

European Urban
Knowledge Network



Annual Report

+ 2014

www.eukn.eu





About the EUKN

The EUKN is the only independent Member State driven network in the field of urban policy, research and practice. Our network level with the EU Commission and other EU institutions lend strategic value to our Members. Our specialist urban knowledge benefits our Members in the form of tailor-made services, expert analysis, topical dossiers and specific practical assistance such as Policy Labs and webinars. Easy access to a rich e-library containing selected documents on shared standards, EU policies, best practices and up-to-date research is available to all urban leaders, practitioners and policymakers.

The EUKN's expanding network comprises of 1/3 of the European Union, currently including: Belgium, Cyprus, the Czech Republic, France, Germany, Hungary, Luxembourg and the Netherlands. Since our beginning in 2004 under the auspices of the Dutch Ministry of the Interior and Kingdom Relations, the EUKN has led the way in the investigation and dissemination of topical knowledge and the advancement of today's European urban policy and practice.

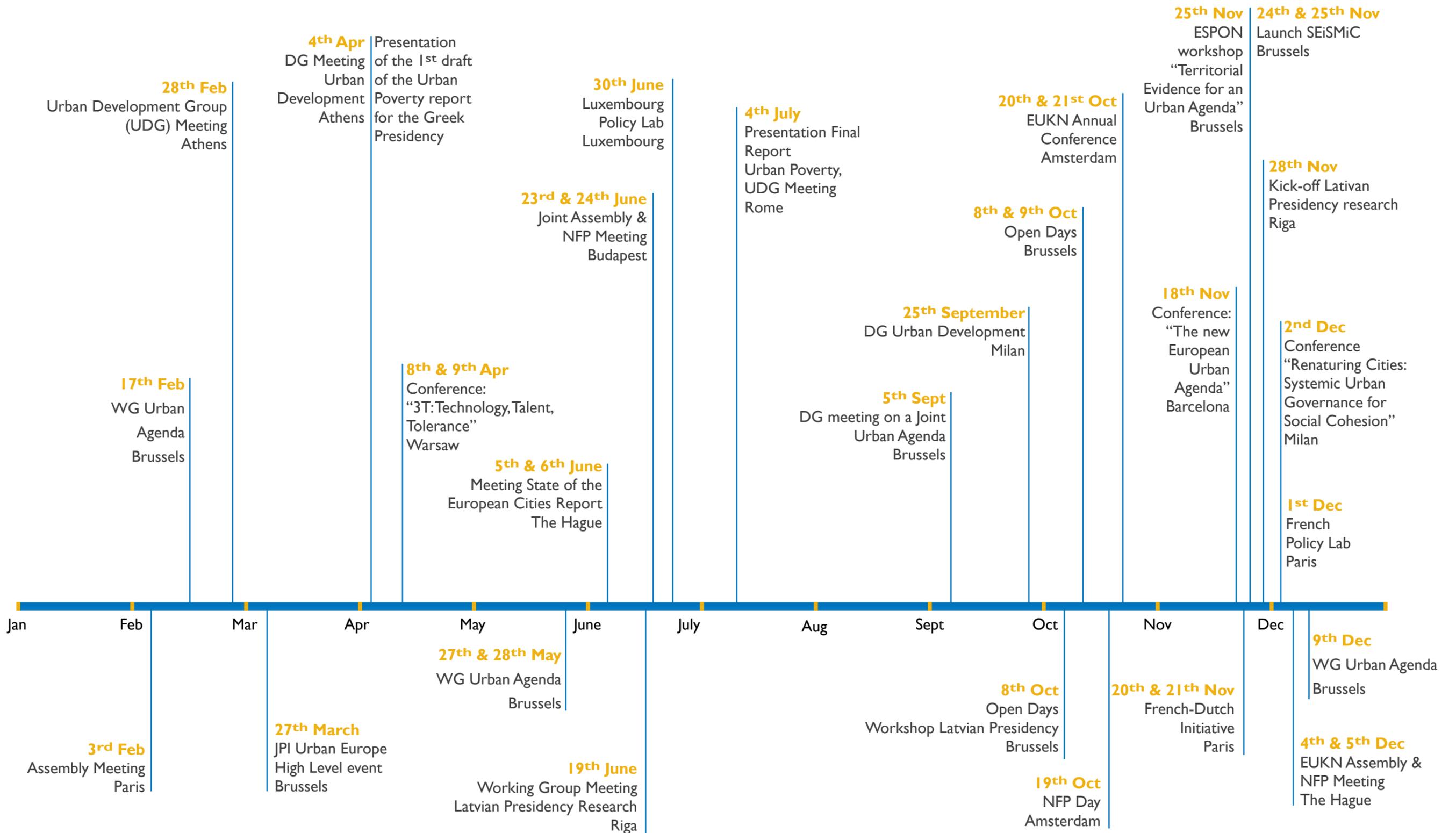
With 10-years in operation, the EUKN holds a proven reputation on the European and world stages, providing urban stakeholders with an experienced and reliable partner. Our close association with EU, national and regional governmental authorities offers a valuable and unique advantage to our Members. By responding to the knowledge demands of our members, we connect urban stakeholders to good policy, practice and research. Together as a network we are working towards the EU2020 initiative by the continuous mediation and promotion of smart, sustainable and inclusive European cities.



