



Gemeente  
Amsterdam

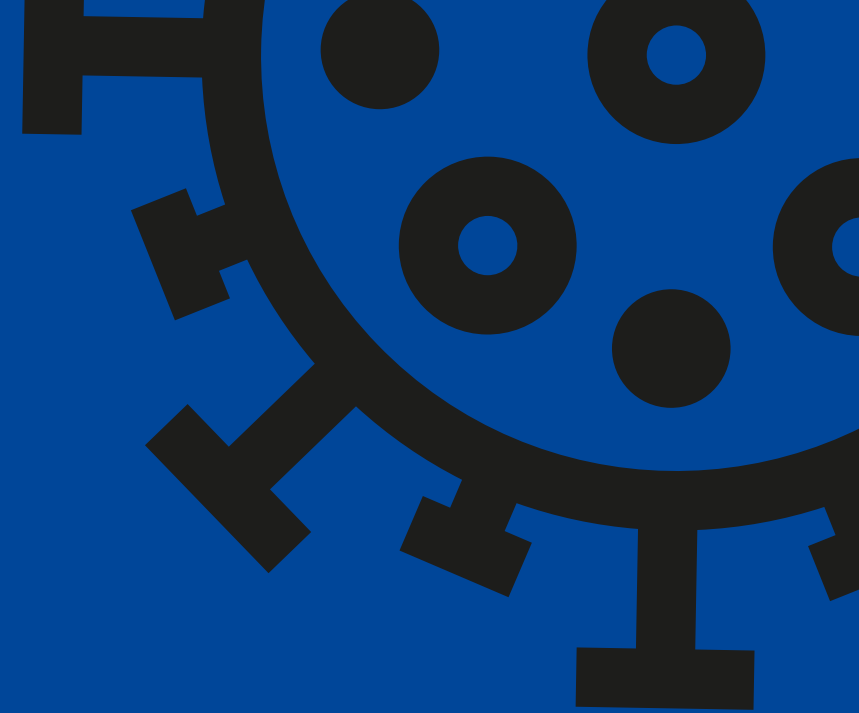
**International monitor  
of urban approaches  
dealing with COVID-19**

Edition 8, 17th of July 2020

If you would like to know more about an example in this monitor, have an additional question, or would like to receive the monitor by email in the future, please let us know via:  
[internationaloffice@amsterdam.nl](mailto:internationaloffice@amsterdam.nl)

This fortnightly monitor aims to provide an overall picture of measures taken by other cities in Europe and beyond in response to the coronavirus outbreak. Different domains are discussed, and all examples focus on their relevance to cities and specifically Amsterdam. This document also contains an overview of EU measures and of information sources relevant to cities.

For more information on the Amsterdam approach of the coronavirus, please [check this link](#).



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# Feature

## Tel Aviv

In the past few weeks, Israel has seen a sharp rise in the number of infections with COVID-19. This followed an easing of the strict measures in May. Unfortunately, the virus is spreading rapidly, as can be seen in the [dashboard](#) published by the Israeli government.

### Preparing for lockdown

The municipality of Tel Aviv has recently been preparing for the closure of certain districts on the basis of the so-called 'Red neighbourhood' procedure. This method involves monitoring the number of infections, and tracking, tracing and informing people who have been in contact with an infected person. Where necessary, lockdown measures will be reintroduced in specific neighbourhoods. Under the terms of this lockdown, individual neighbour-



hoods will be isolated. There will be checks at the entry and exit points, residents will not be allowed outside on the streets, people who are ill but unable to observe the quarantine measures at home will be moved to another location and local residents will be offered extra help and support.

A manager has been appointed to every neighbourhood in preparation

for this procedure. Community centres or local government buildings in the districts concerned will be turned into emergency control centres to manage the situation. The neighbourhood managers will be responsible for managing the infections as well as providing extra municipal help for vulnerable residents, and for coordinating with stakeholders and aid organisations.



## Help for the unemployed

The municipality has set up an 'opportunity centre' with a work coach, psychological help and job hunters to help people who have lost their jobs. Active Facebook and WhatsApp groups have also been set up, to share information about employee rights, job opportunities and online workshops.

