

// Fundamental framework for international efforts

Odense Municipality 2016–2017

Objective

The objective of Odense Municipality's fundamental framework for international efforts is to target the municipality's international activities and partnerships so they support the municipality's activities and ultimately contribute to the city's transformation, including the creation of more businesses and jobs in Odense. The fundamental framework thus sets the direction of the departments' international efforts with respect for their divergent needs and practices in international matters.

Goal

The goal of Odense Municipality's fundamental framework for international efforts is for every one of the organisation's international activities and partnerships to contribute to the achievement of the municipality's overall political goals. All international efforts therefore support one or more of Odense Municipality's political impact goals.

The goals for 2015–2017 are:

- The creation of more businesses and jobs
- An increase in the income of local residents
- More people living in Odense
- Children learn more and are more competent
- More functional elderly and disabled residents
- More healthy, happy residents
- More residents are significant participants in communities
- More residents in education and in work

Principles for international activities

The selection and prioritisation of international efforts and activities must take place in accordance with the five principles:

- **Value**
There must be something in it for us, i.e. the international activity must support one or more of the eight political impact goals.
- **Knowledge**
We seek knowledge that contributes to the execution of the municipality's core activities and duplicates this knowledge in relevant contexts.
- **Cooperation**
We involve other players in Odense, i.e. we actively cooperate with educational institutions, companies or organisations based in Odense.
- **Partnerships**
We aim to work with international efforts and activities through partnerships. These can be entered into ad hoc or continue over time.
- **Better reputation**
We can use international efforts to promote Odense abroad, though always with a focus on the activities contributing to one or more of the political impact goals.

Focus

When we enter the international scene, our focus is on creating value for the people of Odense. This means that international activities are selected and deselected in accordance with the political impact goals.

The chiefs of staff of the five departments ensure that there is focus on international activities in the departments, and that the municipality's international activities are selected and practised in accordance with the fundamental framework for international efforts. Every year, the chiefs of staff discuss the existing international efforts and assess their relevance, value and future prioritisation.

Prioritisation of business partners

Value and knowledge determine the prioritisation of the international efforts and activities in which we participate. In accordance with the political impact goals, they must contribute knowledge that adds value to the municipality's activities. In some contexts, we are the ones who seek outside knowledge. In other contexts, we are the experts from whom others seek knowledge. Whatever the case, we always demand that the focus is on mutual knowledge sharing and learning.

When we enter into international partnerships or participate in international networks, it is essential to continuously evaluate whether they contribute as much or more than our investment in them. We only use resources on activities that make us wiser and better at what we do in the short or longer term. So we always terminate partnerships which are no longer of value to us.

Business partners, partnerships and networks

As a municipality, we enter into international cooperation, partnerships and networks which contribute to and/or provide essential knowledge with regard to our primary activities, professions and development areas while always supporting Odense Municipality's impact goals.

We strive to involve other players in Odense/Funen, thereby helping to strengthen and maintain the knowledge and the relationships in the neighbouring region which are essential to our goal. This means that our commercial focus is sharpened when we enter into international partnerships with businesses, educational institutions and/or organisations.

Odense Municipality has 20 twin towns (see list below). The City Council has decided to maintain this level. We use twin towns to assimilate and develop knowledge when it is relevant to Odense Municipality's core activities and supports the municipality's impact goals. In cases where there is a need for new knowledge, we look to the places in the world with positive experiences in that field. This means that a twin town is only selected if it is of relevance to us, otherwise not.

Odense Municipality is a member of the South Denmark EU Office (SDEO). We draw on the SDEO in projects that focus on EU cooperation, project development or when applying for EU funds. We prioritise and focus largely on cooperation when we work with fund raising of EU funds, for example.

We have an obligation to share our experiences and knowledge regarding international efforts and activities. We do this as a natural part of our everyday work, and in various cooperation contexts, both internally within the organisation and externally in networks and partnerships, for example.

Review

The fundamental framework for international efforts is in force until 2017, when it will be up for review by the Finance Committee.

List of Odense Municipality's twin towns

Brno, Czech Republic

Schwerin, Germany

Petah – Tikva, Israel

Östersund, Sweden

Katowice, Poland

Iksan-City, South Korea

Izmir, Turkey

Shaoxing, China

Upernavik, Greenland

Funabashi, Japan

Norrköping, Sweden

Colombus, Ohio, US

St Albans, England

Tampere, Finland

Klaksvik, The

Kopavogur, Iceland

Kuanas, Lithuania

Trondheim, Norway

Kiev, Ukraine

Groningen, The