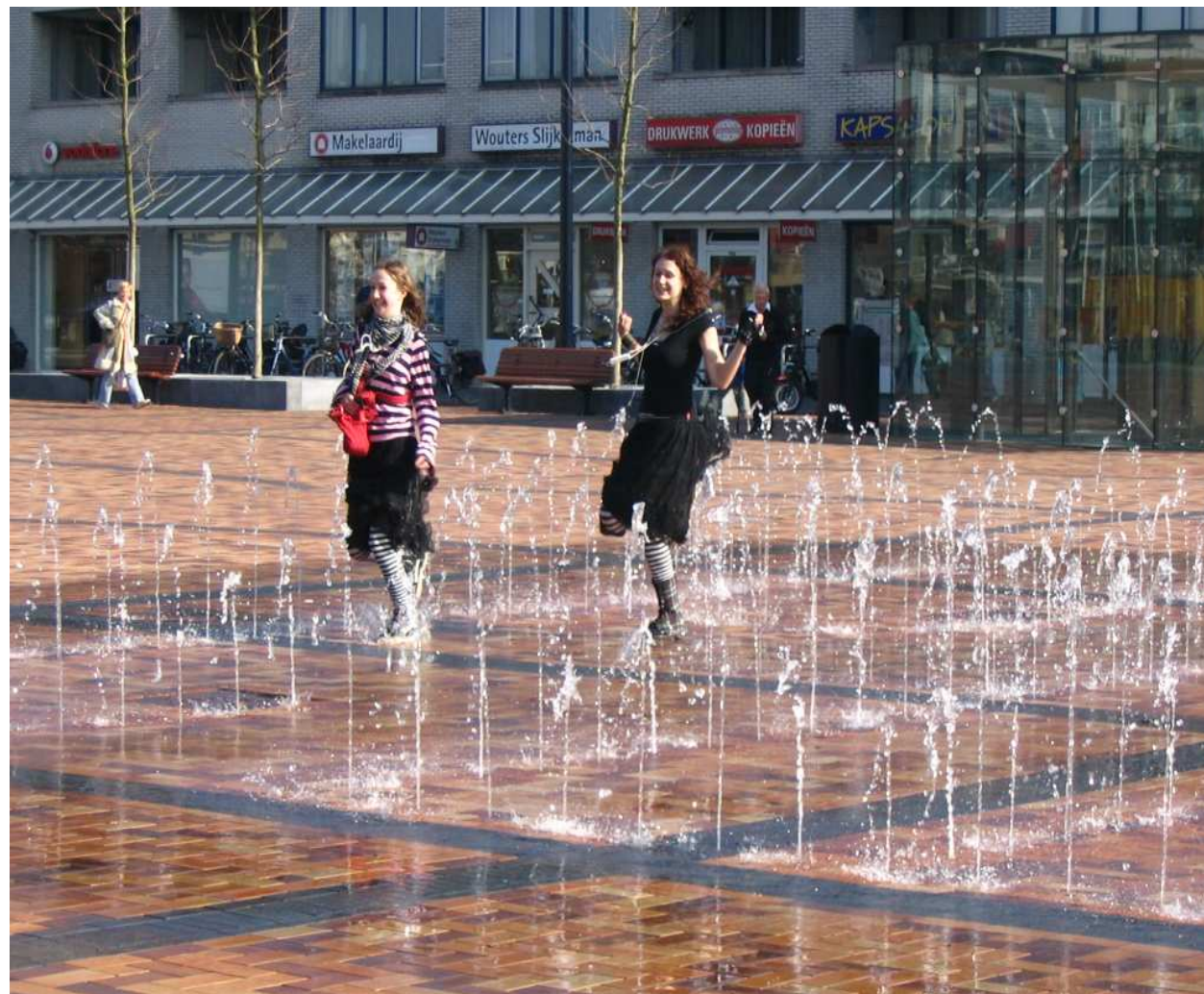




HEERHUGOWAARD

City of Opportunities



First preamble to the Treaty of the European Union:

“Determined to lay the foundations of
**an ever closer
Union** among the
peoples of Europe.”



Article 18 of this Treaty:

