



One World Begins at Home

PROFILE

SERVICE AGENCY

COMMUNITIES IN ONE WORLD

BMZ



Federal Ministry
for Economic Cooperation
and Development



Future-Makers.
Building the future.
Let's join forces.

**ENGAGEMENT
GLOBAL**

Service für Entwicklungsinitiativen



„While our goals are global, they can most effectively be achieved through action at the local level.“

Kofi Annan, former UN Secretary-General

Foreword



We are living in an age of dynamic knowledge transfer. Never before has information travelled around the world as rapidly as today. Never before was the challenge of coordinating action across the world as great. People are learning from people on the other side of the globe, and peoples and states are moving closer together.

This process is creating unforeseen opportunities. German development policy faces the challenge of shaping that process.

The driving force behind the process comes right from the heart of society. This is where we need to identify the dynamic elements, and network and promote them. The actors who produce innovative ideas and local initiatives have our support. This is why we in Germany promote active local development cooperation. And it is why we founded the Service Agency Communities in One World in 2002, which in 2012 we then integrated into the new organisation Engagement Global. The Service Agency brings together local decision-makers from the realms of business, administration, policymaking and non-governmental organisations. It fosters networking. It uses its experience and expertise to show how municipalities and institutions can profit from each other's knowledge and ideas. Through the services it offers

it supports the contribution made by local communities to sustainable development. This is helping reduce poverty in the world sustainably. Good governance for sustainability in Germany also promotes good governance in our partner countries and within international structures. This is a declared goal of our development policy.

In 2009 we reviewed the conceptual approach on which the Service Agency was founded. We brought the strategy into line with the current realities of development policy. The Service Agency now focuses its services on projects for 'establishing and developing municipal partnerships with developing countries', 'migration and development' and 'fair municipal procurement'. The actual services it offers to local actors are manifold. They include events such as workshops, meetings and conferences, the management and support of theme-based networks, the implementation of municipal projects (for instance involving municipal partnerships), competitions, and advice delivered to municipalities on site, free of charge. All municipal actors can also access at any time the Service Agency's various publications, its monthly One World newsletter, its extensive website (www.service-eine-welt.de) containing up-to-date information and links, other online portals, as well as studies and research.



The Service Agency has already been operating as a link between Germany's federal government, federal states and municipalities for 10 years. In the future it will be performing this linkage role to an even greater extent. Networking all actors will create the flexibility we need in order to successfully manage the dynamic transfer process of our times. Join the committed staff of the Service Agency Communities in One World in addressing this challenge. I wish the Service Agency team every success in this important work.

Dirk Niebel
Federal Minister for Economic
Cooperation and Development

One World begins at home

'I believe that establishing the Service Agency Communities in One World was one of the most important development policy innovations in the history of German development cooperation. Until 2002, actively involving the population in development cooperation at the local level...

Networking through dialogue

The decisions you take in your municipality, your international activities and your engagement for development affect people's lives in countries far away. Just as international developments also affect people's lives in German municipalities. In this networked world, our approach is: learn from each other, seek joint solutions and follow the same paths.

More and more decision-makers in German municipalities are recognising not only their responsibility for global sustainable development, but also the huge potential their own municipalities have for implementing sustainability strategies and municipal development cooperation work. For municipalities in Germany and in our partner countries, engagement for our One World produces multiple benefits. Citizens, the business community, academia, the arts and the environment profit jointly from this process of international exchange and globally sustainable action. Citizens have an opportunity to identify with their city and get involved.

The Service Agency Communities in One World is the **competence centre of Germany's federal government, federal states and municipalities for local development cooperation. Whether you are a local administrator, policymaker or civil**

society actor, we will support you in engaging in dialogue and making your municipal partnerships sustainable and effective.

We will help you identify local resources that have not yet been tapped, and exchange ideas with your municipal partners in other regions of the world. Through expert dialogue, face-to-face encounter, and development projects and activities, you will be able to raise your international profile and gain intercultural expertise.

Thanks to our broad shareholder structure we remain in constant dialogue with key stakeholders for municipal development cooperation – through our official programme advisory board and our programme commission. These actors include various federal ministries, federal states and municipalities, as well as the key municipal associations, NGO umbrella organisations and other German development organisations. Inside our own parent organisation, Engagement Global, we are linked to Germany's other programmes for promoting development engagement. This means we can provide you with direct access to their services. Through our regional structures, which include offices in six federal states, we can serve you right across Germany.

