



**OECD INTERNATIONAL CONFERENCE ON  
SUSTAINABLE CITIES: LINKING COMPETITIVENESS WITH SOCIAL COHESION**

**October 13-14, 2005  
Hyatt Regency Montréal, 1255, Jeanne-Mance  
Montreal, Canada**

**Background and rationale**

The OECD international conference on "*Sustainable Cities: Linking Competitiveness with Social Cohesion*" will be held in co-operation with the Federal government of Canada, in Montreal, and will be hosted by the Metropolitan Community of Montreal. This high-level event will bring together government leaders, policy makers and practitioners to examine and elaborate on the link between city competitiveness and social cohesion.

The conference will be the third in a series of conferences organised by the OECD to examine the challenges faced by large cities concerned with improving their economic competitiveness while providing the social and environmental conditions that are also necessary in order to retain and attract skills and investment. While the Santa Cruz conference (March 2005) had a clear focus on the economic aspects of city competitiveness (education, innovation, networks and clusters) and the Nagoya conference (June 2005) addresses the physical dimension (attractiveness, infrastructure), the Montreal conference (October 2005) will discuss the social dimension of city competitiveness.

By bringing together international experts, public officials and politicians, the conference will be a key opportunity to further the ongoing work of the OECD Working Party on Territorial Policy in Urban Areas (WPUA) and Territorial Development Policy Committee (TDPC) on identifying effective policy strategies for metropolitan areas. In particular, the papers and experiences shared will provide valuable input in the Synthesis Report on "Competitive Cities in the Global Economy" planned for mid-2006 and the final report on "Policy Strategies for Regional Competitiveness".

This two-day conference will include five sessions, each with a keynote speaker presentation followed by a panel discussion composed of government representatives, including mayors, policy makers and practitioners. The conference will close with a roundtable discussion on the role of national governments in developing an urban policy that integrates both objectives.

**DAY 1: THURSDAY 13 OCTOBER 2005**

***Opening Ceremony: 9:00 – 10:00 AM – Grand Salon***

The men's drumming group from the Centre d'amitié autochtone de Montréal will open the conference with a drumming ceremony. Following the drumming, the ceremony will be explained by an elder from the community.

The conference host, Mayor Gérald Tremblay, président de la Communauté métropolitaine de Montréal, will reflect the perspective of many city leaders in OECD countries confronted with the challenge of positioning their city in the international market place in a context of increasing strains on social fronts.

The conference is an opportunity to stress the importance of cities as motors of national growth across the OECD and the challenges involved in linking social cohesion with competitiveness objectives. Combining these two aspects has been a key element of the recently launched "New Deal for Cities and Communities" developed by the Canadian Federal Government, in particular by the Secretariat for Cities created under the aegis of the Prime Minister. This renewal of interest in cities and the shift of policies from remedial actions to tackle urban problems towards a more integrated approach targeting competitiveness and social cohesion are also taking place within other OECD countries.

- Men's drumming group from the Centre d'amitié autochtone de Montréal

***Welcoming address:***

- Gérald Tremblay, Mayor of Montreal and président de la Communauté métropolitaine de Montréal
- The Honourable Nathalie Normandeau, Minister of Municipal Affairs and Regions, Government of Quebec (*to be confirmed*)
- Canadian Government Representative (*to be confirmed*)
- Richard Hecklinger, Deputy Secretary General of the OECD

***Coffee Break: 10:00 – 10:15 AM***

***Session 1 – Introduction: Social cohesion as a factor of competitiveness and regional growth***

*10:15 AM – 12:00 AM – Grand Salon*

As globalisation progresses, cities increasingly compete with one another, and with other cities around the world, to retain and attract investment, high value-added and knowledge-intensive activities, skilled workers and other assets. Some large cities have become economic hubs associated with innovative, high-growth sectors, while others stagnate and struggle to restructure their economies. Their size puts metropolitan regions in a better position than other regions to attract people and investment and to benefit from agglomeration economies, but they also have to contend with higher levels of social and environmental costs (poverty, crime, congestion, pollution, etc.). The issue for local leaders is how to maximise growth without sacrificing social cohesion, which leads to difficult choices with respect to the allocation of public resources (including such issues as resource sharing across jurisdictions).