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EUKN + 2014 Timeline



Secretariat Review

The EUKN prides itself on its continued ability to respond to the urban challenges of Europe's Member States, cities and citizens. 2014 marked a significant year for the EUKN as we set out to further develop supportive activities for our Members as well as to expand on our strategic and advisory presence among European governing bodies. Despite the backdrop of a European Commission and Parliament in transition, as well as the introduction of a new EU budget period (2014-2020), a number of objectives were still achieved. As a network, our Members were the primary target in the modification and improvement of our services. The following is a brief highlight of the major milestones of 2014.

Strategic Synergy

The EUKN maintained its supportive role in the introduction of a European Urban Agenda. Our continued presence at Directors General Responsible for Urban Development and Territorial Cohesion (DG) and Urban Development Group (UDG) meetings throughout 2014 added weight to our ambition to serve as the premier expert on research and knowledge of evidence based urban policy. The EUKN's advisory services bestowed on the Presidencies of the European Council during 2014 (Greece, January-June 2014 and Latvia, January-June 2015) delivered a demonstrative tool towards the implementation of a multi-annual urban agenda.

Sustainable Evolution

2014 was a year of evaluation and redesign. The completion of an external strategic evaluation of EUKN activities, services, and business structure provided the ideal springboard for the re-drafting of an improved and more entrepreneurial approach for the EUKN.

Facing Europe's Urban Challenges

The delivery of urban knowledge via research, publications and the coordination of events was an important display of EUKN expertise. The themes of 2014 included urban poverty, as the Hellenic Presidency endeavoured to emphasise the impact on society of the European economic recovery. Research for the Latvian Presidency was also started. The focus is on territory with the aim to address the challenges of small-

and medium-sized urban areas. This research will carry over into 2015. The active involvement of citizens in bottom-up and top-down initiatives was investigated to great length. The 2014 Annual Conference, "The Civic Economy: Time to get ready", presented a varied and well-informed content to civic economy practitioners, social entrepreneurs, policymakers and researchers from across Europe. The Policy Lab for France scrutinised "Public Participation within the new contracts for urban, social and economic development of deprived urban areas in France". The environment also featured as an investigatory theme in 2014. The Luxembourgish Policy Lab explored the "Certification Systems for Sustainable Urban Neighbourhoods".

Adding Value to the Network

Lastly, the construction of the new EUKN website was put into action. The aims of the new website are to build upon the already rich and comprehensive e-library of urban documents and support our claim as the leading urban knowledge platform. The new design presents a state-of-the-art search engine as well as built in connections to EUKN social media and real-time interaction. Delivery is expected early 2015.



Mart Grisel
EUKN Director



Intergovernmental

1. The European Urban Agenda

The strong alignment that the EUKN has developed with the key proposal stakeholders of the European Urban Agenda was continuously exemplified in 2014. The EUKN's close involvement at DG and UDG meetings helped to lay down secure foundations that will lead to significant strategic support to the needs of European Council Presidencies as well as EUKN Members.