...and supporting municipal partnerships and local civic engagement for our ONE WORLD, was not part of German development cooperation. Today these activities are included in its core business, and have become part of the furniture in our development policy discourse.'

Bernd Schleich, the GIZ Management Board's Commissioner for Sustainability (and former Managing Director of Capacity Building International, Germany)

Strengthening and developing municipal partnerships



We will help you shape the future

Together with you we operate in **three areas of activity** to address issues of the future:

1. We support the establishment and development of **municipal partnerships with developing countries and emerging economies, with a current focus on climate change, participatory budgeting and sustainable urban development.**
2. We support the networking of **migration and development at the local level, and strengthen municipal development cooperation by involving migrants.**
3. We support **fair procurement** as a municipal contribution to the development of fair trade.

What we can actually do for you:

Area of activity 1:

Are you seeking support for successful partnerships?

Municipal partnerships are closer to events – in the North and the South. Local government experts are therefore able to effectively harness joint potentials. Here the aim is to make exhaustive use of municipalities' wealth of experience with local self-government, and learn from the solutions of others. The challenges of urban management are often the same: all local authorities need to organise urban development planning, energy supply, environmental and solid waste management, traffic and transport, water supply and sanitation, citizen participation and administration. German municipalities are highly competent in these fields, and can support their international partner communities with their experience by offering solutions. At the same time they will also be made familiar with solutions from the South, and gain fresh perspectives. This is how communities of learning emerge at all local levels. Your city, your municipality will become more open to the world, and your staff will become more professional through dialogue and consultancy work. Your citizens will participate in the development of your city.

“No nation can achieve this on its own; but together we can – in a global partnership for sustainable development.”

From the Preamble to Agenda 21

‘Today, local development cooperation would be inconceivable without the Service Agency, just as in many municipalities today local development cooperation has become an integral part of work for the future of our One World.’

Ulrich Nitschke, Founding Director and Head of the Service Agency from December 2001 to October 2008

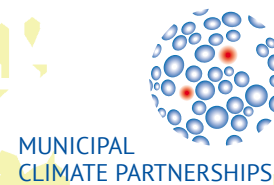
Current projects
involving municipal
partnerships

We build networks

There is more than one solution. Together we will find the right answers to the manifold challenges in your municipality. The Service Agency will provide you with professional and personal support to help consolidate your existing municipal relationships, and establish new development and project-based partnerships (for instance in the field of climate change). We provide the know-how that is bound up in networks of municipalities, federal states, the federal government, non-governmental organisations and specialised organisations. Make use of the opportunities presented by these networks. Through the Service Agency you can access development cooperation professionals. They will assist you in making international contacts and getting to know the right people. Why not get in touch with municipalities that are operating in the same partner countries and regions as you? Gain some exciting ideas for your own activities from their good practice examples.

We will show you ways of turning short-term projects into long-term partnerships. We implement systematically designed projects in current areas of municipal development cooperation, and support your work through theme-based networks.

50 municipal climate partnerships by 2015



MUNICIPAL
CLIMATE PARTNERSHIPS

By establishing municipal climate partnerships, we intend to initiate a bottom-up process that will take up the challenge of climate change at the local level and make an effective contribution toward protecting the global climate. By 2015, it is envisaged that 50 German municipalities and their partner municipalities in the South will design joint programmes of action for climate change mitigation and adaptation. These will formulate concrete reduction targets and packages of measures for energy efficiency, renewable energy, energy saving and adaptation to climate change.

We intend to transfer existing know-how, and generate new knowledge through the mutual exchange of experts. National and international network meetings will facilitate a continuous transfer of knowledge between the individual municipal climate partnerships. This will set in motion processes that raise awareness of the need for comprehensive municipal action in a spirit of global responsibility, and bring about long-term changes. The project is being jointly implemented by the NRW Working Party on Agenda 21 (LAG 21) and the Service



Agency. It is supported by the leading municipal associations in Germany: the German Association of Cities, the German Association of Towns and Municipalities, and the Association of German Counties

Host City Programme: 2014 World Cup in Brazil – Germany 2006/2011: partners for sustainable development