***Questions:***

- What are the key factors that link social cohesion to competitiveness in supra-urban and metropolitan policies?
- To what extent is social cohesion a factor of urban and metropolitan competitiveness? Can a city be socially polarised yet economically competitive?
- What are the factors that explain the specific concentration of social problems in large cities? Does the shift towards more knowledge-based urban economies give rise to new processes of social exclusion and how?
- How can local public authorities strike the right balance in practice between policies/investments to increase the competitiveness of cities and policies/investments that target social cohesion? What policies should be implemented to deal with social problems, at what spatial scale and by whom (*e.g.* housing)?

*Chairman:* Mario Pezzini, Head of OECD Regional Competitiveness and Governance Division

*Rapporteur:* Duncan MacLennan CBE, Advisor to the First Minister of Scotland

*Expert:* Ivan Turok, Director of Research, Glasgow University, and Advisor to the ODPM

***Panellists:***

- David Miller, Mayor of Toronto
- John Gerretsen, Minister of Municipal Affairs and Housing, Provincial Government of Ontario
- Sam Assefa, Deputy Chief of Staff to Mayor Richard M. Daley, in charge of Economic and Urban Development, City of Chicago
- Alain Juppé, former Prime Minister of France and former Mayor of Bordeaux

## DRAFT

- Amalia García Medina, Governor, State of Zacatecas, Mexico (*to be confirmed*)
- Markku Andersson, Mayor, City of Jyväskylä, Finland

### **Plated Lunch: 12:00 – 1:30 PM – Salon Jeanne-Mance**

Luncheon speaker: The Honourable Joseph Fontana, Minister of Labour and Housing

### *Session 2 – Labour market integration policies to enhance social cohesion*

*1:30 – 3:15 PM – Grand Salon*

One of the main manifestations of a lack of social cohesion within a metropolitan region is the exclusion of some segments of the population – low skilled workers, immigrants, school leavers, etc. – from the labour market. Competitiveness-oriented policies to improve the productivity of firms, such as science and technology parks, policies to promote clusters, innovation policies, etc, often give the impression of exacerbating the divisions within the labour market – between those that participate in the "knowledge economy" and those that are effectively excluded from it. Yet, poor labour utilisation represents an important drag on many urban economies, not only for specific areas of a city but for the metropolitan region as a whole. Given that many large cities include significant populations with low educational attainment and skills, resolving the problem of mismatches in the labour market often appears beyond the reach of city governments. The issue for government is how to provide the right services (education, training, transport, etc.) to the right people in order to help them "connect" to the leading edge of the metropolitan economy. In response, OECD governments, at national and local level, supported by non-governmental actors such as trade unions and the private sector, are experimenting with new approaches that include some social inclusion objectives in economic policy initiatives at the metropolitan level.

#### *Questions:*

- How can policies focusing on private sector development help achieve social development objectives? Is it feasible in practice, and what are the trade-offs?
- How can strong employment and enterprise growth in parts of a city be made to benefit residents in all parts of a city? Alternatively, can it be cost-effective to encourage enterprises to locate in specific areas of cities for social cohesion reasons?
- How can labour market policies, including policies that target skills improvement and training, be better targeted to respond to the needs of businesses in cities?
- What should be the respective roles of the private sector and the public authorities?

*Chairman:* The Honourable Mike Harcourt, Chair, External Advisory Committee on Cities and Communities

*Rapporteur:*

*Expert:* Ian Gordon, Professor, London School of Economics

*Panellists:*

- Peter Arnold, Leader of the Council, City of Newcastle, UK
- Mark Newhouse, Commissioner for Business and Employment Services, New York City
- Ignacio Niño Pérez, Commissioner for Economic Development, City of Madrid
- Robert Giloth, Annie E. Casey Foundation, Baltimore, USA
- Hassan Yussuff, Secretary-Treasurer, Canadian Labour Congress
- Luigi Vimercati, Commissioner for Employment, Economic Development and Innovation, Province of Milan