As an initiative of The Netherlands, the EUKN was asked to provide support to the establishment of a European Urban Agenda. In response the EUKN produced a series of discussion documents that were given the floor at various working group meetings with Member States, European institutions and governing bodies at DG and UDG level. As a knowledge exchange platform, the EUKN has positioned itself to disseminate shared principles that will help bring about a concrete European Urban Agenda.

2. UDG and DG Meetings

The EUKN maintained a strong presence at the regular meetings of the Urban Development Group (UDG) and the meetings of the Directors General Responsible for Urban Development and Territorial Cohesion. Our active participation provided a means to support our Members in communicating and developing their urban development issues and goals as well as the opportunity to present up-dates on the latest developments of our research reports for the Presidencies of the Council of the European Union.

Previous and current EUKN research for Presidencies are generally regarded as a stepping stone towards a multi-annual European urban agenda that is being developed by several EU member states. The EUKN research for Cyprus (2012), Ireland (2013), Lithuania (2013), and Greece (2014) on migrant integration, intra-EU mobility, and urban poverty will be incorporated in this agenda, and new policy recommendations will be developed.

+ 2
UDG meetings
+ 2
DG Meetings

+ 5
Discussion
Panels at
European
Conferences



At the UDG meeting on 28th February 2014 EUKN's Director presented the first outline of the EUKN research on urban poverty co-funded by Greece, Belgium and the Netherlands. On 3rd April 2014, Athens, the EUKN presented the first draft of the Urban Poverty. The final version of "The Inclusive City: Approaches to combat urban poverty and social exclusion in Europe" was discussed at the UDG meeting on 4th July 2014 in Rome under the Italian Presidency.

3. Strategic European Presence

The EUKN's is regularly solicited to participate in European conferences. Strategically, the EUKN chooses to participate in meetings that bring value to the EUKN. We highlight four of the eight conferences in which we played an active role.

New urban agenda conference, Barcelona

18th November, the EUKN participated in the XIXth Conference on the EU entitled "The new European Urban Agenda" organised by International Relations Directorate of Barcelona Provincial Council. The aim of this conference was to promote a forum for political debate around key European issues and their impact on local governments as well as to discuss the new European Urban Agenda.

Renaturing Cities Conference, Milan

The "Renaturing Cities" reunites urban researchers, practitioners and policy makers to provide input for EU funded research programmes on the topic of Systemic Urban Governance for Social Cohesion. The conference was organised by DG Research in cooperation with the Municipality of Milan and the Scientific Committee for Milan EXPO 2015, and under the auspices of the Italian Presidency of the Council of the EU. The EUKN took the role of chair on the session regarding "Social Innovation for a Sustainable and Inclusive Urban Development".

Warsaw 3T Conference: Technology, Talent, Tolerance

The 8th and 9th April at the Warsaw 3T Conference. The event was brought together by Professor Danuta Hübner, former European Commissioner for Regional Policy and at that time President of the REGI Committee of the European Parliament. The high-level conference was attended by city leaders, including the mayors of Warsaw and Berlin, the deputy mayor of Bilbao, and regional directors of multinational corporations. The conference showed the connections between the level of social tolerance and inclusivity and the increasing creativity leading to metropolitan success. The EUKN was represented in a panel discussion on "Smart cities strategy: how e-economy and urban infrastructure should form a virtuous circle of metropolitan development".

French-Dutch initiative: "The City of the Future Conference"

The EUKN fulfilled its knowledge broker role as two members renewed their bilateral cooperation. The 2-day conference focussed on key urban issues including: citizen participation; green economy; social cohesion; the creative city; metropolisation and governance. The EUKN research team offered research analysis across each of the key themes and the EUKN Director chaired two workshops on Governance in both French and Dutch.

+ 3
Chairing of
European
Workshops





I. Assembly Members & National Focal Points Meetings

An important responsibility of the EUKN Secretariat is the organisation and facilitation of face-to-face meetings with our members (Assembly Meetings) and knowledge partners (National Focal Point Days). These meetings demonstrate the open and transparent working ethos of the Secretariat. For our members, they provide the opportunity for group discussions and to present up-dates on home urban issues and developments. Meetings for National Focal Point representatives provide the platform for discussion points and to raise suggestions regarding how best to support urban challenges. Assembly Meetings offer EUKN members the opportunity to monitor first-hand the EUKN's strategic positioning as well as advancements.