## Demonstrations

On 11 July, a large-scale demonstration was organised on Rabin Square in Tel Aviv in protest against the restrictions. The younger generation was particularly keen to voice its concerns about the economic consequences of the pandemic. The event was organised by a collective of small businesses, self-employed people and artists, who all claim to have been waiting too long for the financial assistance promised by the government.

# Urban help for the cultural sector

Cultural life has ground to halt across the globe, with far-reaching consequences for all those who work in the cultural and creative sector. Four months after the start of the crisis, many cities are now making a start on repairing the damage.

**Amsterdam** is actively sharing information on the subject within the World Cities Culture Forum (WCCF). Here is an overview of the ways in which various cities are trying to help the cultural sector.

## Milan

Has started a communication and media campaign aimed at encouraging local residents to visit the cultural institutions that have been allowed to reopen.

## Tokyo

Has launched an aid fund for artists and cultural professionals living and working in the city. Focus on online and media (100,000 Yen per project, approx. € 800). The work is collected

on an online platform. Over 16,000 applications on the first day it was opened. Due to the high demand, the budget was increased from 500 million Yen to 2.8 billion Yen.

## São Paulo

- Has launched a free online platform - CCSP Digital – offering a curated range of the city's 113 cultural institutions. Has simultaneously launched a free online streaming



platform - [SPCine](#) - gained at films and media exploring social themes linked to the coronavirus pandemic.

- The Street Art Museum (MAR) is presenting a new programme focusing on health, healthcare and life in the city after the pandemic.
- Bus stops, signs and other amenities in public spaces are being linked with art events.

# Urban help for the cultural sector

## Vienna

Is organising culture programmes throughout the summer – Wiener Kultursommer 2020. The aim is to create a platform for artists, to boost accessibility for the public, to provide cultural activities out of doors and to give the local population a wide range of cultural options. Some 2,000 artists will perform 800 shows, from pop to classical music, and from theatre to circus.

Stadt Wien Marketing is providing 25 stages for 800 events (concerts, lectures, performances, etc.) in July and August. Three types of stages, for a maximum of 500, 100 and 30 guests, will be located in various parks throughout the city. Concerts will also be organised in residential courtyards and gardens.



## Amsterdam

- Has presented leniency measures to help breeding grounds and studios.
- Is speaking to various public and private organisations about developing and setting up a bank to help revive the cultural sector
- Is giving residents the opportunity to organise cultural initiatives within the confines of the 1.5-metre society.
- Is organising a broad-based cultural programme for young people this summer.
- Is stimulating a relaunch of cultural life in the city and enabling a marketing campaign for this purpose.
- Is lobbying central government and the House of Representatives for more, and better, support for the sector (including makers, self-employed workers and the non-subsidised sector).
- Is making a case for reopening and supporting the city's night-life culture.
- Has joined forces with research organisation TNO to experiment with technology and innovation in relation to cultural visits (including museums and theatres) in the city within the 1.5-metre society

# Public order and security during coronavirus

Interview Elizabeth Johnston, Executive Director European Forum for Urban Security (Efus)



## Can you tell us about Efus and your role?

Our association brings together nearly 250 cities and regions in 15 countries.

Our aim is to support local and regional authorities in the conception, implementation and evaluation of their local security policy and to strengthen the role of local administrators within national and European administration. Our approach is set out in the "[Security, Democracy and Cities](#)" manifesto. As Executive Director of Efus, I am responsible for the strategy and development of our network, in liaison with our Executive Committee.

## What impact has the coronavirus crisis had on public order and security in European cities? What trends has Efus identified in that respect?

As well as making existing vulnerabilities more visible the health crisis has worsened them. Vulnerable individuals who already have difficulty accessing institutional support, such as the homeless, have been hardest hit. Interrupted supervision of unaccompanied minors and an increased risk of integration of criminal networks into legitimate business has also been observed in various areas. There has been a rise in domestic violence of between 15 and 30 per cent.

