



**POWER**

A social response  
to global water  
issues.

# 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-financed project within the Horizon 2020 programme. One of the aims of the project is to strengthen the governance of the environment by sharing knowledge and experience 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 engagement at a municipal level. It will result not only in a more transparent and open form of local policy initiation and implementation but also lead to significant developments in inter-municipal knowledge exchange.

Furthermore, it constitutes a more coherent structure to the need for supranational policies to be better implemented at a city and district level, enhanced policy continuity and completion and the opportunity to further explore the possibilities of Science-Diplomacy.

To this end, the POWER project has established 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, consumption) between citizens, public bodies and companies in different areas of the European Union and worldwide, thus creating an important tool to support the European policy of managing water resources.

A DSP is a computer-based technology 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 experiences, information and ideas, the collecting of data from users and the promotion 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, environmental 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-political 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 demonstration cities (Milton Keynes, Leicester, Sabadell and Jerusalem) are observed by, disseminated to and ultimately replicated in a number of follower cities who have expressed their interest in the activities of the POWER consortium.

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



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## 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*



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WITH THE PATRONAGE OF:



Comune di Pisa

Conference participation is free  
of charge but requires registration.  
Registration form needs  
to be filled in at this link:

<https://bit.ly/2TtHC39>



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[www.power-h2020.eu](http://www.power-h2020.eu)