Held frequently, these meetings provide occasion to strengthen the interaction between EUKN members, NFPs and the Secretariat and to discuss the EUKN strategy for the years to come.



4. European and Global Partnerships

In 2014, strategic partnerships between the EUKN and other key European urban programmes and networks, in particular URBACT, EUROCITIES the Joint Programme Initiative (JPI) Urban Europe, were strengthened. A multi-annual strategic cooperation with the new ESPON was explored. This was in line with the proposal of the UDG working group, (co) chaired by France and the Netherlands, to explore further synergies between European programmes and EUKN. As part of EUKN activities, regular meetings were held between the Directors of the European Programmes (URBACT, ESPON, INTERREG) and the EUKN EGTC.

At the interface between the European and the global level the EUKN is involved in the preparation of UN-HABITAT's "New Urban Agenda" as a member of the Advisory Board for the State of the European Cities report and as a partner for the Habitat III Strategy. The EUKN will represent its members in the European report and the preparation of the Habitat III New Urban Agenda.



Urban Nexus and SEiSMiC

The final meeting of the FP7 project "Urban Nexus" took place in June 2014. The project was coordinated by Platform31 with (paid) involvement of EUKN staff. The project One of the key elements of Urban-Nexus was to create an interactive dialogue with all stakeholders in sustainable urban development. As a result, techniques for approaching and setting up formats for networking were applied to the EUKN Annual Conference on Civic Economy. The work of Urban Nexus will be continued as part of the SEiSMiC programme providing input for the JPI Urban Europe programme. The EUKN provides strategic support to the SEiSMiC programme as member of its Advisory Board.



IMEA

IMEA was an organisation formed by partners of the EUKN in 2012. This INTERREG IVC project focuses on energy efficiency in the built environment and showcases good practices. From the start of the project, EUKN has closely partnered with IMEA. The results of the IMEA project will be shared through the website of EUKN after the completion of the IMEA project (December 2014). The active community will be directly connected with the EUKN and can use the eLibrary and other communication channels of the EUKN to maximise impact of the results of IMEA.

Assembly Meetings

There were a total of three Assembly Meetings in 2014.

- Paris, 3rd and 4th February
- Budapest, 23rd and 24th June
- The Hague, 5th December

National Focal Point Days

There were a total of 3 National Focal Point Days in 2014:

- Budapest, 24th June
- Amsterdam 19th October
- The Hague, 4th December

In 2014, we extended a warm welcome to new NFPs Krisztina Magócs (Hungary), Alex Simonis and Robert Wealer (Luxembourg). We also bid a fond farewell to Gergő Szankó (Hungary) and Tom Becker (Luxembourg) who had contributed an important supporting role to the EUKN.

Key priorities

The key priorities of the year included:

- 2014 Work Plan
- Re-design and development of a new EUKN website
- Progress of the European Urban Agenda
- Triennial EUKN strategic evaluation
- 2014 Annual Conference

Key themes

Key themes discussed on the agenda included:

- Internal communication
- Strategic building with other EU bodies and networks
- Policy Lab feedback and analysis
- Strategic analysis on EUKN advancement and EUKN support to EU Presidencies.

+ 3
EUKN
Assembly
Meetings

+ 3
EUKN
NFP
Meetings



2. Website Renovation

In 2013, the decision was taken to renovate the EUKN website and 2014 put this task to work. The main goal was to achieve a stronger interactive online presence that would promote the EUKN as the prime source for European urban knowledge. The percentage of returning visitors over the years has been relatively low in comparison to the percentage of new visitors. The renewed website would aim to offer visitors attractive content and functionalities (For example, more-like-this) so

that the visitors will be more willing to return to the website. The new website would also offer members a personalised added value such as access to urban policy and research analysis, policy labs and webinars.

The launch of the website was planned for the end of 2014. However, after some design setbacks and other construction delays, the new website will be launched early 2015.

