognises the Barcelona Superblock model as a successful project for transforming the city and an international example. Global capitals such as Berlin, Vienna, Rotterdam, Bogotá and Los Angeles have already adapted and applied the model, which in the last two years has attracted the interest of over 250 cities and countries, seeking detailed information on the Barcelona Superblock model from technical services at the City Council. The visit will be structured around a presentation by a civil servant of Barcelona City Council of the concept of superblock as well its impact on the city and citizenship. Afterwards we will have a walk around the Poblenou neighborhood where you will be able to experience the Poblenou neighborhood in the first person.

To attend the visit, a bus will pick us up at CEI International Affairs at 14.30h and will take us back around 17h, making 2 different stops: one in Plaza Catalunya (city center) and another one near the Sarrià Ferrocarril stop.

** Networking event at the Three Chimneys

Wednesday 20 November



From September 8th to November 24th, 2024, [Manifesta](#), the European Nomadic Biennial, will take place in the metropolitan region of Barcelona for its 15th edition. This event aims to decentralize the cultural infrastructure of Barcelona and its neighboring cities through artistic interventions in significant historical sites and industrial locations that have never been open to the public before. On this day, we will enjoy a one-hour visit to the Three Chimneys, a striking feature of Barcelona's coastal scenery. Constructed in the 1970s and situated on the left bank of the Besòs River, these chimneys functioned as a thermal power station until their closure in 2011 and remain unused today. They stand as a tribute to those who built them and symbolize the region's recent industrial history. Following the visit, we will host a networking event featuring finger foods and soft drinks, with several key stakeholders involved in the internationalization of Barcelona's territory in attendance.

A bus will depart from Plaza Catalunya at 5:00 PM to take us to the Three Chimneys, returning around 8:30 PM with two stops: one at Plaza Catalunya (city center) and another near the Sarrià Ferrocarril stop.

metropolis ●

dei international
affairs
escuela diplomática
de Barcelona