Apart from certain specific groups, the lockdown measures have also had an impact on social cohesion, which

will lead to security challenges in the future. The rise in loneliness intensifies polarisation and people can become increasingly vulnerable to various forms of radicalisation. This was evident during the anti-lockdown protests in Germany, for example. Radical groups have also developed their online presence. We observed an increase in hate speech online.

Local authorities have nevertheless demonstrated their capacity to position actors and to develop local crisis measures and crisis response systems, aimed at helping the groups hardest hit by the crisis. This has underlined the fundamental role of local authorities as the form of government closest to the citizens.



**What role have cities played in identifying and tackling (organised) crime since the start of the coronavirus crisis?**

Criminal groups have adapted to the new situation in order to exploit and take advantage of the socially and politically vulnerable. This is not a new phenomenon but the economic predicament many companies are now in – particularly in the service sector – increases the risk of infiltration into legal economies and money laundering opportunities. Europol and various other experts have warned about the rise of cybercrime, varying from scams to fraud, forgery, etc. This has also been observed in our cities.

Local and regional authorities in our network have emphasised the use of both top-down and bottom-up strategies. Concerted action by local administrators, relevant stakeholders and countries is needed. Authorities must avoid being caught off guard by organised crime while they



are concentrating on combating coronavirus.

**Could you illustrate this role with specific examples or best practices?**  
In the **Tuscany** region, cities have been working together with local anti-

extortion organisations. This made citizens more resilient to criminal organisations. The direct contact with these organisations and the exchange of information with local authorities proved particularly successful.

**Amsterdam** also underlined the importance of implementing particular strategies in all municipal services with an integral approach. Indeed, the city has experience of effective cooperation between various government services, such as the police, the emergency services and the public prosecutor's office. Various services in **Rotterdam**, such as the police, the Tax Authorities and the public prosecutor's office, have also exchanged data on the change in criminal behaviour during and after the lockdown.

The 'knock and talk' strategy is very interesting: talking with local residents about all kinds of topics, but also discussing their concerns about how the government and other organisations could help them in that respect. This approach can help prevent citizens in need from being recruited by or attracted to criminal networks.

### **What activities has Efus developed in the area of public order and security in relation to the coronavirus crisis?**

Since the beginning of the crisis, Efus has focused on supporting local and regional authorities in their response to the crisis. We set up [twice-weekly web conferences](#) in April and May. More than a thousand members and local actors attended the online conferences. These meetings underlined the extent of the demands made on local and regional authorities in the response to the local impact of the health crisis.

### **Examples from practice**

Speakers and participants exchanged numerous examples from practice. The topics included the opening of shelters for the homeless and victims of domestic abuse (**Barcelona, Bordeaux, Essen, Liège**), local campaigns to combat polarisation (**Mechelen, Rotterdam**), support for Islamic residents during Ramadan (**Mechelen**), campaigns to raise organised crime awareness (**Italian cities**, but also

**Amsterdam** and **Rotterdam**) as well as support for unaccompanied minors left to their own devices on the streets of European cities (**Bordeaux, Molenbeek**).

With regard to social distancing and isolation, we are pleased that the network has had the opportunity to share knowledge on these emergency measures and about schemes to help those groups in society that have been hardest hit by the crisis. We will continue these exchanges regularly from now on.

### **With a view to the future: what would be your advice to cities on adapting to this new reality (in relation to coronavirus and public order and security)?**

One important aspect that came to light during discussions with our members is the strong demand for coordination and information sharing. Members called for better coordination between the various

public organisations engaged in crisis management. They also called for stronger coordination between EU member states to enable more effective response to such crises which, by definition, are transnational.

