

WORLD CITY IZMIR ASSOCIATION

BREMEN – IZMIR URBAN FORUM

CONCEPT NOTE ON BUSINESS PEOPLE WORKSHOP

BACKGROUND

Working harmoniously with Izmir Metropolitan Municipality, **World City Izmir Association** was founded in the year 2019 in order to contribute to Izmir's relations with other cities. Within this framework, **foreign offices** that were planned to represent Izmir got established and these offices operate in the below mentioned cities:

Bremen

Berlin

Bielefeld

Ahlen-Hamm

Frankfurt

Hamburg

Nurnberg

Amsterdam

Stuttgart

Strazburg

Primarily with the municipalities where offices are established, strengthening the reciprocal relationships between Izmir and **public, private sector and civil society** of affiliated cities is projected.

WORLD CITY IZMIR ASSOCIATION PROJECTS OF VISION

City Diplomacy Certificate Program

Internship Programs between Izmir and European Cities

Homerus Symposium Series

Sister City Meetings

Bremen – Izmir Businessmen Forum

Bremen – Izmir Economy Workshop

BREMEN – IZMIR ECONOMY WORKSHOP

Urban spaces in today's world turned into both objects and subjects of societal issues. The predicaments intensify and deepen given the fact the human population gets more and more concentrated in urban spaces. That being the case, it is inevitable for local actors to have more initiative and to depict unique roles for cooperation models among cities for the benefit of affiliated cities.

These ideas in mind, economic forums under the title of **Europe – Izmir Businessmen Forum** among cities are designed by **World City Izmir Association** and **Izmir Metropolitan Municipality**. The first of these forums were organized and called as Bremen – Izmir Businessmen Forum reminding the 25th anniversary of Bremen and Izmir being sister cities. Participant bodies of this forum and their leaders discussed and specified potential cooperation fields of two cities.

In order to increase the activities between the two cities in these fields and in order for the firms that operate in those fields of activities to obtain tangible outputs, **Bremen – Izmir Economy Workshop** will be held on *20th December 2022* in **the House of Science in Bremen**. The topics, namely **Sustainable Agriculture/Food, Renewable Energy and Start-up**, will be addressed and concrete cooperations will be explored in this workshop.

This event's roots go back to forums which symbolized ancient cities' democratic atmosphere. The event targets to increase urban cooperation on multi-actor and distinct dimensions. Whereas the reason why forum word usage is chosen is to promote inclusive and participative cooperations, the main goal of the set-up called workshop is to gather the firms **on a round table** to work together and thereby to lead cooperations between the firms to produce concrete and pragmatic outcomes. **All consequences** that already appeared and will be appeared will be pursued, in communication with participant firms, by a commission which will be created by World City Izmir Association, Izmir Metropolitan Municipality and Bremen Municipality.

WHY AGRICULTURE/GIDA

Agriculture revolution is a significant turning point in human history. Agricultural undertakings and transition into settled life not only provided humankind's need for food, but also it led to the emergence of agriculture based primitive economies and societal division of labor.

In other words, agriculture is a miraculous revolution that shaped humankind's history by improving economy, law, politics and even philosophy. The most remarkable aspect of this revolution is land-based politics and capital accumulation. In contrast to hunter-gatherer life style, the welfare emerged from agricultural production facilitated new discoveries and inventions of human beings. To conclude, agriculture made a bouncing effect for humans' mind, strength and abilities in terms of their relations with nature.

The most dangerous element of this advance however was that through centuries, growing war technologies became more destructive and this dragged human beings into hunger, misery and poverty. If looked carefully, it can be observed that food crisis due to wars turned into a humankind crisis very soon and even civilisations disappeared subsequently.

At this point, it would be misleading to assume that agriculture's fate depends merely on human's war against human. Because today, as we realize the seriousness of human's war on nature quite recently, this war has a more severe catastrophic potential for the future of agriculture and mankind. The globalization process that began with industrial revolution and capitalist production dominating the world revealed frightening damage on nature. Undoubtedly, the predominant actor for the appearance of this damage is the states that act with continuous growth and economic competition in international system. In this respect, the history of last 200 years implies human's war against nature under state system and "enlightenment paradigm".

Unfortunately today there is climate crisis in our world due to human's war against nature. Climate crisis rising from global warming affects all ecosystems in the world today and

endangers all living creatures. Events such as extreme temperatures and large scale forest fires, irregular precipitations and floods, melting of glaciers and rising sea levels made climate crisis the biggest catastrophe of humankind; at the same time biodiversity diminishes and species get extinct.

A global food crisis risk is also increasing given the depletion of water resources, the soil becoming more and more infertile and extraordinary seasonal conditions. Global food crisis has even a more devastating effect due to wars we witness recently (the war in Ukraine primarily) and rise of energy prices. Nevertheless, there exists an even more dramatic phenomenon, the fact that states stay reluctant and inadequate to generate effective solutions to this global problem.

What is witnessed is the unfortunate fact that interstate diplomacy mechanism is not being operated in a functional way to shape global agriculture's future and to tackle climate crisis. Cities and local agricultural policies gain importance at this point. Today in various parts of the world, we encounter cities that pursue successful agricultural policies by favoring local producers and cooperatives. Those cities not only protect local producers, at the same time, they put forth constructive practices and legal frameworks for consumer's accessibility to healthy food.