***Coffee Break: 3:15 – 3:30 PM***

***Session 3 – Can distressed urban areas become poles of growth?***

***3:30 – 5:15 PM – Grand Salon***

The geographic concentration of social, economic and spatial problems within urban areas is a complex problem that can be detrimental to the entire metropolitan economy. Whether in the centre or on the periphery of a city, distressed areas can have a significant impact on the pattern of metropolitan employment and investment. Far from being solved, despite major urban deprivation programmes throughout the 1980s and 1990s, the problem has, if anything, worsened, both in countries with strong employment growth and in those where unemployment remains high. One of the principal evolutions in recent years is that the issue is now increasingly addressed as a metropolitan or regional issue rather than as a neighbourhood specific problem.

***Questions***

- How are economic competitiveness and spatial disparities related within a metropolitan region?
- What have been the key elements of success and failure in past and current distressed urban areas policies?
- How can regeneration policies be better integrated with a metropolitan-wide, growth oriented strategy?

*Chairman:* Greg Clark, Office of the Deputy Prime Minister UK, City of London

## **DRAFT**

*Rapporteur:* Anne Ruden, Director of Housing and International Questions, Norwegian Housing Bank

*Expert:* Claude Jacquier, Centre National pour la Recherche Scientifique (CNRS)

*Panellists:*

- Larry W. Campbell, Mayor of Vancouver
- Eleni Bakopanos, Parliamentary Secretary to the Minister of Social Development (*to be confirmed*)
- Nancy Neamtan, President of the Chantier de l'économie sociale
- Kisaburo Ishii, Director-General, Ministry of Land, Infrastructure and Transport, Japan
- Björn Håkansson, Director, Executive Office, City of Stockholm (*to be confirmed*)
- Clive Doucet, Councillor, City of Ottawa

### **Reception – Place des Arts - 5:30 PM – 7:30 PM**

Hosted by Gérald Tremblay, Mayor of Montreal and président de la Communauté métropolitaine de Montréal

### ***Dinner – Plated Service – Keynote Address - 7:30 – 9:30 – Grand Salon***

Hosted by Western Economic Diversification, FedNor, Développement économique Canada, and the Atlantic Canada Opportunities Agency.

Nadia Bourély, Political and Social Affairs Counsellor, Permanent Delegation of Canada to the OECD

The Honourable John Godfrey, Minister of State (Infrastructure and Communities), Canada

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## **DAY 2: FRIDAY 14 OCTOBER 2005**

### ***Breakfast – Hot Buffet***

***Session 4 – Role of the private sector in enhancing social cohesion***

*9:00 – 10:45 AM – Grand Salon*

Not only do private firms produce goods and services, but they also exert significant influence on social cohesion by the way they hire, promote, fire, and give back to the communities in which they operate. In particular, emblematic firms that are embedded in large cities are likely to impinge both on urban economic dynamism and social harmony. Recently, there has been increasing attention to the concept of corporate social responsibility (CSR). The private sector's influence on social cohesion depends on various factors including the quality of corporate governance, employment practices and ethical investment.

***Questions***

- How actively can the private sector contribute to linking cities' economic competitiveness with social cohesion? Have there been successful examples of corporate behaviour committed to enhancing social cohesion? What are the potential obstacles that might hamper firms' social commitment in large cities (*e.g.* stronger international competition and delocalisation)?
- Which tools available to the private sector could be most efficient to open new opportunities for the socioeconomic integration of marginalised individuals? How could the variety of private actors be exploited to support social cohesion?
- In which areas could the private sector take the leadership of initiatives and induce additional support from the public sector?

