

Metropolis Diploma in Internationalization for Local Authorities

2nd edition

metropolis ●

dei international
affairs
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de Barcelona


Ajuntament de
Barcelona



Metropolis Diploma in Internationalization for Local Authorities

2nd edition

Get the skills to further your career in international affairs

 In person meeting, Barcelona

 18 to 22 November 2024 (TBC)

“Today’s urban economies are complex systems tied to global trade and capital flows, in which foreign entities can own the property next door and distant events can affect the prices for local goods. Cities must be smarter than ever about how they position their economies for the maximum benefit of all residents while also safeguarding the environment and improving their city’s quality of life.”

-UN World Cities Report, 2022



Introduction

Urban leadership is about giving a city's people the **best possible quality of life**: safety, a healthy environment, economic opportunity, and a rich culture and identity. Local conditions define a city's health, and the wellbeing of its inhabitants.

But **cities are no longer purely local spaces**, and in a globalized world, international concerns have gained important space within the institutional, political, and territorial objectives of local administrations.

In this context, **international action is no longer a luxury, but should be a fast-developing core policy for city governments** that want to shape and co-create the global futures that will determine the prospects of their cities and citizens.

Cities are formalising collaborations across borders at an unprecedented rate, and to achieve this **local government offices are increasing the professionalisation of their international relations offices**. These officials protect and advance their city's local interests, whilst giving voice to urban interests in the global agenda.

Metropolis, with the support of Barcelona City Council and in partnership with the University of Melbourne, offers **accredited executive training in Internationalization for Local Authorities**, to provide participants with the tools and knowledge to foster international action in their territory.

Hosted in Barcelona, one of the world's truly international cities, the Autumn school will give participants the opportunity to take advantage of the Metropolis global network of over 150 cities & 40 years' experience at the service of local authorities, along with the academic expertise of its partners. Participants will gain **hands-on knowledge with practical sessions on internationalization skills, taught content from industry experts, and valuable networking opportunities**.

About the course

Objective

This course aims to offer a basis for **training, updating and strengthening** the concepts and capacities of the participants in relation to the international actions of local authorities.

Developed skills

The Metropolis Diploma in Internationalization for Local Authorities contributes to the development of the following skills:

- To understand if international action can add value to your city/metropolitan area
- To learn how to build an international strategy
- Link theory and evidence to practical and applied situations
- Use tools for designing strategies and practical solutions for the internationalization of their local authority
- To learn from others cities experiences and how knowledge transference can be beneficial
- Use effective tools to design strategies and solutions for the international issues
- Measure problems & audit solutions to demonstrate impact

- Learn from the best practice of other participating cities, understand the value of knowledge transference, and make connections that will help your city grow

Methodology

The course is delivered through three key pillars:

1. **Knowledge sessions** aimed at providing an evidence-based landscape on key developments and debates in the internationalization of local authorities;
2. **Skills sessions** aimed at building capacity through interactive activities and peer-to-peer learning;
3. **An intensive week of in-person site visits and engagement** with local experts.

The course is designed with an **applied approach** where the theoretical knowledge blocks are directly related to applied skills sessions, which in turn inform the development of bespoke policy output. The course also recognises and benefits from the **expertise of participants** facilitating opportunities for networking and peer-to-peer learning, particularly through collaborative discussion and practical exercises.

Who can participate?

This training is aimed at **mid-career public sector professionals**. Participants will be aspiring to make an impact on their territory through the international projection of the local authority they work for, and extend their city's remit.

The ideal participant will be:

- **Experienced junior to mid-level staff in international affairs (IA)** departments with a desire to develop their skills
- **Staff from metropolitan governments perhaps without dedicated IA departments** who are seeking to expand their office's expertise & activity in the internationalization space
- **Officials from multi-sectoral metropolitan public authorities**

Although the ideal participant will fit the above criteria, **we encourage applications from officials at all stages of their careers**, as we appreciate the diversity of city government experience. We will communicate with prospective participants to ensure that no-one is excluded who would benefit from the course and bring their own value to it.

Evaluation and certification

In order to evaluate the degree of skills acquired and the level of capacity reached and finalise successfully the Metropolis Diploma in Internationalization for Local Authorities, participants will be required to:

- **Participate actively** in all the course's activities: experts' sessions, skills sessions, site visits.
- **Share with the rest of participants your city's own experience** and knowledge so that you can learn from each others cities' experiences
- **Present the final work** of the course accorded to the indicated guidelines

Once these requirements have been met, the participant will get a course certificate and be invited to add the badge to their LinkedIn profile.

