THE SERVICES WE OFFER

One World Begins at Home
Foreword

The world is facing formidable challenges. To this day, some 1.2 billion people are still living in absolute poverty, while 20 per cent of the global population are using 80 per cent of the planet’s resources. If humankind were to continue consuming resources as it is right now, in future we would need far more than just the one planet we now inhabit.

Poverty, conflict, environmental degradation and climate change call for rapid action. We must create nothing less than a new, humane and just global order that offers prospects for the lives of all. The next few years will be crucial to the future of our planet. The deadline for achieving the Millennium Development Goals will be reached, which means we will be focusing on defining the new Sustainable Development Goals. We also need to adopt a new global climate change agreement. Crucial to the success of these processes will be the participation of all actors and all policy-making levels.

Germany is willing to make its contribution, and also assume more international responsibility than it has in the past. In this context we are working closely with actors from all levels of policy-making, civil society, the churches, the private sector and the scientific community. Local governments are important partners and allies for us in this process. More and more local authorities of various kinds are acknowledging their responsibility for sustainable global development, as well as the benefits of strategies for sustainability and development work for their own municipality.

To support municipalities in their development activities, in 2002 we established the Service Agency Communities in One World. In 2012 we integrated the Service Agency into the new Engagement Global gGmbH – Germany’s Service for Development Initiatives. The Service Agency brings local administrators and policy-makers together with local decision-makers in the private sector and in non-governmental organisations. It promotes networking, and identifies ways in which municipalities and institutions can gain benefit from each other’s knowledge and ideas.

The Service Agency’s offerings include organising events, supporting theme-based networks, implementing projects in areas such as municipal partnerships, holding competitions and producing publications. Make use of the services we offer, and become part of network for a just and united world that is getting bigger all the time!

Dr. Gerd Müller
Federal Minister for Economic Cooperation and Development
Introduction

Your Competence Centre for Local Development Work

Local work for international development is becoming increasingly important. More and more local authorities in Germany are establishing and maintaining partnerships with municipalities in Africa, Asia, Latin America and Eastern/South-eastern Europe, getting involved in climate partnerships, participating in the establishment of democratic structures and transferring municipal expertise. This municipal engagement in other countries is also being backed up here in Germany. German municipalities are adopting resolutions on Fair Procurement and promoting Fair Trade, cooperating with migrant organisations or supporting other local civil society organisations, and performing information and education work for development. Through this package of measures in Germany and abroad, German municipalities are making an effective contribution toward achieving the goals of the international community and promoting just and sustainable development.

Our broad shareholding structure means we constantly liaise with key stakeholders in local development work. These include federal ministries, federal states, local authorities and their associations, as well as umbrella organisations of NGOs and other German organisations involved in international development. As part of Engagement Global gGmbH – Germany’s Service for Development Initiatives – we are linked with Germany’s other programmes to support engagement for development, and can put you in touch with the right people should you wish to use their services. The local structures of Engagement Global, which include offices in six federal states, enable us to deliver these services all over the country.
Our Areas of Activity and Offerings at a Glance

1. Local Sustainable Development
2. Migration and Development at the Local Level
3. Fair Trade and Fair Procurement
4. Municipal Partnerships and International Municipal Links for Development

Here we can provide you with the following services:

- events such as workshops, congresses and conferences
- facilitation and support of theme-based networks
- pilot projects for municipal development work
- financial and human resources to support municipal partnerships
- the ‘Capital City of Fair Trade’ competition – entries must include cooperative and creative ideas to support Fair Trade
- the ‘Municipality Moves the World’ competition – the prize for outstanding local contributions to Migration and Development
- online advisory service on financial support
- personal consultation free of charge, also provided locally in your municipality
- the ‘Dialog Global’ and ‘Material’ series’ of publications in which we document our projects, and publish guidelines and studies on current topics in development-related areas of municipal activity
- an extensive website (www.service-eine-welt.de) containing up-to-date information, an extensive collection of links and databases
- other online portals such as www.buergerhaushalt.org and www.kompass-nachhaltigkeit.de
- our monthly ‘One World Newsletter’ (only available in German)

See also the information on events on page 15.
Local Sustainable Development

‘The path to sustainability leads through the world’s cities and their governments.’ This quote from Ban Ki-moon, Secretary-General of the United Nations, reflects the huge international recognition that cities enjoy in their efforts to achieve global sustainable development. This is because cities and local governments are facing up to their growing global responsibility. Increasingly and in a variety of ways they are getting involved in sustainable development, as all countries and policy-making levels are expected to do as the international community moves closer toward defining the Sustainable Development Goals (SDGs).

The German Federal Ministry for Economic Cooperation and Development (BMZ) is making its contribution toward formulating the Post-2015 Development Agenda through its ‘Charter for the Future ONE WORLD – Our Responsibility.’ The priorities and goals of the Charter for the Future were compiled in a broad societal dialogue on German development cooperation. The vision of a more just world formulated in the Charter for the Future demonstrates that each and every one of us in Germany can assume responsibility for our ONE WORLD. In this context, the role of local authorities as pioneers of change is crucial, because the new global partnership for sustainable development that is required can only be operationalised at the local level.

Expert and Dialogue Events

To solve global problems we need to mobilise local engagement and local awareness of development issues. This can only take place on the ground. This is why expert and dialogue forums, and conferences are providing direct information on the Charter for the Future and the Post-2015 Development Agenda. At the same time, local actors can articulate the local perspective within the debate, and share ideas on both the challenges they face and the opportunities available to them. Their perspective highlights both the relevance of the Post-2015 Development Agenda to municipalities, and the contribution that municipalities will make toward achieving the SDGs.

In cooperation with civil society, and local administrators and policy-makers, local events are being held at which the actors of a local community jointly consider what their contribution toward the Post-2015 Development Agenda might look like. Systematic cooperation between all local actors is key here, because the idea of local sustainability can only be operationalised by integrating the actions of as many different actors as possible.

For example, together with the City of Bonn a dialogue forum was held on implementing the ‘Charter for the Future ONE WORLD – Our Responsibility.’ Here, citizens discussed with representatives from various institutions and fields of
policy-making, business and civil society how they could pursue and achieve the goals of the Charter for the Future in their city.

**Local Advisory Services**

The goal of sustainable development extends far beyond the remit of local environmental policy departments, and touches on almost all areas in which municipalities operate. We deliver advisory services locally to support municipalities in their local sustainability management. When advising them on developing their own specific local sustainability strategies, we also include the overarching priorities of sustainable development, which involves linking the SDGs with the strategies of the German government and the federal states. Within this framework we are then able to advise appropriately and in a practical way on defining local projects for sustainability.

In everyday practice in municipalities, sustainability is a cross-cutting task that will help determine the future. This is why we focus on promoting mainstreaming processes. For the same reason, we also advise on how to implement this cross-cutting task in municipalities, what instruments to use when doing so, and where it can be located within the organisation. We also advise on developing public sustainability reporting, and offer indicators as well as monitoring and evaluation for managing the aforementioned municipal tasks.

---

See also the information on page 14.
Migration and Development

Immigration is a fact of life in Germany. Many of the people with a migrant background who live in Germany have joined migrant organisations or diaspora communities. These organisations get involved in a whole range of activities in their local communities, and in the migrants’ countries of origin. We want to highlight the opportunities that migration presents for development, and ensure that the engagement of migrants and their organisations can help strengthen local development work, thus boosting intercultural expertise within local authorities and promoting integration.

Networking and professional exchange are fundamental to successful cooperation. Through our Germany-wide network for migration and development, since 2011 we have been providing a unique forum for systematic sharing between local government actors, local citizens involved in One World activities, and migrants and their organisations who are actively engaged in local development work. We also support the local networking processes of all actors in various ways. This includes conducting surveys of the local actors actively engaged in the development work, providing free advice and training, providing inputs to national and regional events in Germany, collecting and analysing good practice examples, and providing current information, publications and professional articles.

To help ensure that outstanding contributions to Migration and Development at the local level receive the recognition they deserve, since 2014 we have been organising the Municipality Moves the World competition. Under the auspices of Germany’s Federal Minister for Economic Cooperation and Development, this competition presents awards to projects and activities for Migration and Development in which German municipalities work together with migrant organisations and other One World actors. Furthermore, all contestants are invited to share their lessons learned and best practices.

A new project designed to promote a more interculturally aware approach to local development work aims to provide concrete support for interested municipalities. It focuses on finding out how the knowledge, perspectives, experiences and networks of immigrants can be better integrated into local development work, and how people’s awareness of engagement by migrants can be raised. In the German state of North Rhine-Westphalia (NRW), a pilot project is under way in cooperation with the Forum for Social Innovation and the NRW One World Network. The project is supporting a pool of experienced migrants who are actively involved in development work. This involves enabling them to support their local authorities in generating specific ideas for a more interculturally aware approach to their local work for development.
A further topic is refugees. Recommendations are currently being developed on how to involve refugees in municipal development cooperation, and specific ideas for pilot projects are being formulated.

→ See also the information on page 14.
**Fair Trade and Fair Procurement**

Public institutions involved in procurement possess huge economic potential. It is estimated that around half the EUR 380 billion spent on public procurement at the national, regional and local levels in Germany is managed at local level. As the largest group of public institutions involved in procurement, municipalities can make a key contribution toward more Fair Trade by supporting its objectives, procuring credibly labelled products and avoiding goods manufactured using exploitative child labour or in violation of minimum social standards. At the same time, local authorities can enhance their international image in their political and economic relationships.

We advise and support municipalities on issues of Fair Trade and Fair Procurement. As early as 2007 we launched the Germany-wide Fair Procurement network. This network brings together more than 120 experts from German municipalities, ministries, institutions, the private sector and non-governmental organisations. It aims to support municipalities in introducing and complying with social standards in public procurement, and to increase the sharing of best practices.

As well as clarifying legal and organisational issues, we also support the formulation of council resolutions and provide information on current developments at the national and regional levels. One key factor is being able to access at any time the available legal information on procurement that evaluates labels and includes text modules and examples. This service is provided by the Sustainability Compass, which offers guidance on municipal procurement: www.kompass-nachhaltigkeit.de. Further information is provided through our online project database, which contains good practice examples, and our range of publications.

Since 2003 we have also been organising the ‘Capital City of Fair Trade’ competition every two years. In this competition we present awards to local authorities that have displayed exemplary commitment to Fair Trade, Fair Procurement and sustainable consumption. As well as being awarded the title of ‘Capital City of Fair Trade’, the winners also receive prize money totalling EUR 105,000, which they use to continue their fair projects. All the municipalities that take part are also able to participate in the sharing of good practices for municipal Fair Trade and Fair Procurement.

→ See also the information on page 14.
Municipal Partnerships and International Municipal Links for Development

Municipal partnerships are an important part of development cooperation, particularly when they establish lasting links between people and get them directed involved. Approximately 500 local authorities in Germany already maintain links with municipalities in Asia, Africa and Latin America, as well as Europe outside the EU. They maintain limited-term project partnerships, or get involved in extensive international city-to-city networks. We actively support municipalities in getting involved and working in partnerships, international networks and dialogue forums for global sustainability goals.

50 Municipal Climate Partnerships by 2015

Since 2011, we have been supporting professional cooperation between German municipalities and municipalities in the Global South in the fields of climate change mitigation and adaptation through the project **50 Municipal Climate Partnerships by 2015**. Within these partnerships, the two sides design joint programmes of action that include specific reduction targets and measures for energy efficiency, renewable energy, energy saving and adaptation to climate change. Existing expertise is generated through the reciprocal exchange of experts and professionals. We facilitate and support continuous knowledge transfer through national and international network meetings. The project currently has 43 municipal North-South climate partnerships with Africa and Latin America, many of which have already begun implementing their joint programmes of action. By the end of 2015, we aim to increase this figure to a total of 50. In this project we cooperate closely with the North-Rhine Westphalian Working Party on Agenda 21 NRW (LAG 21 NRW), and with Germany’s various municipal associations, which are supporting the project.

Partnerships with a Focus on Governance/Citizen Participation

In the autonomous Palestinian territories, the Middle East conflict and the restrictions placed on the rights and opportunities of municipalities mean that municipal actors face very particular challenges. This is why the Service Agency is promoting German-Palestinian municipal partnerships to support sustainable development in this setting. Through their networks and long-standing partnerships, including partnerships with local authorities in Israel, the German municipalities also build bridges between the parties to the conflict.
Through their manifold activities they also make a contribution toward the Middle East peace process.

Due to the major importance of citizen participation for processes of change and development, we intend to launch a pilot project entitled **Responsive Local Governance**, together with interested municipalities. The idea is that within municipal partnerships, the partners will work together on topics and instruments for citizen participation. This will involve networking, exchanging experts and developing projects. Another activity agreed in this area involves cooperation with the Konrad Adenauer Foundation in Morocco. This cooperation will involve holding two workshops on citizen participation in 2015 and two more in 2016. These will take place in Marrakesh, and will involve experts from German and North African local authorities. The workshops will provide training, and will foster learning and the exchange of experiences between the participants.

One proven instrument of citizen participation is participatory budgeting. Citizens use this tool to shape their local government budget by making creative suggestions and setting their own priorities. Worldwide, local authorities use a wide variety of participated budgeting procedures to help achieve sustainable local development. In close and long-standing cooperation with the Federal Agency for Civic Education (bpb), we support the exchange of best practice between municipalities that practice participatory budgeting through our Participatory Budgeting Network and the platform www.buergerhaushalt.org.

Together we seek to establish international partnerships and projects for participatory budgeting.

**Round Tables to Network Municipal Partnerships with Specific Countries**

To support dialogue and synergies between municipal actors on their partnership work, since 2014 we have been holding Round Tables on municipal partnerships, each time in cooperation with a host German municipality. The pilot countries so far were Burkina Faso and Nicaragua (in cooperation with finep). Additional country groups, e.g. for Ukraine, will be convened as required.

**Human and Financial Resources to Support Partnerships**

Autonomous local government in Germany has an excellent reputation worldwide, and German municipalities are highly sought after as partners for developing and establishing self-governing structures. The specialised know-how of local government experts is in demand around the world. However, both the availability of these experts, and the human capacities for municipal development cooperation as a whole, are limited. This is why we work with two programmes that provide human resources to support and deepen partnership work, and further develop joint projects.

Since 2012, we have been working with the Centre for International Migration and Development (CIM) in the programme **Thematically Flexible Measures with Integrated Experts**. This
programme places integrated experts in positions that support municipal partnerships. This gives municipalities an opportunity to use an instrument of bilateral German development cooperation, which has been tried and tested over many years, to support and develop their partnerships with the South. Under this programme it is possible to second experts and managers to partnership projects for two to five years. As a rule the partner municipality in the Global South then becomes the employer of the integrated expert.

In 2013, together with the ASA Programme of Engagement Global gGmbH we launched the programme component ASA-Kommunal. This programme brings young people aged between 21 and 30 together with local government officers involved in development work in municipal partnerships or projects – both in Germany and in partner countries. The ASA participants support the partnership work by spending three months as interns in the partner municipality. They acquire knowledge on global relationships and development policy issues, and in the long term become disseminators of local development work.

To also support German municipalities financially as they implement specific projects and activities together with their partner municipalities in the Global South, in the summer of 2013 we launched the programme ‘Partnership Projects for Sustainable Local Development’ (Nakopa). Under this programme, German municipalities or local authority associations can apply for financial support for development projects. Support can be provided for development projects that focus on public services, good local governance or climate change mitigation and adaptation in a partner country. Project proposals may also be submitted that involve partnership work which combines the future-oriented themes of Migration and Development, Fair Trade/ Fair Procurement and/or Local Sustainable Development in innovative ways.

All three programmes for human and financial resources to support partnerships are usually advertised annually on our website. Municipal partnerships are then welcome to apply.

**Connective Cities: An International Community of Practice for Sustainable Urban Development**

Connective Cities aims to bring local actors from the realms of politics, administration, business, academia and civil society in various regions of the world together in a single global network. The network enables them to share practical lessons learned on sustainable urban development, pursue joint learning and develop joint ideas for urban projects. Through dialogue and learning activities for good urban governance, integrated urban development and local economic development, Connective Cities mobilises German and international expertise. We are implementing the Community of Practice in cooperation with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the German Association of Cities.

→ See also the information on page 14.
Information and Deadlines for Programmes and Competitions

**Partnership Projects for Sustainable Local Development**
Under the programme ‘Partnership Projects for Sustainable Local Development’ (Nakopa), German municipalities or local authority associations can apply for financial support for development projects. Calls for proposals are published annually, during the first quarter.

[www.service-eine-welt.de/nakopa/nakopa-start.html](http://www.service-eine-welt.de/nakopa/nakopa-start.html)

**Capital City of Fair Trade**
Every two years, German cities and municipalities can submit Fair Trade and sustainable consumption projects as entries for the ‘Capital City of Fair Trade’ competition, which involves prize money totalling EUR 105,000. This year the prizes will be awarded on 21 September 2015 in Rostock.

[www.service-eine-welt.de/hauptstadtfh/hauptstadtfh-start.html](http://www.service-eine-welt.de/hauptstadtfh/hauptstadtfh-start.html)

**Municipality Moves the World**
Every other year German municipalities, migrant organisations and One World actors can enter their joint projects in the ‘Municipality Moves the World’ competition. The winners receive big prizes. The competition will next be held in 2016.


**ASA-Kommunal**
German municipalities and their respective partner municipalities from countries in the Global South can propose new projects for ASA-Kommunal every year, usually by the beginning of the third quarter.

[www.asa-kommunal.de](http://www.asa-kommunal.de)

**Thematically Flexible Measures with Integrated Experts (TFM)**
German municipalities can use the programme ‘Thematically Flexible Measures with Integrated Experts’ (TFM) to further develop their municipal partnerships. Declarations of interest can be submitted at any time.

[www.service-eine-welt.de/integrierte_fachkraefte/integrierte_fachkraefte-start.html](http://www.service-eine-welt.de/integrierte_fachkraefte/integrierte_fachkraefte-start.html)

**50 Municipal Climate Partnerships by 2015**
The project ‘50 Municipal Climate Partnerships by 2015’ is designed for German municipalities who wish to work together with partners in the Global South on joint programmes of action for climate change mitigation and adaptation. Interested municipalities can still submit applications for the fifth and final phase of the programme until 15 August 2015.

[www.service-eine-welt.de/klimapartnerschaften/klimapartnerschaften-start.html](http://www.service-eine-welt.de/klimapartnerschaften/klimapartnerschaften-start.html)
Information on Events

We organise between 60 and 80 events every year. Here is a small selection:

The ‘Capital City of Fair Trade’ prize-giving ceremony
Every two years, the winners of the ‘Capital City of Fair Trade’ competition are awarded their prizes during the Fair Week. The ceremony is held in the municipality that won the competition last time round. The next award ceremony will take place on 21 September 2015 in Rostock.

www.service-eine-welt.de/hauptstadtfh/hauptstadtfh-start.html

Federal Conference on Local Development Work
For more than 20 years the Federal Conference on Local Development Work has provided local and regional decision-makers and representatives of One World initiatives with a forum for exchange, dialogue and networking. The agenda includes current topics of sustainable local development. The next Federal Conference will take place in 2018.

www.service-eine-welt.de/bundeskonferenzen/bundeskonferenzen-start.html

All-Germany Conferences on Municipal Partnerships
The Germany-wide conferences on municipal partnerships provide a unique forum for training, networking and developing municipal partnerships. Following two conferences on municipal partnerships with Africa, held in Ludwigsburg in 2010 and in Hamburg in 2013, in late 2014 the first Germany-wide conference on ‘Municipal Partnerships with Asia’ was held in Berlin. The first all-Germany conference on municipal partnerships with Latin America is planned to take place on 19/20 November 2015. In 2016 there will be another conference on municipal partnerships with Africa.

www.service-eine-welt.de/partnerschaften/partnerschaften-konferenzen.html

Events on Local Sustainable Development
In the context of the global agenda for sustainable development (also known as the Post-2015 Development Agenda), numerous events in all Germany’s federal states will provide municipalities with an opportunity to network and share ideas on sustainable development topics. The discussions will revolve around both the challenges faced by municipalities, and the opportunities for them to position themselves as actors for sustainable development in their own right, and help achieve global and national sustainability goals at the local level. A broad diversity of events will be held, ranging from expert training activities to large international conferences. If requested to do so by municipalities we will also support events in the municipalities themselves. In this setting we will also support the process of dialogue between the municipality and its citizens on sustainable development within the municipality.

www.service-eine-welt.de/global_nachhaltige_kommune/global_nachhaltige_kommune-start.html
The Service Agency Communities in One World (a division of Engagement Global gGmbH) is funded by the Federal Ministry for Economic Cooperation and Development (BMZ), as well as the federal states of Baden-Württemberg, Bremen, Hamburg, North Rhine-Westphalia and Rhineland-Palatinate. We involve our supporters and cooperating partners in our continued development through our official bodies: the programme advisory board and the programme commission.

Members:
The Free State of Bavaria; the State of Berlin; the State of Mecklenburg-Western Pomerania; the State of Lower Saxony; the State of Saarland; the State of Schleswig-Holstein; the Municipality of Aidlingen; the Federal Foreign Office; the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety; the Federal City of Bonn; the German Civil Servants' Association (DBB); the Baden-Württemberg regional association for international development (DEAB); the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH; the German Commission for UNESCO; the Federation of German Trade Unions (DGB); the German County Association; the German Association of Cities; the German Association of Towns and Municipalities; the German Development Institute; the Diocesan Council of the Catholic Church; the Stuttgart Forum of Cultures; the City of Freiburg; the City of Jena; the City of Karlsruhe; the City of Cologne; the City of Nuremberg; the Council of European Municipalities and Regions (CEMR); the German Council for Sustainable Development; the District of Steinfurt; the association of German development non-governmental organisations.