All local policies that can be summarized as "Another Agriculture is Possible", firstly because they target a sustainable utilization of natural resources, gives further hope to tackle climate and food crisis.

To put in a nutshell, cities in the world gathering with agricultural agenda and sharing their experiences, forming networks and even founding supply/demand chains when it comes to agricultural products' branding/marketing processes enrich city diplomacy mechanism.

Last sentence: the future of humankind and agriculture lie within local...

WHY RENEWABLE ENERGY

Human civilization needs energy taken from nature. Since the beginning of our existence in the world, this principle rendered human development possible: Ships whose sailing vessel that use wind, water mills that bring forth flows of river, fire that turn food into nutritious aliment.

Industrialization process signified an unprecedented development of other energy sources: coal, petroleum and gas based machines. However, the last 200 years exhibited severe side effects of the increasing fossil fuel usage. The reason behind is carbondioxide emission that has quite harmful effect on climate. Those results could be impeded by special usage of renewable energy resources (sun, wind, hydroelectricity). These new technologies preserve climate and make energy production clean. The goal of transition into renewable energy is not to limit energy utilisation, but to avoid detrimental side effects of energy production.

We do not have infinite amount of coal, petroleum and gas raw materials to make our complex civilization sustainable. Based on current consumption data, researchers argue that the known petroleum reserves would suffice only 50 more years. Coal on the other hand would be enough 100 more years. Sun, wind and water could be utilized infinitely. That is the very reason that a transition into these sorts of energy resource usage is indispensable so as to produce electricity, heat and mobility. Only these energy resources really have a future.

Therefore, energy is one of the most important issues for the sustainability of human civilization.

WHY START-UP?

Startups break away from industrialization era thought and thus become more sustainable. What's more is that they devise innovative technologies more rapidly with respect to big companies and they do a more effective marketing.

Existing big companies that have been operating could not be able to keep up with change at times. Since they were established with 'Old Industrial Mind'. Their administration mechanisms and organization structures are based on traditional management philosophy. Big old associations' concepts focalises generally on strict hierarchical management philosophy.

This leads to high death rates for big companies that have doubled their growth in the last century. Average life expectancy is merely 50 years and corporate death rate keep increasing. This implies that there will be solely a handful from today's companies in 30 or 40 years. This has 2 reasons: "innovator's dilemma" and "division".

Big companies do not implement innovative product ideas in general since most of the clients would not engage in those ideas and as a result, the expected profit of aforementioned big companies will decrease gradually.

Startups make use of information technology in a clever manner to influence and alter our economy's big portion.

Underestimating startups' effects is nearly impossible. To give an example, 9 initiatives represent 1/15th of 15 trillion dollars US GDP. 20 years ago, these companies existed only primitively. These are Amazon, Google, Salesforce, VMware, Facebook, Twitter, Groupon, Zynga and Apple.

Startups led to a serious amount of employment. Additionally, successful startups constitute new product ecosystems and this leads to jobs and wealth through many small enterprise initiative.

Each passing day, startups contribute more to GDP. For instance, startups' share in US economy is 7 percent. Startups encourage innovations/novelties as they operate in a different manner and if a startup grows rapidly, there could be progression in terms of important change processes. Founding a startup has influence on many levels of life. Newly formed companies and initiatives are significant for a society's economic development and welfare. Startups generate innovative products and present solutions that did not exist beforehand in the market. Some of them turn into bigger organizations and it creates many new jobs.

It is generally recently established firms that promote innovations and consecutively big companies take over them. A good example is Tesla that made a small and relatively unimportant beginning with a small series of cars. Big automobile companies have not noticed Tesla in its dawn or perhaps they mocked about it thinking its technology was not applicable. Tesla managed to develop the technology in the course of time and proved that an electrical automobile in line with daily usage is achievable. All the automobile producers are now turning all their models or at least most of them into electrical ones. There are many more examples pointing that the new starters gave momentum to the whole economy in an innovative manner.

There is no doubt that existing companies can also produce novelties, however, startups are principal innovation pushers.

If we are to tackle future's infinite predicaments such as global warming, digitalization, demographic change etc, we need many innovative service and product that startups could be able to provide.

PARTICIPANT INSTITUTIONS

Izmir Metropolitan Municipality

Bremen Municipality

Bremen Chamber of Commerce

Bremen Employers Federation Association

Bremen Development Agency

Aegean Young Business Association

Izmir Development Agency

Germany and Turkey based Firms and Representatives

POTENTIAL OUTPUTS

- > Strengthening relationships between Bremen and Izmir Metropolitan Municipality and two cities' leading institutions,
- > Increasing Networks and job opportunities among Commerce Chambers and Entrepreneurs and Firms,
- > Making Izmir an internationally active actor and a center of attraction by conducting the economic forum regularly,
- > Maintaining local authorities' willingness to discuss urban issues and ensuring that practical solutions are realized by World City Izmir Association Economic Forum/ Workshop Commissions,
- > Expanding international recognition of Izmir that is an important port city in East Mediteranean,
- > Promoting institutions that operate in Izmir become international,
- > Bringing a visionary dimension to sister city relationship by strengthening reputations of Bremen and Izmir,
- > Ensuring that institutions in Bremen city see Turkey and particularly Izmir city as a trustworthy and strong partner,
- > Transforming the sister city concept into a more functional form that will be suitable with the spirit of the age.