New editions to the website:

- A more innovative, user-friendly and interactive website
- Two document templates: a public part available to all EUKN website visitors, and a Members only part with a more detailed analytical observation of the most recent to date urban documents searched.
- Sophisticated search engine that offers visitors a better EUKN website experience. In turn this will encourage users to return and use the facilities as a reliable source of information. The new search engine will also enable the use of services to EUKN partner networks. A more state-of-the-art search engine will also reduce migration costs. Key features designed:
- More-like-this: visitors will be presented with a listing of similar pages automatically provided by the search engine.
- Auto categorisation: The new website will operate with a taxonomy based on a predefined search query or 'fingerprint'. The search engine will return all relevant documents that match this fingerprint.
- External website: The index of the search engine will be enriched with information of external sites, among others URBACT. A web-crawler will sift through these sites and index all relevant pages. Visitors to the EUKN site will be presented the option to expand the search result to include these external sites.
- Members of the EUKN community (LinkedIn, Twitter) will be able to get contact details of relevant projects and authors as well as interact on the EUKN website in online discussions.

+ 7,211
EUKN
Activity
Hours

+ 4.75
FTE
EUKN
Secretariat
Staff

+ 1,072
Hours on
Urban
Agenda &
Presidency
Research

+ 1,120
Hours on
online
activities

3. Operational Management

2014 was the result of a number of personnel changes for the Secretariat team. Programme Managers, Fleur Boulogne and her six-month temporal replacement, Asima Jansveld, departed in June. Brigid McAleer joined the team in May to take over the role of Communications Manager. In September we welcomed 4 new members into the team: Cristiana Grosaru, PA and Project Co-ordinator, and three interns Jeroen de Wilde, assisting in acquisition projects; Sarah Essbai and Carlo Capra, assisting in communications and research. At the end of 2014, the Secretariat team counted a total of eight.



The Secretariat Team

1. Mart Grisel, Director of the EUKN EGTC
2. Christiaan Norde, Programme and Capitalisation Officer (Part-time)
3. Brigid McAleer, Communications Manager
4. Alfons Fermin, Research Manager (Part-time)
5. Cristiana Grosaru, PA and Project Co-ordinator
6. Jeroen de Wilde, Assistant in Acquisition Projects (Part-time Intern)
7. Sarah Essbai, Assistant in Communications and Research (Full-time Intern)
8. Carlo Capra, Assistant in Communications and Research (Part-time Intern)



EUKN



Society

EU Presidency Research – Greece

At the start of 2014, the EUKN started work on its commission to research the socio-economic and spatial dimensions of urban poverty. The research was carried out in cooperation with the Greek Presidency of the Council of the EU and the DGs responsible for urban development and territorial cohesion, and co-funded by Belgium and the Netherlands. It was equally part of the European Urban Agenda prepared by EU Member States and the European Commission.

The EUKN research delivered a policy brief of successful strategies to combat urban poverty and social exclusion, and to promote an inclusive city. The policy recommendations were also to cover spatial and urban aspects of inclusiveness, taking into account a multi-level governance perspective.

As poverty reduction is one of the targets in the Europe 2020 Strategy, the research included case studies demonstrating successful measures for combating poverty and promoting inclusiveness in an urban setting. In the Netherlands the EUKN report was discussed in Parliament and contributed to greater political attention for the need for an integrated approach to combat urban poverty within the context of the Dutch national urban agenda.



EUKN

+

Territory

EU Presidency Research – Latvia

The continuation of EUKN support for EU Presidencies was confirmed in November 2014, as the EUKN set to work on a synthesis report for the Latvian Presidency for the period January-July 2015. This report aims to address the economic contribution and development of small- and medium-sized urban areas. In June 2014 the EUKN already participated in a workshop in Riga to discuss the research outline with the Latvian Presidency, Member States, and Latvian research partners from the Social, Economic and Humanities Research Institute (HESPI) of Vidzeme University of Applied Sciences (Latvia). The final report will be presented at the UDG and DG Meetings under the Latvian Presidency during the first half of 2015. As agreed at the June Assembly Meeting in Budapest, all EUKN members have been involved in the report.

+ 2
EU
Presidency
Researches

+ 640
Hours on
EU
Presidency
Researches

Presidency of the Council of the European Union

The EUKN EGTC has been involved with providing research support to the Presidencies and their urban agenda priorities. Since Cyprus in 2012, the EUKN has provided research to counter societal challenges and strategic support to aid the implementation of a multi-annual European Urban Agenda. 2014 was no exception to this trend. The Hellenic Presidency received the EUKN report on urban poverty: “The Inclusive City”. The Latvian Presidency to start in January-June 2015 also commissioned the EUKN in November 2014, to produce a report on Small- and Medium-Sized Urban Areas.

