



ICMA | conference
UNITE
A DIGITAL EVENT
SEPT 23-26, 2020

EUROPE/AFRICA TRACK (Sept. 23)

International City/County Management Association (ICMA)

[ICMA](#) is the premier association of local government professionals committed to developing and promoting the best practices in governance at the subnational level. ICMA represents more than 13,000 local government professionals committed to enhancing the quality and performance of local government administration worldwide. Since 1914, ICMA has implemented over 500 programs in more than 70 countries, delivering hands-on assistance by tapping into the knowledge and skillset of its members who provide long-term learning, mentorship, and partnership opportunities for their counterparts in local government.

ICMA is recognized for its expertise in cultivating transparent and inclusive local government management, strengthening institutions and the administrative capacity of local government staff, fostering public-private partnerships and local economic development, improving public service delivery, developing efficient public financial management systems and policies, advancing of the role of citizens and civil society in the local governance process, and enhancing inclusive political agency and civic engagement.

The ICMA global network includes 35+ international affiliates on six continents, offices in Slovakia (ICMA Europe) and China (ICMA China Center) and Mexico (ICMA México-Latinoamérica), and an anchor organization in India (the Urban Management Centre).

ICMA Annual Conference

For more than 100 years, ICMA has offered the premier annual conference for local government leaders, managers, staff, and stakeholders. Held in person in cities across the United States and Canada, the conference attracts thousands of registrants, nearly 300 exhibitors, and features more than 100 educational opportunities. Our 2019 conference in Nashville included more than 5,000 attendees from local governments, nonprofit organizations, academia, and the private sector.

UNITE: A Digital Event - An Opportunity for Global Engagement

The coronavirus pandemic has forced many organizations to rethink how they do the important work of sharing best practices for the traditional and emerging challenges faced by local leaders. With abundance of caution, ICMA has made the tough decision of replacing its in-person conference, with UNITE, an online

digital event, September 23-26, 2020. As tough as this decision has been, it also provides a truly unique opportunity to engage local government practitioners from around the world in an online forum.

The coronavirus pandemic has made local governance exponentially more difficult as well as more essential to the people and organizations served by public administrators. Now more than ever the professionals, working in more than 500,000 sub-national local entities around the globe would benefit from knowledge-rich, customized, technical programming, including: (1) responding to and recovering from the pandemic; and (2) the many other social, budgeting, financial, planning, public safety, infrastructure and more issues that municipalities confront. UNITE, provides a platform for local public administration professionals to engage and learn in ways that have been far more difficult and expensive in the past. **To reach out to a large global audience, ICMA has waived its registration fee for all participants outside of North America (\$0 registration fee). Register [here](#).**

[UNITE the World of Local Governments](#)

Because of the expense associated with travel to an in-person conference, most “international” events suffer from limited attendance and participation. A digital event like [UNITE](#) allows us to throw open the door to participants from every corner of the planet. ICMA’s digital event provides the global opportunity for “uniting” local government professionals with educational sessions, peer to peer networking, and technical training from anywhere in the world. **ICMA is organizing three regional tracks customized for Asia, Europe, Africa, and Latin America, and Caribbean regions** that will be offered during times that are convenient for participants from these regions. All education sessions including the ones on these tracks will be open to all event participants.

Europe/Africa Track Sessions

Sessions in this track will take place on September 23 during daytime for participants from Europe and Africa. Sessions in this track are also available on the UNITE website at unite.icma.org/event-agenda.

Facilitator	Speakers	Session Description
1. Featured Speaker and Opening Remarks (5am-6am ET)		
Peter Agh	<ul style="list-style-type: none"> • Greetings from ICMA: • Marc Ott, Executive Director, ICMA • Connie Hedegaard, GREEN GROWTH SOUNDS GOOD - BUT HOW TO GET IT? • ICMA GPM Video 	Featured speaker, Connie Hedegaard is going to discuss how COVID-19 could have killed the climate agenda, but it didn't. On the contrary, green recovery and resilience are the new buzz words for political leaders. But as the world wants to build back better, local action is key to change. But how to change both our growth paradigm, our behaviour, our technologies... and still keep the support of the citizens?
2. Leadership During a Crisis (6.15am-7am ET)		
Peter Agh	<ul style="list-style-type: none"> • Dr. Hennie Labuschagne, Group Strategic Management Support, Johannesburg, South Africa • Michele Bertola, City Manager, Bergamo, Italy • Colin Beheydt, City Manager, Bruges, Belgium • Vitaliy Klitschko, Mayor of Kyiv, Ukraine 	Learn various successful leadership stories during COVID-19 crisis and what programs/initiatives that cities in Belgium, South Africa, Ukraine, and Italy have designed in their response to Covid-19. The speakers from 4 countries and 2 continents will discuss their fresh experience with COVID-19 and everything you wanted to know about leadership (and already knew).

3. Innovative Retirement Benefit Structures: The role of local government leaders in managing financially & fiscally sustainable benefits that enable effective public workforce management (7.15am-8am ET)		
Josh Franzel	<ul style="list-style-type: none"> • Josh Franzel, President/CEO, SLGE, DC, USA • M. Nicolas J. Firzli, Director-General, World Pensions Council, Paris, France • Q&A (15 min.) 	Subnational and national governments around the world, including those in The Netherlands, US, UK, and Australia, have implemented a variety of innovative variable benefit and contribution arrangements in their pension systems, with the goal of providing predictable, fiscally-sustainable, and comprehensive retirement benefits. This session will brief local government leaders on the opportunities and challenges related to these arrangements and outline the roles these structures can fill in the optimal recruitment, retention, and workforce management efforts of subnational governments, globally.
4. Resilient and Inclusive Cities (8.15am-9am ET)		
Shraddha Kharel-Pandey	<ul style="list-style-type: none"> • Ahmed Abu Laban, CM, Ramallah, Palestine • Meghna Malhotra, UMC, India • Q&A (15 min.) 	Engaging Communities is critical to COVID-19 response. In this session participants will learn about creative programs that Ramallah in Palestine and cities in India have developed to be more inclusive and resilient in their response to COVID-19 and successful engagement modalities with local governments.
5. Technology Innovations and Smart Cities Applications for Cities (9.15am-10am ET)		
Berna Oztekin-Gunaydin	<ul style="list-style-type: none"> • Radim Rouče, CM, Český Krumlov, Czech Republic • Ioan Gaf-Deac, Manager for Digital Transformation, Bucharest 4th District City Hall, Romania • Laurie Guthrie, Smart City Project Manager, City of Fredericton, Canada • Q&A (15 min.) 	Learn about the smart city programs supporting decision making for cities in different countries and how technology has been helping cities during Covid-19. Participants will learn about City of Fredericton's (Canada) Civic Innovation Lab, the City of Cesky Krumlov's smart city programs helping the city to handle 1,300,000 tourists coming to the city every year, and City of Bucharest's experience with digital transformation and how COVID-19 accelerated this transformation.
6. Climate Change and Resilience Challenges (10.15am-11am ET)		
Berna Oztekin-Gunaydin	<ul style="list-style-type: none"> • Kevin Limehouse, Chief Innovation Officer, Charleston County, SC, USA • Sean O'Donoghue, Head of Climate Change Adaptation Branch, Durban, South Africa • Jens Peter Hegelund, City Manager, Ringkøbing, Denmark • Q&A (15 min.) 	Learn about Climate Change and Resilience Challenges that local governments face and innovative solutions and action plans they developed as climate adaptation response including energy efficiency programs from US and Denmark, and African challenges with climate change, and Community Ecosystem Based Adaptation in South Africa.