We now see a trend toward municipalities using major (sporting) events to develop their profiles and pursue urban development. In this context the Service Agency is offering a unique package of non-profit and innovative advisory services and dialogue at the municipal level. Building on the success of the Service Agency's South Africa 2010 – Germany 2006: Strengthening Municipal Cooperation and Development project, in 2011 the Host City Programme moved on to Brazil, where the FIFA men's World Cup will be held in 2014. Under the programme, local government officers who were responsible for handling the World Cup at the host cities in Germany in 2006 are advising their Brazilian colleagues. This peer-to-peer dialogue covers issues of stadium construction and fan fests, traffic management,

safety and security, energy supply, waste management, marketing, tourism and many other issues besides. This is enabling German municipal advisers to effectively support their counterparts' efforts to harness the opportunities presented by the world's largest sporting event for sustainable local development. The scale of engagement by German municipalities, fire brigades and local government experts in this project is exemplary – the network of German municipal advisers includes 16 host cities. Several successful exchanges of experience with host cities in Brazil have already taken place.

Participatory budgeting

BÜRGERHAUSHALT

Good governance begins at the municipal level, and participation by citizens in municipal processes is an important element in this. One especially effective way of ensuring this takes place is participatory budgeting, in which citizens have an opportunity to help prepare their local budget by submitting proposals and setting priorities. More than 90 municipalities across Germany have already introduced participatory budgeting.

The Service Agency is working to help ensure that participatory budgeting is practised in as many German municipali-

‘Development partnerships give globalisation the human face of solidarity, on a small scale.’

Christina Rau, the German Government's Special Representative for the Tsunami Aid Partnership Agreement 2004-2005

‘We are talking about partnership based on mutual respect and the right to self-determination. People with African roots who live with us here in Germany make a very important contribution to that.’

Horst Köhler, ex-Federal President, speaking at the Service Agency's migration conference on 19 April 2012 in Ludwigsburg

Harnessing the opportunities of migration for development

ties as possible. Interested municipalities are provided with information and initial specialist advice. They are also able to attend annual network meetings in order to exchange ideas and compare notes with other municipalities.

Together with the Federal Agency for Civic Education (bpb) we run the information portal www.buergerhaushalt.de. Since 2012 the Service Agency has also been cooperating with the Bertelsmann Foundation and the bpb in a project to raise the quality of participatory budgets, and mainstream them in municipalities. Moreover, the Service Agency has also supported the dissemination of participatory budgeting as an example of ‘learning from the South’. An international conference held by the Service Agency and bpb in January 2010, and an international comparative study commissioned by the Service Agency, testify to the strong interest in stepping up international exchange to promote good local governance in the North-South dialogue at municipal level.

Network of German municipalities with partnerships in North Africa

Following the democratic new beginnings in the countries of North Africa, numerous German municipalities have expressed

a wish to support their North African partner cities in establishing or further developing their municipal structures. The Service Agency Communities in One World and the German Association of Cities are therefore establishing a network of cities, which German municipalities with partnerships in North Africa can use as a platform for dialogue on their experiences and key areas of partnership work. This professional exchange of experience is designed to support the municipalities in their cooperation with municipalities in North Africa, and especially in their engagement for vital municipal services and the strengthening of municipal structures. To this end the network is also cooperating with the Promoting Municipal Structures in the Maghreb (CoMun) project of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.



Area of activity 2:

Would you like to use the opportunities presented by migration for your local development cooperation activities?

In the activity area of migration and development at the local level, the Service Agency provides key impetus for closer **net-working** of largely ‘German’ One World structures, and migrants and their organisations with a commitment to development. We aim to strengthen intercultural skills within municipal administrations. We also seek to network actors working in different departments such as international affairs and integration, and improve cooperation between them. We therefore focus on the capability of migrant organisations to build bridges and create fresh approaches. This strengthens municipal development cooperation, and makes a key contribution toward the migrant integration. And above all else it demonstrates that the migration process offers opportunities to build a sustainable future at the local level.

Intercultural expertise is both a key qualification for the growing internationalisation of municipalities, and an important factor for successful **local integration**. Our publications on this topic offer guidance on how to approach these issues in the mu-

nicipal setting, and highlight examples of intercultural projects and strategies pursued by municipalities and non-governmental organisations that really work. A collection of good practice examples is available online, and we are adding to it continuously. High-ranking conferences provide a platform for professional exchange. They also help ensure that the voluntary engagement which is widespread in municipalities is acknowledged, and that diasporas become more visible in German development cooperation.

‘Countries attach great importance to the contribution made by municipalities for partnership with developing countries. This is especially true of cultural and education work, cooperation with migrants from developing countries, good governance and de-centralisation, and municipal capacity building.’