EUKN

+

Citizenship

Annual Conference

The Civic Economy: Time to get ready

The European Urban Knowledge Network Annual Conference “The Civic Economy: time to get ready” took place on 20th and 21st October 2014. Chaired and moderated by the EUKN, the conference brought together civic economy practitioners, social entrepreneurs, policymakers and researchers from across Europe. In collaboration with the Municipality of Amsterdam, and event hosts, Pakhuis de Zwijger, the theme of the conference, the civic economy, acknowledged the impact of this expanding movement and opened the dialogue to create a better understanding in terms of concept but also practice. While social economy enterprises represent 10% of all European businesses, there was agreement among participants that further knowledge and data is needed to stimulate policymakers and guide applicable policy.

The conference opening by Jeroen van Berkel, Member of the Executive Committee of Amsterdam-West of the host city Amsterdam, put forward the numerous questions faced by local government: how to promote a new level playing field and more inclusive civic initiatives, how to accelerate promising initiatives, what new roles of local government are appropriate in what circumstances? Should government design new regulations, facilitate, or partner with citizens’ initiatives or stand aloof? Jeroen van Berkel had experienced that at the start active support requires more effort by the municipality – to adapt rules, to remove obstacles and to give advice – but that it will take less work in due course. Partnership with civic initiatives and co-creation also implies a relaxing attitude, to let others take the initiative.

Amsterdam is witnessing the emergence of countless civic initiatives. These initiatives often do not fit within the old structures and rules. For example, economic departments of municipalities tend to categorise these initiatives ‘social’, while the social departments categorise them as economic initiatives resulting in the municipality taking no action. Furthermore, it is still unclear how the civic economy will evolve in the (near) future. The EUKN Conference provided various recommendations for policy makers. A viable government strategy is to invest in the understanding of what already exists, engaging

and facilitating if needed, experiment and learn from other governments, and to assess the impact of the initiatives supported. However, there is not always an active role for government. Sharing unused goods, such as electric drills, is not an issue for governments. Sometimes, further distance between civic enterprises and local government is created as internal departments fail to address civic needs with a more integrated approach. From this perspective a more holistic approach is needed, whereby departments work together across the board as well as partnering up with local enterprises. In this way local government can also help, by coordinating and possibly combining small initiatives typically made up of volunteers, so that the ultimate impact on the economy is greater. Vision development by the government is required to make a reasoned choice between whether or not to support certain initiatives.

The conference intended to provide some first answers to these kinds of questions. In this context, the main objectives of the conference were to:

- Provide a critical in-depth interpretation of the civic economy and related developments;
- Provide policy makers with a practical perspective and some tools;
- Promote exchange of knowledge and experiences between stakeholders to stimulate new joint initiatives and networks on the civic economy.

The keynote speakers:

- Thomas Doennebrink
- Kathleen Stokes
- Joost Beunderman

Site visits in Amsterdam:

- De Ceuvel
- Lucas Community
- Geef om de Jan Eef
- Oedipus brewery

Mirror cases:

- Holzmarkt, Berlin
- Kirklees Council, UK
- Torekes, Gent,, Belgium

Workshop themes and speakers:

- Area development. Holzmarkt, Berlin
- Sharing services and network. AirBnB, Tanja de Coster
- Cooperatives and citizen initiatives. Nesta, Meera Chadha
- Alternative currencies. Bristol Pound, Stephen Clarke and Ciaran Mundy
- European involvement. SEiSMiC, Paul Erian

The conference showed that urban local governments are faced with an increased demand for public services yet at the same time are managing reduced budgets from central government. Civil society initiatives sometimes try to fill up such gaps. The key question is of course how to respond to the new civic economy initiatives.

First steps would point to the acknowledgement that a civic movement is taking place that is beyond neighbourliness. To aid the development of civic economy initiatives local government needs to know exactly what and who is at play. Locating the community organisation or civic entrepreneur and making a point of contact is a necessity. Open dialogue between citizen and government is a crucial part of this relationship.

Where from here?