### Partnership on security in public spaces

European cities play a central role in promoting a shared culture regarding security issues and the challenges they face in their public spaces. That

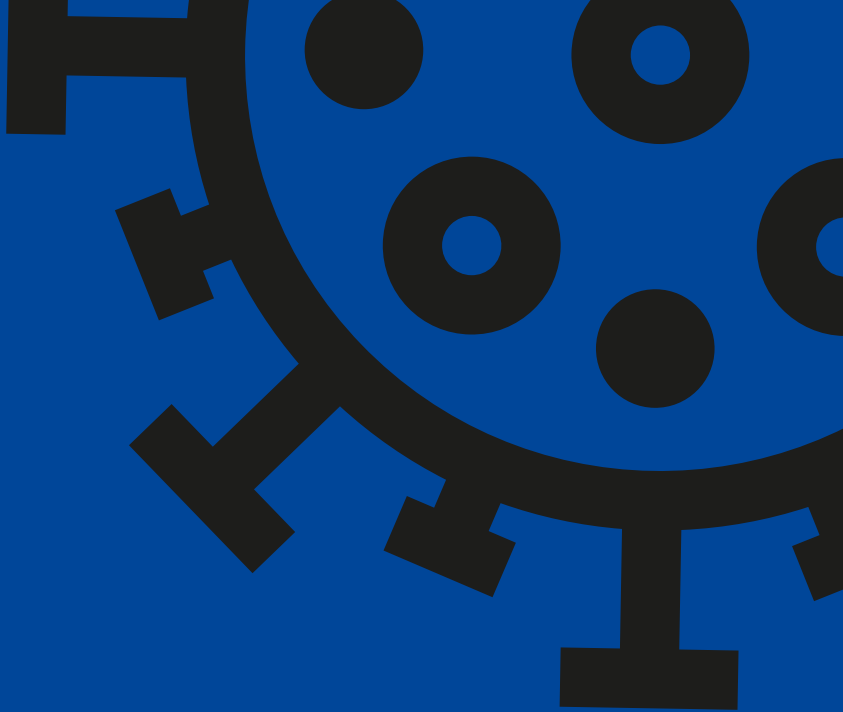
is why, together with the cities of **Nice** and **Madrid**, our organisation is coordinating the new Partnership on Security in Public Spaces, part of the Urban Agenda for the EU. The objective is to strengthen the role of cities both in European security policy and in the design and management of public spaces.

The link between urban security and the environment, and such threats as bioterrorism, present new challenges

that will need to be tackled together. The international “Security, Democracy and Cities” conference will be held in May 2021.

**The European Forum for Urban Security (Efus) is the only European network of local and regional authorities dedicated to urban security. Nearly 250 local and regional authorities in 15 countries are members of the network. You can find more information at [efus.eu](http://efus.eu).**





# Social Domain

# The impact of COVID-19 on mental health

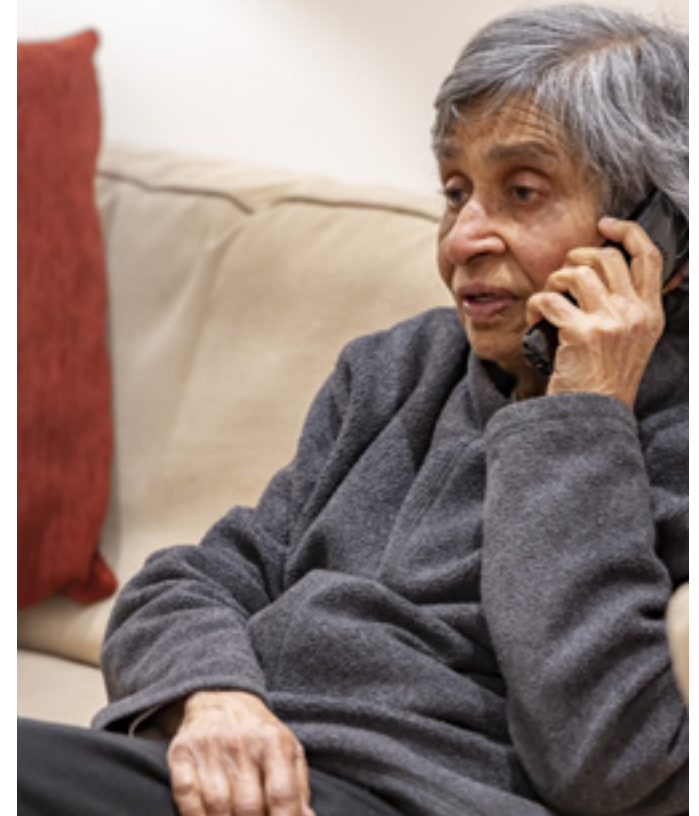
The COVID-19 crisis is having a major impact on the mental health of people in cities all over the world. The World Health Organization (WHO) has warned of a large increase in psychological complaints if additional investments in public mental health are not forthcoming.