Resolution of the Conference of Minister-Presidents 2008 ‘Safeguarding the future – Development policy as a shared responsibility of the federation, the federal states and the municipalities’

‘The Service Agency is an indispensable partner for all our municipalities, whether they be cities, boroughs or counties, and their associations.’

Alexander Kreher, Personal Office of the Mayor,
Director of the Department of International Relations, Stuttgart

**Fair procurement – the
municipal contribution
to fair trade**

Germany-wide network for migration and development at the local level



In 2011 the Service Agency Communities in One World successfully launched the Germany-wide network for migration and development at the local level. Since then it has been making this unique forum for the systematic exchange of experience available to municipalities already engaged in this field, or interested in becoming so. The network brings together for discussion actors from municipal administrations and civil society (One World organisations, migrants’ organisations etc.). Participants receive professional advice, with a focus on peer-to-peer exchange. Acting as a community of learning, participants discuss good practice examples, as well as obstacles encountered in everyday situations, and successful problem-solving strategies. The network is also designed to identify interfaces with official development cooperation and the activities of other key actors, as well as to motivate municipalities to get involved in development work.

Area of activity 3:

Would you like to trade and procure fairly?

Public procurers wield major economic clout. They also have an important function as role models. Municipalities are responsible for about half the roughly 350 billion euros of annual expenditure on public procurement in Germany. This means that municipalities procure goods and services to the tune of about 2,200 euros per citizen per year.

Your engagement as a municipality in this field of the future will make an important contribution toward fairer trade. And you will sharpen your development profile. By doing so, you will at the same time boost the international image of your political and economic relations. Would you like to prevent paving stones that were made using exploitative child labour from being laid in your streets and public spaces? Would you like to help ensure that decent conditions prevail and fair wages are paid on fruit plantations? Would you like to eliminate working conditions that are hazardous to health in the manufacture of work clothes, for instance? Then you might wish to make procurement in your area of responsibility both fair, and socially and ecologically sound.

We will guide you through the channels of fair trade

The Service Agency offers competent advice on making your procurement activities fair and socially sound. We will provide you with information on the legal regulations and new legislation. We will help you network with fair trade actors in other countries, and make you aware of links to related areas of activity such as ecological procurement. We can also supply you with informative publications on specific examples of fair municipal engagement. And we organise the biennial ‘capital city of fair trade’ competition.

The ‘capital city of fair trade’ competition and support for fair trade at the local level

Since 2003, the Service Agency’s Germany-wide ‘capital city of fair trade’ competition has been held every two years, to strengthen local fair trade activities. Here we identify exemplary and innovative activities of municipalities in this field, and publicise them across Germany. In 2011 62 municipalities took part, with 851 projects. The capital of fair trade this time round was the city of Bremen, followed by Marburg, which had won first prize in 2009. After the competition has finished we offer each participating municipality an opportunity to discuss



their experiences with municipal activities for fair trade and fair procurement face to face.

At the Service Agency we have responded to the growing demand among local authorities for the promotion of socially sound and fair procurement, by instituting a Germany-wide network. As well as clarifying legal and organisational issues, we also help

formulate council resolutions, and provide information on current trends both throughout Germany and in the individual federal states. To disseminate this expertise even further, we also prepare training measures for fair trade multipliers.

Conferences promote dialogue

‘What I ... am strongly in favour of are exchange and networking. Not just within Germany, but at the international level too. This is why I very much welcome the fact that this first Germany-wide conference is being held.’

Christine Nkulikiyinka, Ambassador of the Republic of Rwanda, speaking on 20 November 2010 at the Service Agency conference on municipal partnerships with Africa in Ludwigsburg

Do you wish to engage in dialogue?



The **‘federal conferences of municipalities and initiatives’** reflect the growing role played by municipal actors in development cooperation. The Service Agency has been the lead organiser of these meetings since 2004. In its capacity as Germany’s service point for sustainable local development and municipal development cooperation, every three years the Service Agency offers local and regional decision-makers a forum for dialogue and networking that is unique of its kind.



With the **conferences on municipal partnerships**, which are structured by continent, the Service Agency is offering a new forum for the exchange of experiences between municipal and civil society actors that is the only one of its kind in Germany. The conferences foster networking both between and within the municipalities, and the respective partnership associations. Expert inputs on overarching themes such as decentralisation, climate change and good governance show the changing context of municipal action, and highlight where this touches on official development cooperation and the programmes it pursues. The first conference, entitled ‘Municipal partnerships with Africa’, was held in November 2010. The second conference on Africa will be held in 2013. Further conferences on Latin America and Asia will follow at regular intervals. Together with partners such as the German Association of Cities and the regional networks of various federal states, we also organise numerous other **dialogue forums, workshops and conferences**.