Experts

To be announced soon.

Course content

The course is structured around 5 main modules.

The modules cover the different aspects of internationalization from its beginnings and the birth of the concepts like city diplomacy, and demonstrate why economic development is a key motivation for cities to engage internationally. Later modules show how cities can contribute as international actors and achieve their own objectives.

Lesson 1: Cities in a changing international context

This session introduces the **concept of city diplomacy**, highlighting what, when and why cities engage internationally, ranging from traditional twin or 'sister city' relationships to peer-to-peer international engagement and beyond, to the multilateral, philanthropic and multinational sector. This session illustrates the **expanded domain of city diplomacy and the opportunities/pressures for networking that local authorities face**, in particular within the context of metropolitan governance.

Lesson 2: Strategies for internationalization

This session draws on **expertise from professionals who have overseen the process of developing a metropolitan international strategy**. In this session we address the rationale, process and expectations of generating an international strategy, and demonstrate how such a document can be used in practice. The session also reflects on how international strategies might be located in relation to the structures of metropolitan governance, and how they affect and are affected by international stakeholders.

Lesson 3: City diplomacy and economic development

This lesson aims to enhance participants' **understanding of the ways in which cities are working with a diverse range of international actors** in order to achieve these objectives, such as philanthropies, multilateral lending agencies and multinational corporations. It also looks at the way in which international economic development strategies can link local and multi-level urban planning strategy cycles.

Lesson 4: Measuring results and impact

Metropolitan authorities operate in a context of limited resources and need to justify how their activities are benefitting their citizens. Defending the expenditure on international engagement can be a significant challenge for cities if the activities cannot be linked to obvious local benefits. As well as clearly defining international strategies and objectives, more metropolitan governments are exploring how they **measure the impacts of these engagements and how they align with other organisational KPIs** to track their alignment with the city's international strategy.

Lesson 5: Communicating the value of international engagement

Metropolises face common challenges in being able to effectively **communicate the value of their international engagements to local and global audiences**. This session explores the importance of developing clear, cross-cutting and nuanced strategies for communicating the value and impact of city diplomacy for various audiences. It highlights how communicating is a critical tool for achieving strategic objectives and accountability, and how crafting effective narratives can assist in coordinating international and external stakeholders in the context of metropolitan governance.

“We’ve never seen anything quite like this program. The framework of some of the conversations with Barcelona City Council and professional experts in the field on climate finance and on city diplomacy is really exciting for us”

Deborah Kinghorn
International Affairs Officer, Bristol City Council



Registration and admission process

After submitting your completed application, you will receive a confirmation of receipt. Once we have assessed your application and admitted you to the course, we will send you an invoice with payment details.

Payments can be made by bank transfer.. Your participation in the course is guaranteed only after receipt of full payment.

Registration fees

Metropolis member cities*	300€
Metropolis non-members	600€

*1 Special rate for Metropolis member cities up to date with their membership contributions 2023. Low income revenue members will get 100% waived registration fee (according to [World Bank country classifications by income level: 2022-2023](#))

* Discounts for group registrations are available (two or more participants)

What's included?

- Access to the course
- Access to the course material
- Masterclasses by local governments experts
- Site visits
- Transfers to site visits
- A 10-trip public transportation card
- Coffee/tea breaks
- Lunches
- Networking event
- Certificate

What's not included?

- Flights
- Accommodation (we will provide participants with a list of hotels with different type of rates so that you can choose the one that fits better into your budget/preferences)
- Transfers from/to the airports

Enrollment cancellation policy

Students are entitled to a refund of the registration fee under the following terms and conditions:

- Cancellations must be informed in writing, replying to the place reservation email. Cancellations informed by any other means will not be accepted. All registration data must be included in the email, including: Name of the course, name and surname of the student, .

date of registration and contact information. No cancellations will be accepted 30 days prior to the start of the course.

- or cancellations received before 30 calendar days prior to the start of the course, 75% of the amount paid at the time of cancellation will be refunded. Refunds will be made within 30 calendar days of the cancellation request.
- After the cancellation deadline no refund will be made.