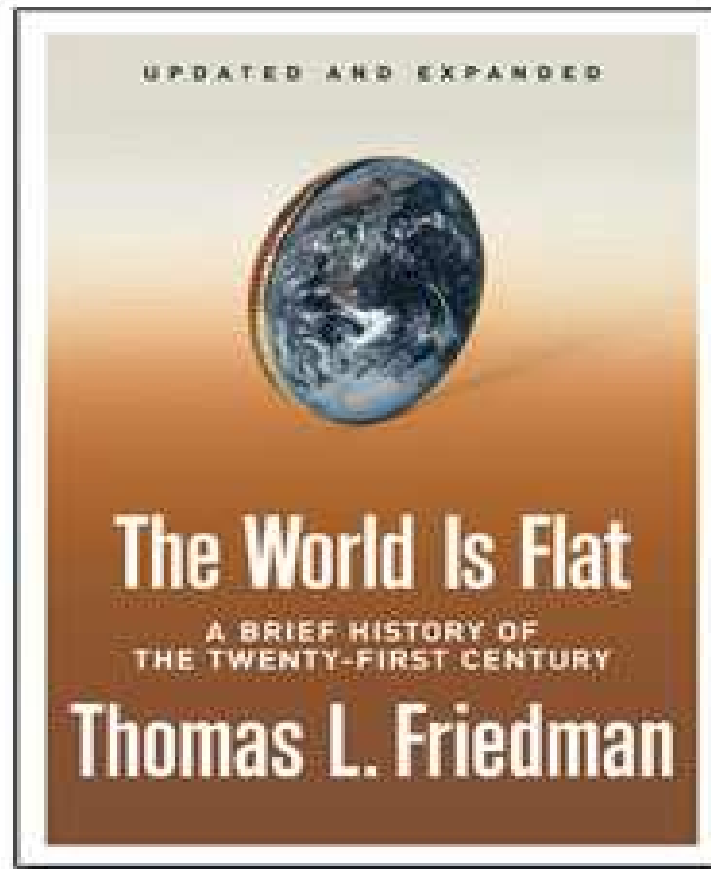
- **1. Citizenship of the Union is hereby established. Every person holding the nationality of a Member State shall be a citizen of the Union. Citizenship of the Union shall complement and not replace national citizenship.**
- **2. Citizens of the Union shall enjoy the rights conferred by this Treaty and shall be subject to the duties imposed thereby.**



Tony Blair in our national papers last Saturday:

- Ten lessons for domestic policies after ten years in government:
- “1. Countries do best when they are prepared to be open to the rest of the world. Open up their economies, dislike protectionism, open to foreign investment and to the creation of more flexibility in their labour markets. Also to allow manageable immigration.”

As Vice-Mayor in charge of culture, my reading suggestion:



Winner Financial Times/Goldman Sachs Business
Book of the Year Award

The story of the frog in the well (from India):

- A frog is born in a well and stays in the well its entire life. It has a worldview that consists of the well.
- This was what the world was like for many people on the planet, before the fall of the Berlin Wall.
- When the Wall fell, it was like the frog in the well was suddenly able to communicate with frogs in all the other wells.

The story of the frog in the well (from India): Part 2

- We should celebrate the fall of the Wall, we can learn so much from each other, because:
- **Most knowledge is learning from the other across the border!**

Lessons from Friedman's book: while most of us we're asleep, the world has changed enormously:

- The fall of the Berlin Wall
- The creation of common standards, which created, a flatter, more level playing field;
- The rise of the Windows-enabled Personal Computer and the Internet;
- The overinvestment in fiber-optic cables has created cheap world-wide fiber highways.

Result part One:

- **Bangalore (India) has become a suburb of Boston (United States);**
- **Heerhugowaard has become a suburb of Kalisz!**

Results part 2: In India, China, etc.:

- **Our credit-card applications are processed;**
- **Our new software is designed;**
- **Our MRI-scans are judged by radiologists;**
- **Our tax returns can be prepared;**
- **Our children can get private tutoring (e-tutoring)**
- **We can even hire a remote executive assistant to prepare our Powerpoint-presentations!**

But the big change is:

- **That no longer only multinationals and other companies globalise,**
- **The latest wave of globalisation is driven by groups and individuals. They will drive the next generation of innovation.**
- **Our own children and grandchildren are going global!**

So, of course we must raise European and even global awareness, in education

- Internationalisation of education is one of our goals as city government:
- 1. By signing a cooperation agreement with our European Platform for Education;
- 2. Bringings schools together: by e-twinning, by joint projects (Comenius) and by using the Active Citizens for Europe-program;
- 3. By promoting the Anglia-programme (extra training in English, via Chichester College, with exams: foreign language as an success experience!)

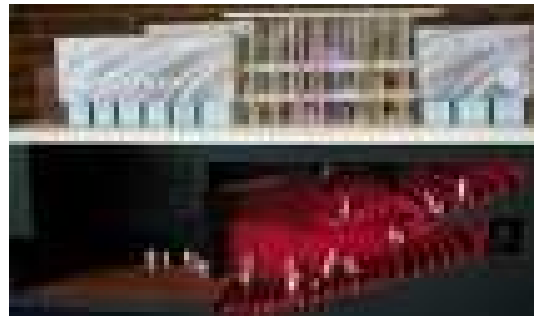
So of course we must raise European and even global awareness, in culture

- In ballet and dance: cooperation between our Ballet school and the Kalisz Modern School of Dance;
- Between our libraries: both have or will build a new building, but especially in the area of its role in our policies for our youth and senior citizens.



New Centre for Culture&Arts:

cool



Another goal: to become a Child Friendly City in 2016 (Unicef)

- Of course this includes cooperation in education and culture aimed at our youth;
- Especially with schools and organisations in Kalisz;
- We don't have government-run schools anymore: our schools are also interested in partners all over the European Union.
- School leaders from Kalisz and HHW meeting in autumn 2007

But, above all:

- As City Governments we must be active in Europe, develop our international networks, and use the opportunities to take part in the European Programs with the best partners possible.
- Otherwise we will become like the Frog in the Well!
- So, dear everybody, a President, Vice-Mayor or Councillor who visits a European congress or Brussels is not wasting your money.
- He/she is someone to be proud of!

So who's that man on the bike?



Heerhugowaard **stad van kansen**



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**Thank you for your
attention, any
questions?**