‘The largest network that people possess worldwide is their roughly 480,000 municipalities (not including China). Without them, sustainable development cannot succeed. Without local self-government there can be no stable democracy.’

Gunther Hilliges, ex-Director, Development Cooperation Office of the Federal State of Bremen

We can provide you with information and advice



Do you require a financial base for your projects?

Have you formulated some ideas and concepts, but don’t yet know how to implement the projects financially? Are you still looking for the right people to speak to, and the sources of funding?

We know where the money is coming from!

To promote your municipal development cooperation projects, we can show you how to place them on a sound financial footing. We can provide you with personal advice, or you can research the options using our online funding advisory service. Empty coffers are no obstacle. Funding sources are available. They just need to be successfully accessed. We’d be glad to help you do so.

As a municipality, you can advise your local groups to access the funding programmes of the Federal Ministry for Economic Cooperation and Development that are managed by Engagement Global. These include the Funding Programme for Development Education (FEB), the Action Groups Programme (AGP), and the advisory service for non-governmental development institutions (bengo). Advice and training measures for efficient project planning and application procedures are also provided in this connection.

Our information and advisory service

We would be glad to pay you a visit to advise you on any issues concerning municipal development cooperation, and the possibilities for your municipality to get involved. We can also provide you with information on the other programmes offered by our parent organisation, Engagement Global, and put you in touch with the right people.

To gain a comprehensive overview of all the Service Agency’s areas of activity and offerings, please visit our website (www.service-eine-welt.de). This platform explains our activities, advisory services and projects in more detail. It includes several databases (presented in the form of an information centre), general information and further pointers that will enable actors from municipal administrations or other interested users to obtain some ideas and recommendations on the broad field of municipal development cooperation. Here you will also find our specialist publications and other materials such as the helpful manuals published in our Dialog Global series. Why not order our monthly One World newsletter (only available in German), so that you can stay up to date?

Our offerings at a glance

‘Your One World newsletter is a great blend of background information, calendar of forthcoming events and news. I always enjoy reading it, because it keeps me up to date on sustainability issues.’

Britta Riepen, Environmental Office, City of Hagen

With us, your sustained engagement for municipal development cooperation is taken further. An up-to-date list of events on our website provides an overview of numerous events being offered by decision-makers and actors in the realms of policymaking, administration, culture and business. These include forums for exchange, and training measures. The Service Agency's own events such as meetings, conferences and workshops, and membership of our networks, are available to you free of charge

Make use of the services we offer:

- events such as workshops, congresses and conferences
- facilitation and support of theme-based networks
- participation in the Service Agency's pilot municipal development cooperation projects
- the 'capital city of fair trade' competition
- an online advisory service on financing
- personal consultation free of charge, also provided locally within your municipality
- print and download versions of our two series' of publications
- our extensive website (www.service-eine-welt.de), including up-to-date information, and extensive list of links and databases
- other Internet portals such as www.buergerhaushalt.de
- the monthly One World newsletter (only available in German)
- studies and research on current topics in development-related areas of municipal activity.

‘The Executive Board of the German Association of Cities encourages German municipalities to help shape global development through partnerships and cooperation projects, and by making local government experts available in projects run by the implementing organisations of development cooperation.’

German Association of Cities (resolution of 20 April 2004)

Imprint



We are there for you

As the dynamic process of municipal development cooperation continues to unfold, the Service Agency Communities in One World will continue to expand and professionalise its advisory and mediation roles. The world's future will be shaped through joint learning, networking, the exchange of experiences and intercultural work. In recent years the Service Agency has done whatever it could to generate impetus, and has initiated numerous activities to help establish genuine partnerships between cities and municipalities. We aim to help make your development initiatives professional and sustainable.

The Service Agency team are partners you can always depend on.

Since 1 January 2012, **Engagement Global** has been Germany's one-stop-shop for engagement for development, both Germany-wide and internationally. Engagement Global provides information on current projects and initiatives in Germany and worldwide. It advises individuals and groups on development measures, and supports these financially. It provides demand-driven training, brings people and institutions together, and supports civic and municipal engagement, as well as private organisations.

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