As a European knowledge network with contacts all over Europe and on a European level, the EUKN demonstrated the appropriate tools and network to promote wider understanding and knowledge exchange. The immediate success of the conference was seen as an important foundation for the EUKN to build upon. A network of European stakeholders was established to enable further activities of exchange of knowledge and experience. The first building block established collaboration with the keynote speakers to publish a EUKN report based on the findings of the conference. Further initiatives were also agreed for the EUKN to act as an Ambassador for the Amsterdam Sharing City project, and on a European level to promote a wider understanding of the civic economy among governments, funding organisations and citizens. Ministerial representatives from all Member States affiliated to the EUKN were in full attendance and will continue to play a leading role in the political discussions and policy recommendations.





French Policy Lab

Public Participation within the new contracts for urban, social and economic development of deprived urban areas in France

Paris, 1st December 2014, held the presentation of the French 2014 EUKN Policy Lab. The topic under investigation was: 'Public Participation in deprived urban neighbourhoods'. The seminar was attended by French policymakers, researchers and practitioners, who had the opportunity to interact with international experts on public participation from the France, Belgium, the Netherlands, Spain as well as from the Council of Europe.

The Policy Lab took place during the period of design and implementation of the "contrats de ville" and the "conseils citoyens" which are the most important elements brought by the "Loi de programmation pour la ville et la cohésion urbaine". This Policy Lab provided significant contribution to the understanding of the roles in the preliminary context of the new law's implementation. The EUKN played a contributory role by leading the workshop on urban renewal and participation as well as closing the conference with conclusions and follow-ups.

The thematic workshops organised during the event offered the opportunity to delve more deeply into the local approaches taken, along four lines: social development and mediation; participation in economic fields, urban renewal and participation; and culture as a driver for participation. During the plenary sessions, sociological, political and historical theory put the field experiences in valuable perspective.

+ 125
Policy Lab
Participants

+ 16
Policy Lab
Key Speakers



Luxembourg Policy Lab

Certification Systems for Sustainable Urban Neighbourhoods

On 30th June 2014, the EUKN and the CIPU (Cellule nationale d'Information pour la Politique Urbaine) organised the second edition of the EUKN Policy Lab in Luxembourg. The central theme of this Policy Lab was "Certification Systems for Sustainable Urban Neighbourhoods". Attendants received an overview of some of the most common certification systems such as HQE Aménagement, LEED-ND, BREEAM or DGNB as tools to evaluate and maintain high quality standards in urban development. The potential and limits to the use of some of these systems were explored in more detail and Luxembourgish initiatives, policies and networks supporting the development of sustainable urban quarters.

EUKN Policy lab

The introduction of the 'Policy Lab' in 2013 became a standard service to assure the individual knowledge needs of EUKN Member States and their NFPs. This tailor-made approach specifically aligns the EUKN more closely to the policy priorities of EUKN member states. Considerable preparatory and organisational work is undertaken by the Secretariat including scoping papers, factsheets and the coordination of experts.

The topic of each individual Policy Lab is chosen by the member state and its NFP. The costs of the Policy Labs are covered by the overall EUKN budget: each member is entitled to organise one Policy Lab per year. Per Policy Lab, a budget of €5,000 is available to cover external expertise and other (directly) related costs. A Policy Lab can have various formats such as an expert meeting, a training day, a master class, a round table discussion with national experts, among others. The decision of which approach to take is solely that of each individual EUKN Member State. It is the objective that each Policy Lab leads (as much as possible) to tangible solutions or building blocks to be incorporated in policy approaches.

The main findings and background studies produced for each Policy Lab is published in the eLibrary on a specially dedicated Policy Lab page (per country) and shared among other EUKN partners.



Communications

1. Newsletter and internal communications

The EUKN newsletter continued its monthly publication throughout 2014. The newsletter was used as a key source to promote and disseminate urban knowledge, European policy news and activities. The content featured trending urban issues in the form of an interview with an expert, research paper summary, policy report, network activities, 'practice of the month', EUKN news as well as up-and-coming urban conferences and meetings. The newsletter also featured a 'document of the month' to promote the extensive collection of documents available in the eLibrary. The newsletter in 2014 was sent to approximately 3000 subscribers worldwide.