Researchers in **Ethiopia** have found that cases of depression have increased threefold compared to before the crisis. Specific groups have a higher risk of developing mental health complaints. In **China**, for example, 50% of healthcare employees are said to show signs of depression, with 45% suffering from anxiety and 34% having trouble sleeping. In **Canada**, 47% of care workers said they were in need of psychological support.

## Financial support

In the **United Kingdom**, the Mental Health & Money Advice organisation helps people with mental health problems caused by financial difficulties. The service was set up in 2017, following research that showed that 4 million people in the country suffered from mental health issues as well as financial prob-

lems. This number is expected to rise as a result of the COVID-19 crisis. The organisation helps people who have suffered from income loss caused by the crisis. It gives advice on the available options to those on zero-hours contracts, for example, and sole traders.



## Are you OK?

Bristol has launched a campaign entitled "Are you OK?". The campaign encourages people to look out for each other and to check whether those around them are likely to be victims of domestic violence or may be affected by mental health problems. One reason for the launch of the campaign is the decrease in the number of people contacting family-support organisations in recent months.

### Preparing for a marathon

The **American Psychiatric Association** has uploaded a [video](#) for healthcare employees. The video explains how disasters such as the COVID-19 crisis affect public mental health. It also explains that, in the long term, the psychological 'footprint' will be greater than the medical one. It examines in depth how the crisis is affecting the psychological health of care sector workers.

### Anti-stress campaign

The authorities in Beşiktaş (Istanbul) have launched an [anti-stress](#) campaign. In support of the campaign, the local council has set up an anti-stress committee whose members include psychologists from the local public health service.

Citizens are invited to meet psychologists in parks, online, or in an isolated room. Activities such as yoga are also being organised in parks. ■



# Mental health:

## Amsterdam's 'At first sight' campaign

In Amsterdam, the City has launched its 'Op het eerste gezicht' campaign to fight the stress and gloom of the COVID-19 era. The campaign is aimed at local residents aged between 18 and 35 who are currently struggling with mental health problems, even minor ones, and who could use some support. Through the campaign, Amsterdam hopes not only to get people to talk about mental health, but it's also offering hands-on tools Amsterdam's young people can use to get active.



Deputy Mayor Simone Kukenheim (Welfare Services): *"Recent research shows that a quarter to a third of people in the Netherlands have become more anxious, more gloomy, more stressed, and more lonely during this period of crisis. Unfortunately, there are still too many barriers keeping people from talking about mental health or getting help. If it's about physical health, such as a broken leg, people tend to be quite open. But sadly, mental health is still very much a taboo subject. Social media abounds*