*Chairman:* Takayuki Hara, Chair of the OECD Working Party on Urban Areas

*Rapporteur:*

*Expert:* Manuel Pastor, University of California Santa Cruz and Ford Foundation

*Panellists:*

- David Pecaut, Chair of Toronto City Summit Alliance
- Isabelle Hudon, President and CEO of the Board of Trade of Metropolitan Montreal
- Kaaren Goodall, Executive Director, Committee for Auckland, New Zealand
- Elizabeth Ann Rodriguez, Vice President, Office of Regional and Community Affairs, Federal Reserve Bank of New York
- Antonella Noya, OECD Local Economic and Employment Development Programme, Analyst on Social Inclusion

**Coffee Break: 10:45 - 11:00 AM**

*Session 5 – Governance for metropolitan sustainability: what role for the different levels of government?*

*11:00 AM – 12:45 AM – Grand Salon*

The success of the implementation of local and regional strategies to integrate economic and social development concerns depends substantially on the institutional capacity to mobilize public, private and community resources over the long term. There is general agreement that cooperative arrangements that produce collective action at the metropolitan level would be a better way to address territorial challenges and eventually implement regional development strategies. But developing an integrative strategy that incorporates both the economic competitiveness and social dimensions depends on a number of factors that are not always attainable. The key factors include: an appropriate scale for the cooperative (institutional) arrangement, the implication of all local actors (including the private sector and NGOs) in the decision-making process, and the degree of financial and decision-making capacity of the cooperative entity.

Government intervention in cities has thus far concentrated on urban policies aimed at combating urban sprawl, declining neighbourhoods, and concentrations of social and environmental problems. These actions are progressively being complemented with "proactive" policies to support urban renaissance and enhance regional competitiveness. The goal is to strengthen a region's growth potential by supporting its comparative advantages. A main challenge for urban policy developed by national government is to better integrate the different dimensions.

*Questions*

- How do cities develop "visions" that integrate economic and social development concerns? How effective have these been in practice in combining economic objectives with other concerns?
- How can the governance system at the metropolitan level promote better integration of the two objectives?
- What should be the role of regional and national governments in promoting urban development policies that target both objectives?
- How should municipal, regional and national governments organise themselves to deliver a truly multi-sectoral urban policy?
- How can different levels of government pursue these objectives together, especially in decentralised and federal countries?

*Chairman:* Adam Ostry, Cities Secretariat, Infrastructure Canada

*Rapporteur:* Massimo Iezzoni, Director General, Montreal Metropolitan Community

*Expert:* Tony Travers, London School of Economics

*Panellists:*

- Gérald Tremblay, Mayor of Montreal and President of the Montreal Metropolitan Community
- Nathalie Normandeau, Minister of Municipal Affairs and Regions, Government of Quebec Province (*to be confirmed*)
- The Honourable Josefina Vazquez Mota, Minister of Social Development (SEDESOL), Mexico
- Jordi Cañas, Director-General, Ministry for Environment and Housing of the Generalitat de Catalunya, Spain

**Lunch – Plated Service – 12:45 PM – 2:15 PM – Salon Jeanne-Mance**

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***Session 5 – Governance for metropolitan sustainability: what role for the different levels of government? (continued)***

**2:15 PM - 3:45 PM – Grand Salon**

*Chairman:* Adam Ostry, Cities Secretariat, Infrastructure and Communities **or** Roberto Villareal, Office of the Presidency for Public Policies, Mexico (*to be confirmed*)

*Rapporteur:* Sherri Torjman, Vice-President, Caledon Institute of Social Policy

*Panellists:*

- The Honourable John Godfrey, Minister of State (Infrastructure and Communities), Canada
- The Honourable Lise Bergh, State Secretary for Democracy, Metropolitan Affairs, Integration and Gender Equality, Ministry of Justice, Sweden
- Filippo Penati, President of the Province of Milan
- Hans Pluckel, Head, Regio Randstad representation to Brussels (Amsterdam, Rotterdam, The Hague, Utrecht)
- Ahmet Yaman, Director-General, State Planning Organisation, Turkey
- Mesut Pektas, Secretary General of the Municipality of Istanbul (*to be confirmed*)

**Coffee Break: 3:45 – 4:00 PM**

*Final concluding remarks*

**4:00 – 5:00 PM – Grand Salon**

Mario Pezzini, Head of OECD Regional Competitiveness and Governance Division

Takayuki Hara, Chair of the OECD Working Party on Urban Areas (*to be confirmed*)

Gérald Tremblay, Mayor of Montreal and président de la Communauté métropolitaine de Montréal

André Juneau, Deputy Minister, Infrastructure and Communities, Canada