In September 2014, the first of a monthly internal communications bulletin was sent to all Assembly Members and National Focal Points. This bulletin served the purpose to inform Members and NFPs about the monthly progress of the Secretariat, announce important dates and to provide a statistical breakdown of website and social media traffic.

In September a publication date for the first Tuesday of every month was established to release the EUKN newsletter and internal communications bulletin.

2. Website

Throughout 2014 the maintenance of the website was kept up-to-date. This included weekly up-dates in news and events as well as regular submissions to the eLibrary with policy documents or research reports. Social sharing plugins was also included on the website, as well as URL links, images, multimedia and downloadable documents. Although, the website continues to attract new visitors and the number of sessions has increased in comparison to 2013, there is still a need to improve these figures. The arrival of the new website in 2015 will strengthen the EUKN online presence.

Over the course of 2014 there was an overall growth in the number of page views observed. Taking into account the number of sessions remaining constant throughout the year, a conclusion could be drawn that there was also an improvement in the number of pages visited during each session.

+ 54,784
Sessions on
Eukn.eu

+ 75.8%
New
visitors

+ 24.2%
Returning
visitors

An increase in the number of returning visitors was also recorded, meaning the establishment of eukn.eu as a reliable source of information .

Finally, visitors tended to spend more time on the EUKN website towards the end of the year. Time spent on eukn.eu by the average visitor had almost doubled over the course of 2014.



- Average stay on the website **01:52 min**
- Number of pages visited **2.07 pages**
- Top 10 countries visiting the website UK, NL, USA, GER, BEL, FR, ES, IT, HU, CAN



Top 5 consulted documents in the EUKN e-Library

1. Immigration, Diversity and Social Cohesion - Dr. Neli Demireva - The Migration Observatory at the University of Oxford.
2. The Inclusive City: Approaches to combat urban poverty and social exclusion in Europe - EUKN
3. Smartmentality: The Smart City as a Disciplinary Strategy - Alberto Vanolo - Turin University Interviews
4. Manchester / Liverpool II. I - Studies Part I: Ein Initiativprojekt der Kulturstiftung des Bundes
5. Leipzig Charter on Sustainable European Cities

3. Social Media

Mid 2014 saw a concerted push to promote the EUKN more visibly online via the channels of social media. As a result, tweets were published daily, and Facebook, Google+ and LinkedIn had weekly posts and regular monitoring.

Twitter was the latest EUKN social media channel to be opened in 2014. Tweets were sent on a daily basis to communicate the latest EUKN and member information, activity updates as well as general European and Member State urban news. Since its launch in June 2014, @EUKN_EGTC attracted an average of 35 followers each month. Over this 6 month period, the EUKN Twitter network became composed largely of urban practitioners, organisations and associates with an estimated breakdown of Regional and Urban international networks (approx 12%), Academics and researchers (10%), Policy Makers (7%) and EU projects (5%).



207 followers

Most popular tweet 2014 with **990** views:

“Most Europeans live in #SmallMediumUrbanAreas What drives their development? Check this @ESPON_Programme TOWN paper ow.ly/Ew4CM”



3,454 group members

Our biggest growing social media channel over 2014 was LinkedIn. This interactive discussion group continues to attract a global community of students, practitioners and interested professionals.



808 Fans

The EUKN Facebook page continues to grow attracting an audience typically of students and young professionals.

Yearly growth of Facebook page likes is above 60%.

EUKN



2015

Looking forward, the EUKN has a number of key actions for 2015.

More Active and more Visible

The EUKN aims to continue to build a strong political influence and to develop the urban knowledge skills and services for EUKN members and partners.



How?

- To establish the EUKN as an active and outgoing partner in projects on urban issues in Europe. This more alert role will produce more prominent visibility at the relevant urban platforms.
- To analyse relevant knowledge for members and to actively take a key position in research for presidencies and participate in European funded projects.

Added Value for Members

The EUKN will concentrate efforts to provide added value for members.



How?

- To form partnerships in European funded projects in order to give cities and regions in EUKN member states access to European funding and European knowledge on the most relevant urban topics.
- To design a multi-annual financial framework to equip the EUKN in more commercially oriented activities.

By implementing these actions we aim to expand our network and continue to generate and be a part of measurable European urban development.

