GIVING POWER TO YOUR CITY

THE POWER FOLLOWER CITY CONFERENCE

Palazzo del Consiglio dei Dodici
12th of April, 2019
PISA

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N. 687809
POWER (Political and sOcial awareness on Water EnviRonmental challenges) is an EU-fi-
nanced project within the Horizon 2020 programme. One of the aims of the project is to 
strengthen the governance of the en-
vironment by sharing knowledge and ex-
perience regarding climate change issues 
between citizens, public bodies and local 
authorities, both within Europe and the rest 
of the world.

POWER provides an innovative approach, 
which will prove essential to citizen en-
gagement at a municipal level. It will re-
sult not only in a more transparent and 
open form of local policy initiation and 
implementation but also lead to signif-
ificant developments in inter-municipal 
knowledge exchange.

Furthermore, it constitutes a more coher-
ent structure to the need for supranational 
policies to be better implemented at a city 
and district level, enhanced policy con-
tinuity and completion and the opportunity 
to further explore the possibilities of Sci-
ence-Diplomacy.

To this end, the POWER project has estab-
lished a ‘Digital Social Platform (DSP)’ with 
the aim of enhancing and improving the 
governance of water networks. This innova-
tive DSP approach wants to encourage the 
sharing of knowledge and experiences on 
water issues (scarcity, safety, quality, con-
sumption) between citizens, public bodies 
and companies in different areas of the Eu-
ropean Union and worldwide, thus creating 
an important tool to support the European 
policy of managing water resources.

A DSP is a computer-based technolo-
gy which facilitates exchanges between 
multiple groups creating a networking 
community. By being both easy to use 
and accessible, it fosters collaboration 
and the creation and sharing of experi-
ences, information and ideas, the collect-
ing of data from users and the promo-
tion of activities. The purpose of a DSP 
is therefore, in a word, communication.

The evolution of the platform is driven 
mainly by the users, and aims to involve a 
large part of the population, and to share 
knowledge and information regarding 
water at social, technological, environ-
mental and political levels.

DSPs are only justifiable if they truly serve 
a greater purpose. The mere existence of 
a DSP achieves nothing. But the use of an 
effective DSP within a coherent socio-politi-
cal approach to a specific issue can be key 
to addressing the challenges which society 
faces at present. Therefore, it is essential 
that the practices of the four key demon-
stration cities (Milton Keynes, Leicester, 
Sabadell and Jerusalem) are observed by, 
disseminated to and ultimately replicated 
in a number of follower cities who have ex-
pressed their interest in the activities of the 
POWER consortium.

This conference welcomes the POWER 
Follower Cities and other interested munic-
ipalities with the desire that the event will 
prove to be an important step in the prog-
ress of the POWER initiative but above all 
will provide the invited municipalities with 
a series of solutions to the engagement of 
of their citizens in global environmental issues 
that will affect the future well-being of their 
communities.
PROGRAMME

09.30/10.00  Registration and coffee

10.00/10.15  Welcome
Michele Conti, The Mayor of Pisa

10.15/11.00  THE ROLE OF POWER IN CITIES

11.00/11.30  Coffee break

11.30/12.15  THE COUNCIL OF CITIZEN ENGAGEMENT IN SUSTAINABLE URBAN STRATEGIES

12.15/13.00  Introduction to the
POWER FOLLOWER CITY NETWORK

13.00/14.00  Lunch

14.00/14.45  THE EXPERIENCE OF THE POWER KEY DEMONSTRATION CITIES

14.45/15.45  THE OBJECTIVES OF THE POWER FOLLOWER CITIES
Open discussion presided by Klaus M. Nutzenberger, Director of the German Federation of Towns and Cities

15.45/16.00  Coffee break

16.00/16.30  THE FORMAL DECLARATION OF THE POWER FOLLOWER CITIES
Bernd M. Gawlik of the Joint Research Centre of the European Commission

16.30/17.00  Conclusion
Professor Giuliano Manara of the University of Pisa
Professor Ljiljana Marjanovic-Halburd of the De Montfort University (UK)
Filippo Bedini, Counselor of the Mayor of Pisa

At the end of the conference all the participants are invited to the following activities:

17.15/19.00  Guided walking tour
to the Piazza dei Miracoli with the world-famous Leaning Tower

19.00  Dinner at a typical Tuscan restaurant
Conference participation is free of charge but requires registration. Registration form needs to be filled in at this link: