

EU-MALAYSIA CITIES COOPERATION

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Date: 15/09/2021



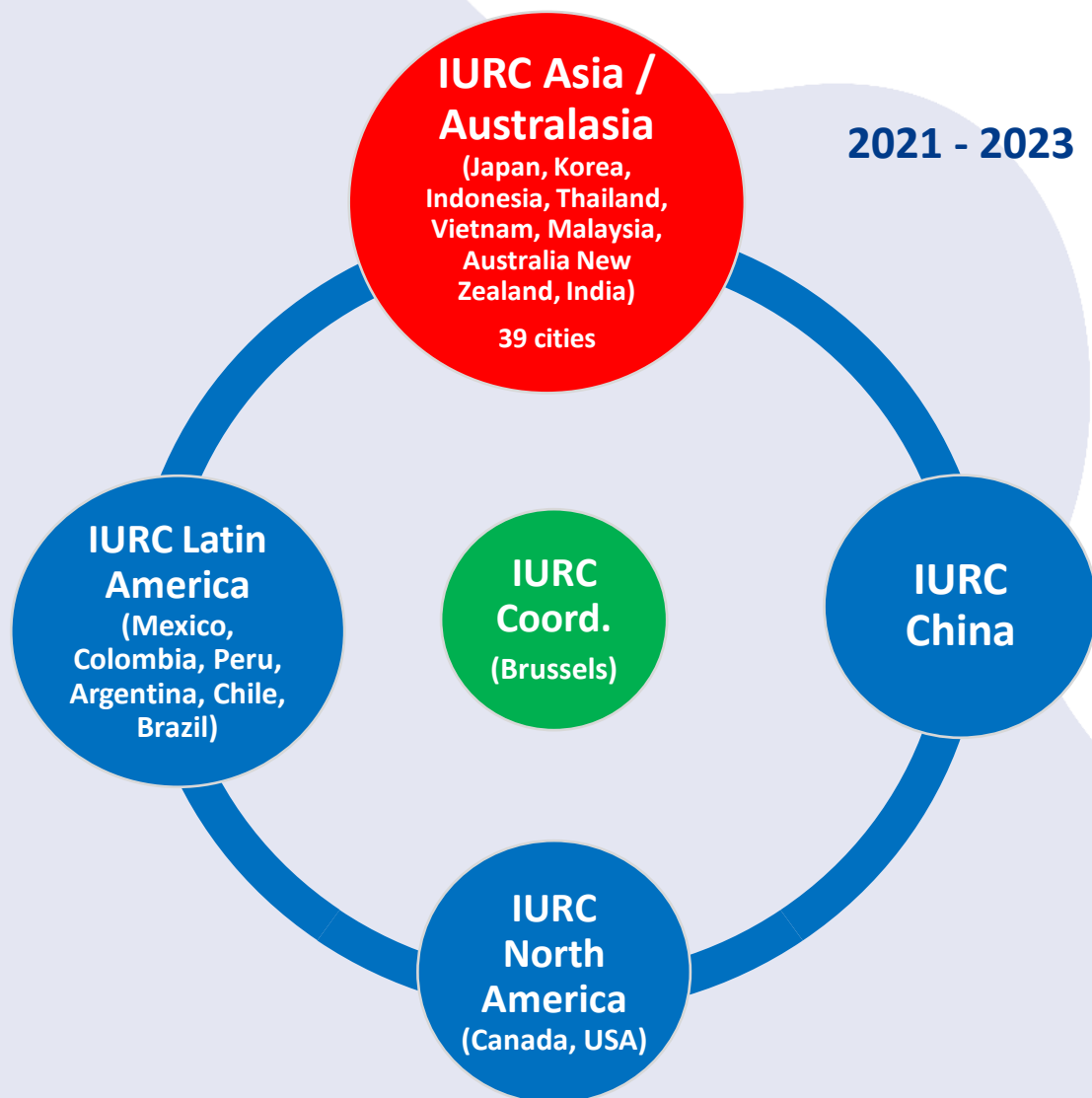
Briefing Contents

- The **objective** of today's kick-off meeting
- **What** is the IURC Programme about?
- **How** does the project facilitate knowledge exchange?
- **What** does the cooperation entail?
- **How** do EU-Malaysia cities add value to each other?
- The **focused thematic clusters/networks**
- **What** are the bilateral/multilateral working mechanisms?

Objective of the Kick-Off Meeting

- To create an **opportunity** for the EU-Malaysian cities to e-meet and to give a **preliminary briefing** of what the IURC programme is all about and what is the **endgame**
- To provide a platform to generate **better understanding** of what the EU-Malaysia **city-to-city cooperation** hopes to achieve
- To give both sides an opportunity to **ask questions to align thoughts** and to **start thinking of the target focused areas of cooperation** by understanding **Malaysian cities' key challenges**
- To **manage expectations** of EU-Malaysian cities – what to expect, how IURC Asia-Australasia facilitates this process
- **Financial contributions and commitments** involved

Key Figures



What?

- A programme of the EU managed by the [FPI](#)
- Support by the EU Delegations, [DG REGIO](#).
- Cities from the EU and non-EU will be involved in pairing / cluster activities.
 - Thematic cluster events / trainings
 - City-to-city / multi-city study visits
 - Networking events in Brussels and the region
 - Thematic & best-practices reports

Why?

- Support EU **city diplomacy** (establish relationships).
- Realise **concrete** pilot projects & UCAPs.

How? Regional team in Thailand (coordination), India and Japan. Helpdesks / coordinators in all nine (9) countries. Cross-country *thematic clusters* experts.

What else?

Support *business* cooperation.

Design, produce and disseminate *audio-visual* content.

IURC Objective: Creating Shared Value



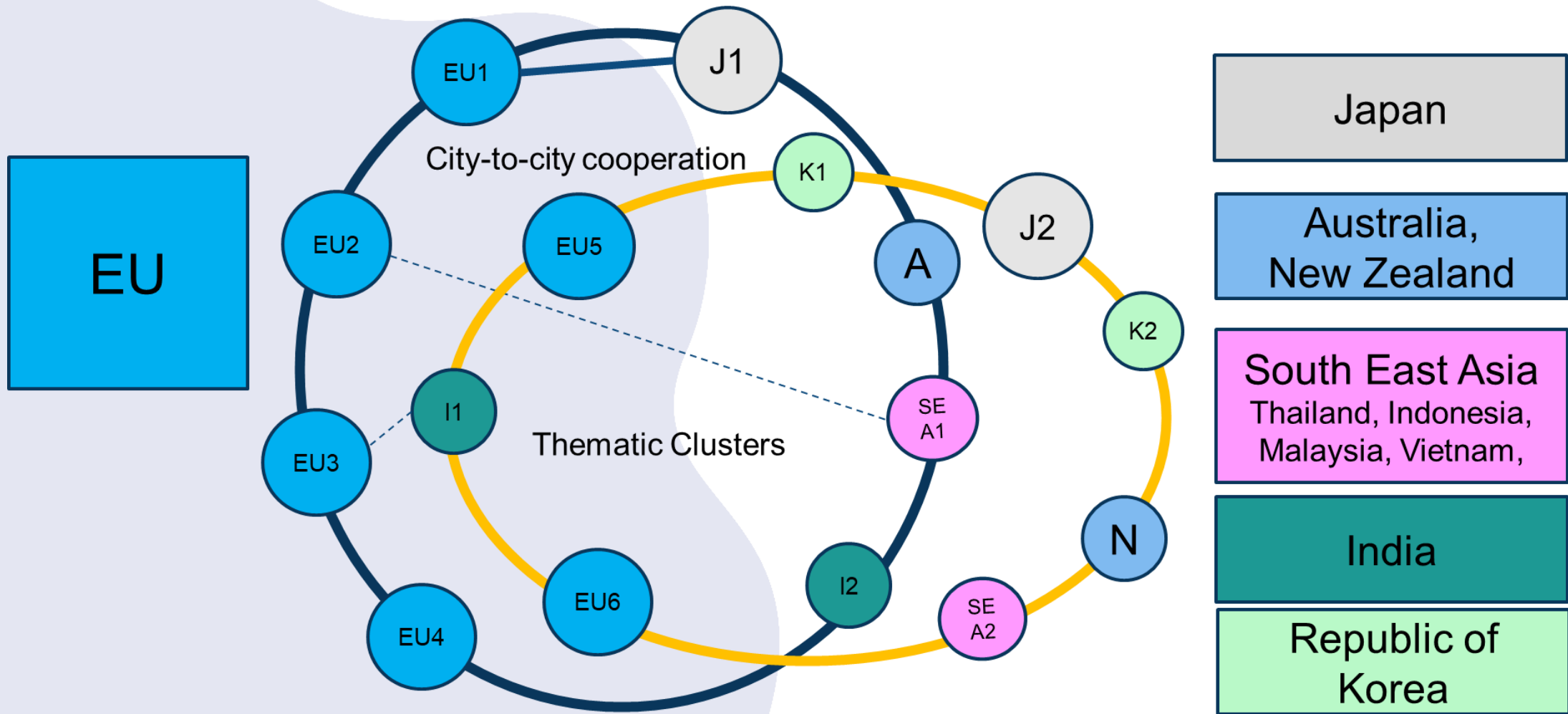
- Building partnerships and strengthening networks during Covid-19
 - Pilot projects, engage in research in solving pressing city problems
- Knowledge exchange (circular economy etc.)
 - Grow city champions to accelerate urban innovation combining EU expertise and Malaysia's local knowledge on the ground
- EU Best Practices
 - Thematic study visits to EU to witness best practices in action
- Malaysia's contribution
 - Thematic study visits to Malaysia: deeper understanding of EU cities in addressing key challenges on the ground
- Global Knowledge Platform
 - EU-Malaysia case studies and U-CAPs as replication models

Project Team

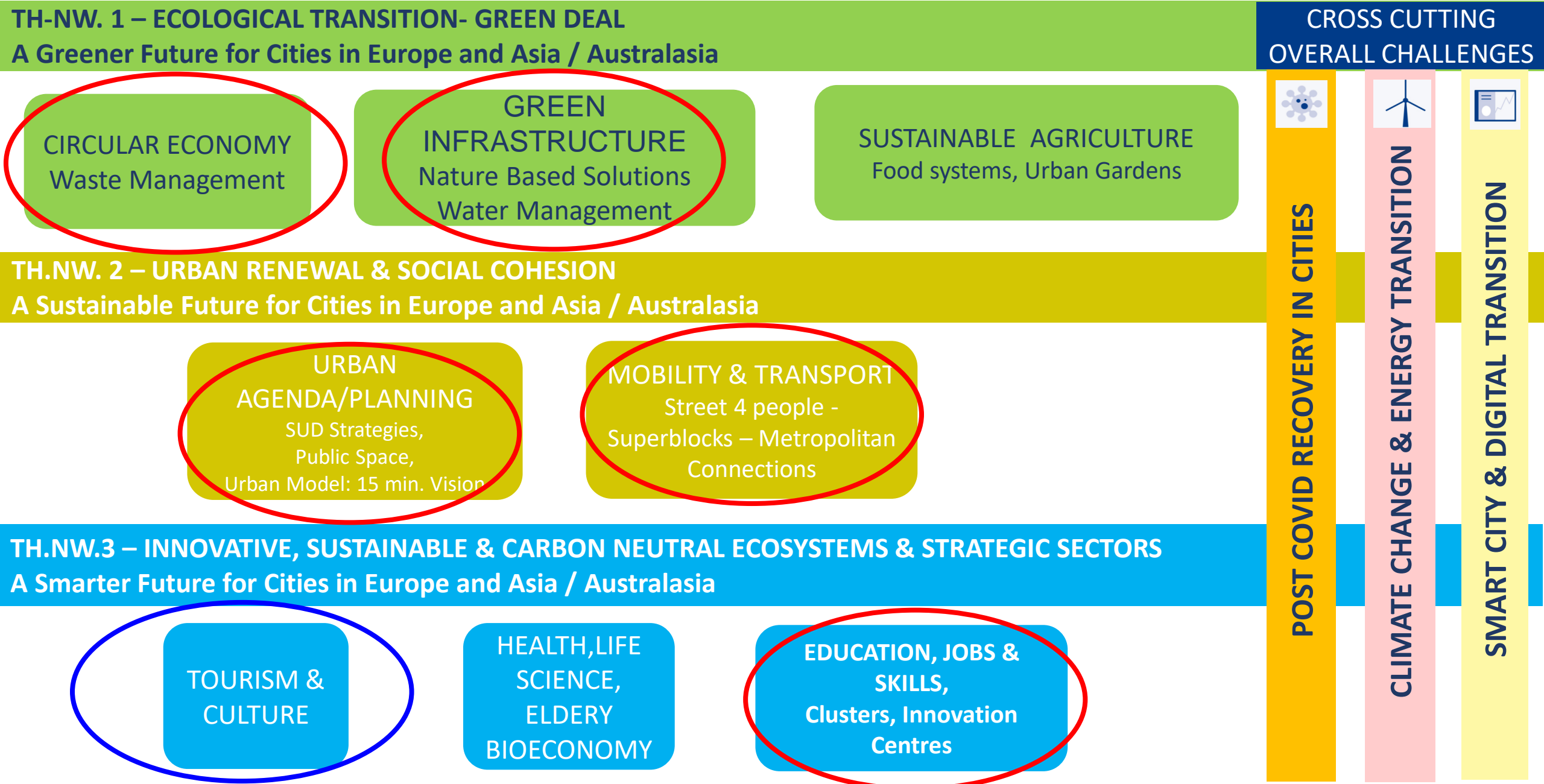


Cross country thematic cluster experts (NKE) with strong EU thematic knowledge

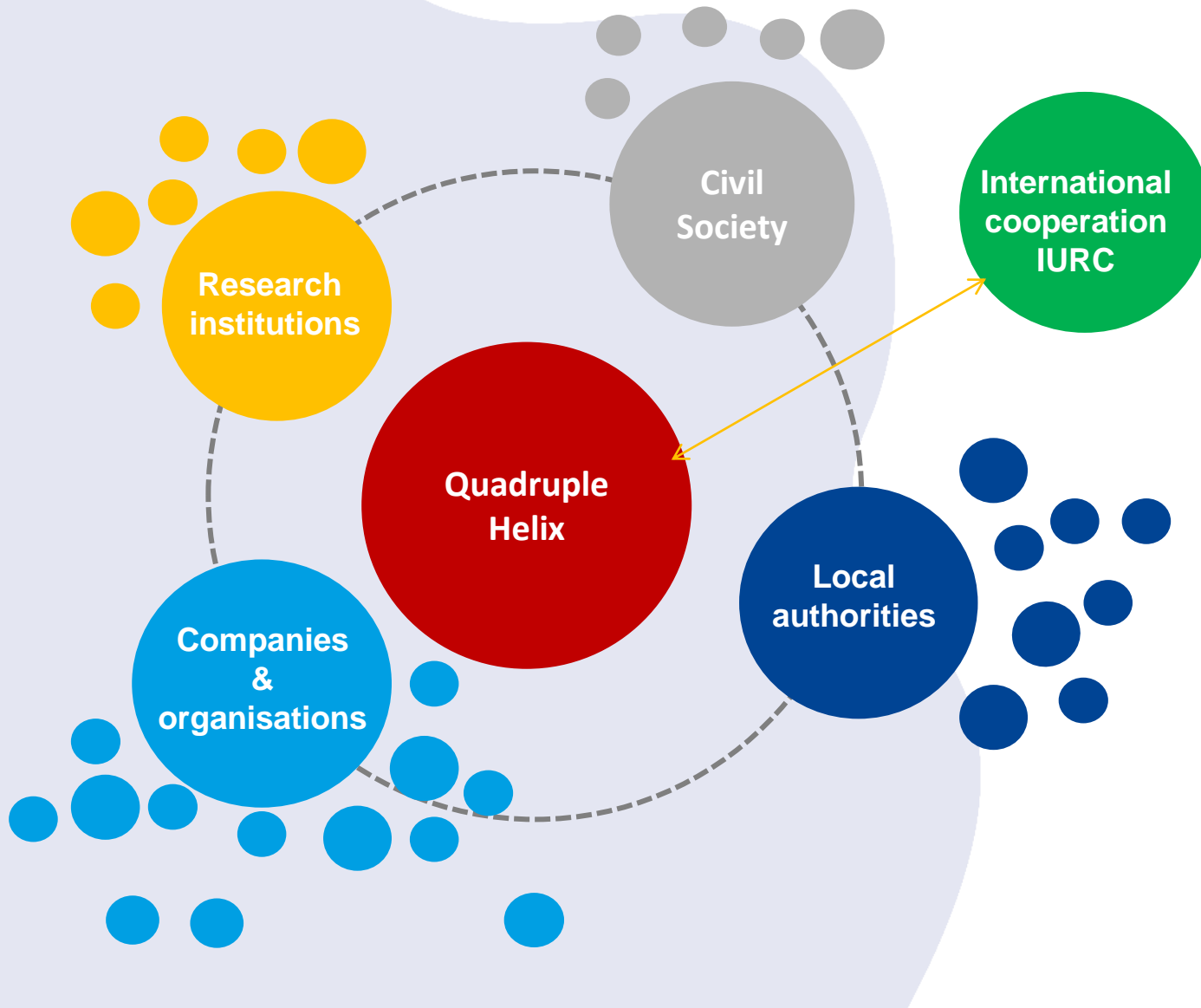
Clusters and Sub-Regions



Global Thematic Concentration for Cooperation

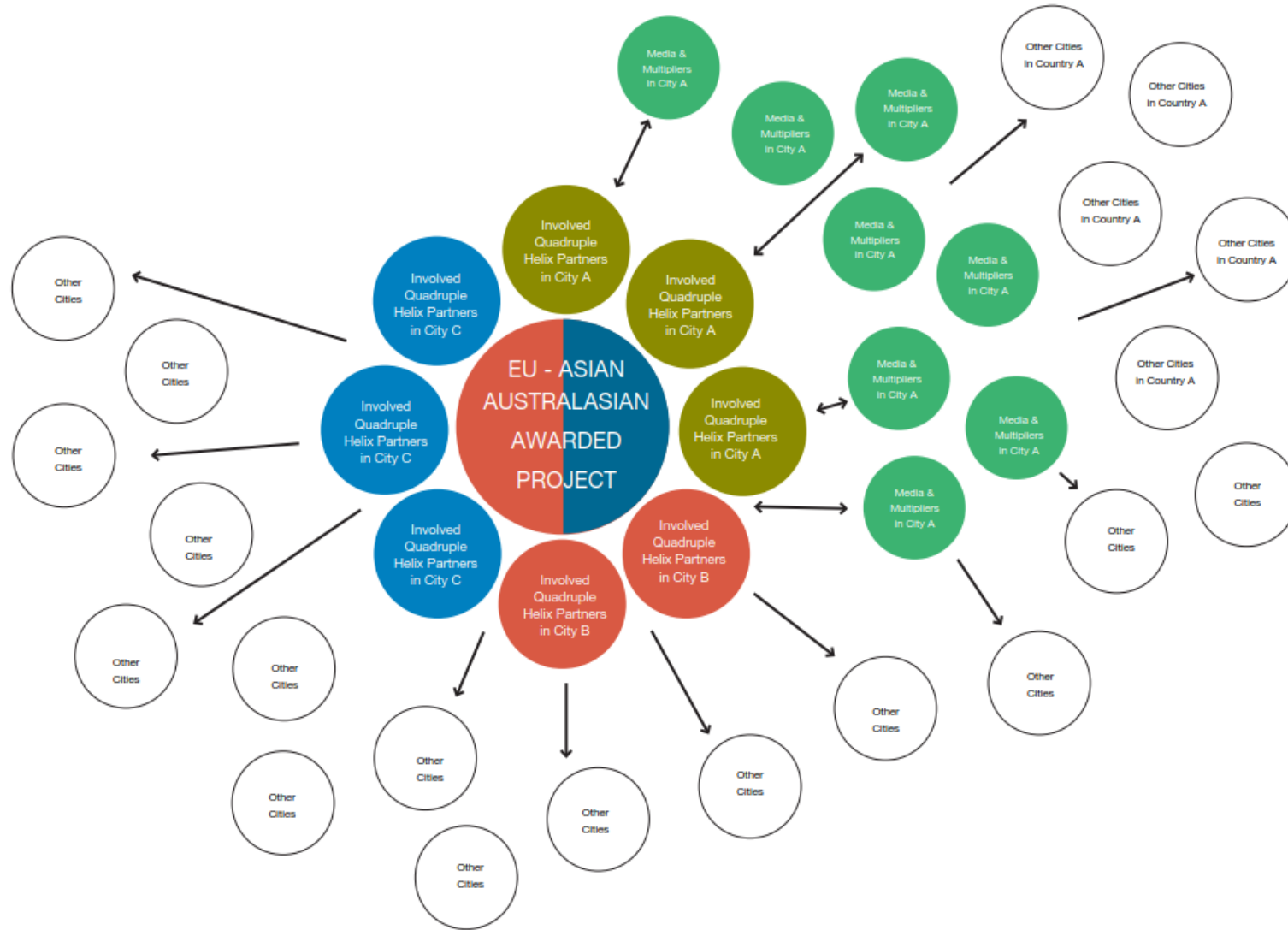


The Quadruple Helix Approach



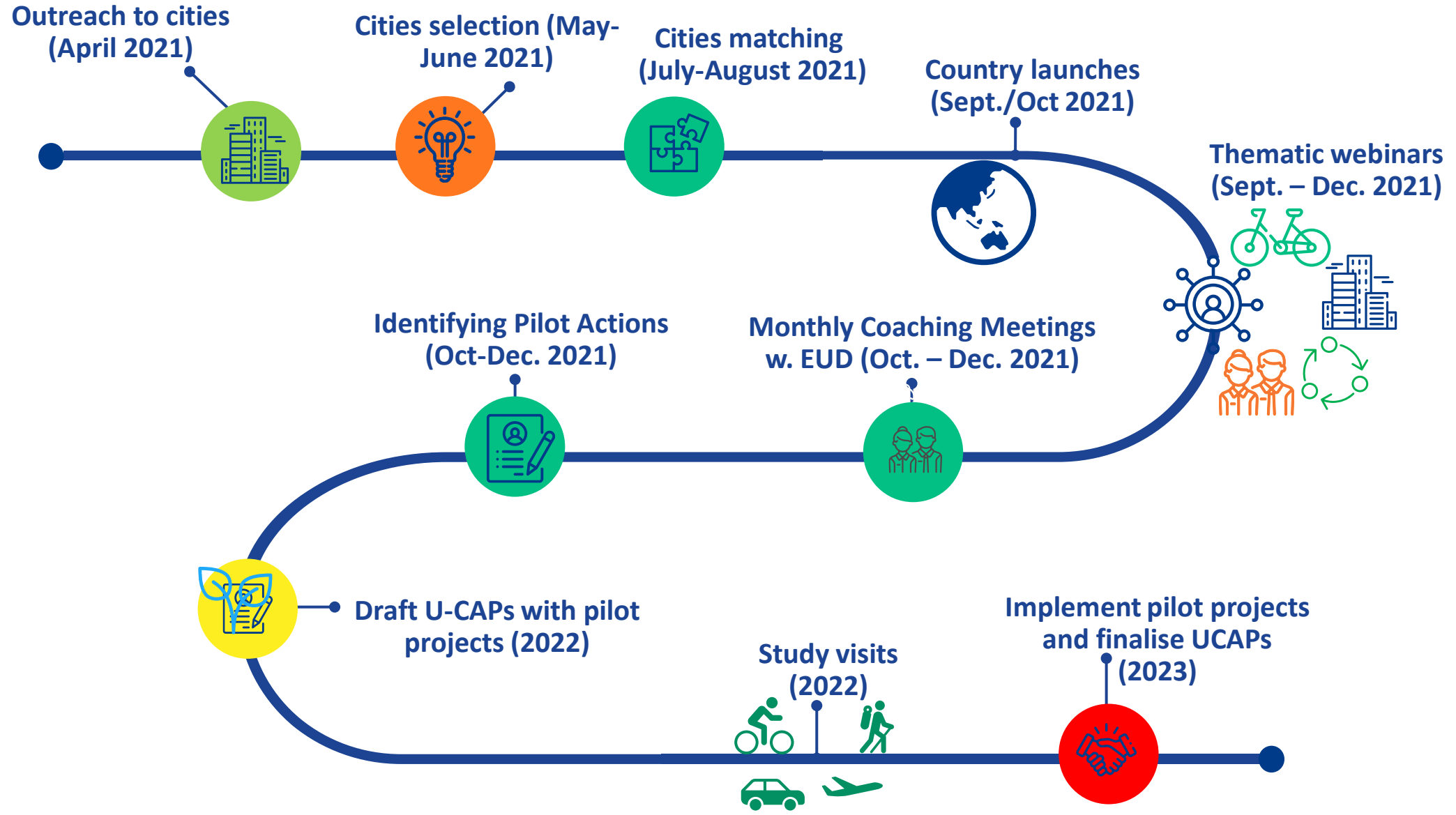
Urban Cooperative Action Plan (UCAP)

- Identify key 4-Helix **stakeholders**
- Effective **matching & coaching**
- Identify **key concrete projects**
- Streamline **communication** (e.g. social media groups)
- **Follow-up** regularly (online)
- Define **decision-making** mechanism
- Develop implementation **roadmap**
- Remain at **project-level** work
- Promote **self-initiatives** by stakeholders



- Based on **IUC** Asia experience
- Promote city engagement for **short term actions** within the city or thematic clusters & **UCAPs**.
- Encourages cities to propose **innovative** and **sustainable** pilot projects in the short term that benefit the sustainable urban development.
- Applications must be submitted by the **EU cities**, since the benefit should be primarily for them.
- Moreover, this will inspire other cities to **replicate** actions, thus creating a regional **community** of practice.
- **Time:** 2022 - 2023

Timeline 2021 - 2023



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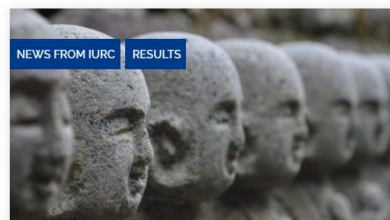


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