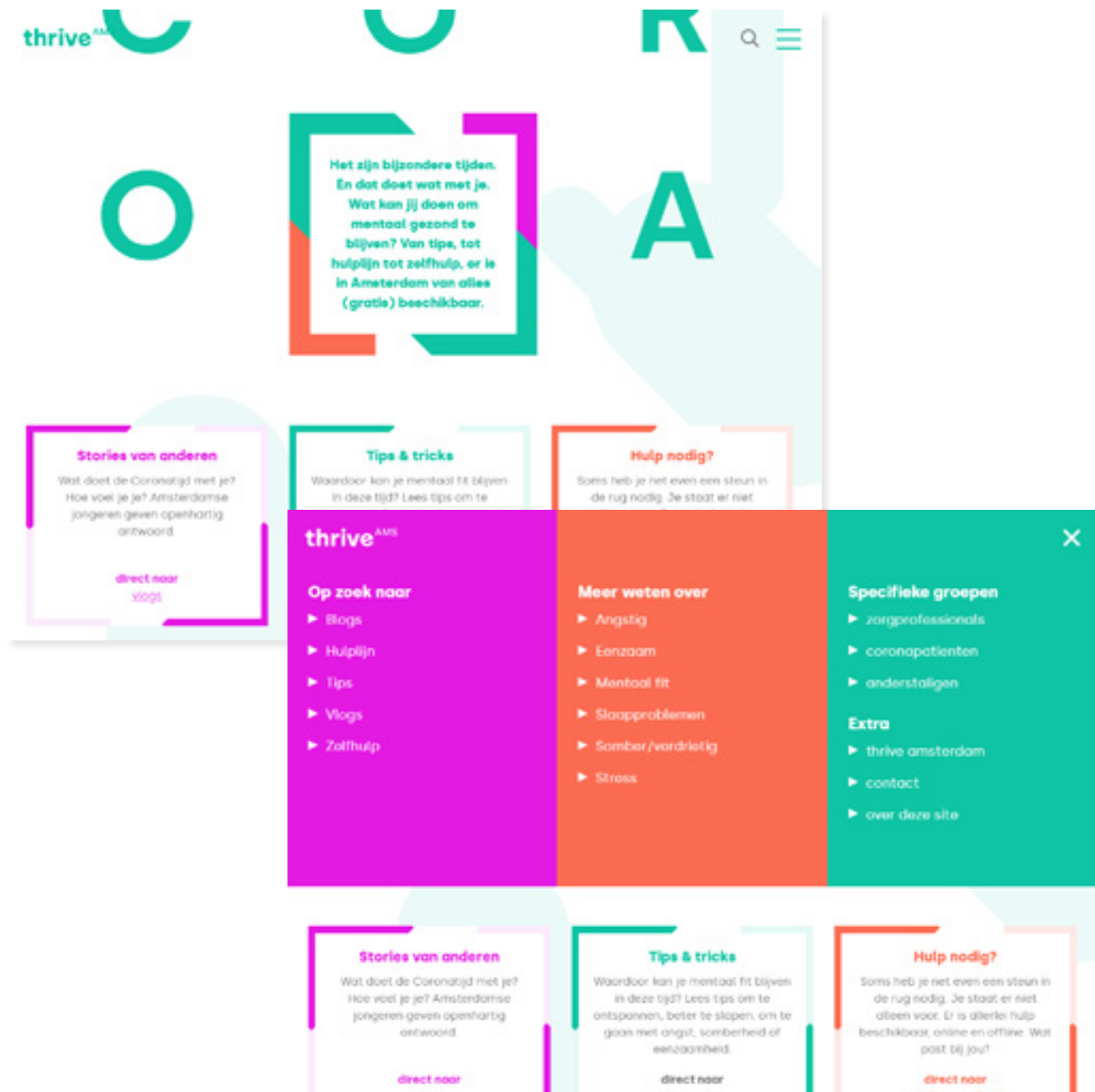
*with amusing videos, glamorous selfies, and inspiring quotes. However, all these ups mask many downs that are not being shared, even though honest messages reflecting vulnerability could make a real difference today. We hope this campaign will help break that taboo."*

The COVID-19 crisis has greatly affected how people feel, according to ongoing research by the National Institute for Public Health and the Environment (RIVM), GGD/GHOR, and local public health services. Their research involves asking people at four different times how they are experiencing the measures taken in relation to the coronavirus. From the second, most recent report (May 2020), it becomes apparent that one out of six of participants from Amsterdam feel

very lonely. Eight out of ten miss seeing friends or family face to face. Between a quarter and a third of the participants said they were more adversely affected by psychosocial complaints like being unable to sleep properly, anxiety, and feeling low, when compared to the pre-virus period.

The campaign shows young people in Amsterdam who are apparently doing well. In short voice memos, they talk openly about how they are actually doing. Some say they are sleeping badly, or that they are worried about their parents because of COVID-19 measures. Each of their problems is accompanied with relevant tips, help lines, and courses that are available free of charge in Amsterdam.

This range of online and offline options can be found [corona.thriveamsterdam.nl](https://corona.thriveamsterdam.nl). The campaign features prominent public figures as well as ordinary Amsterdam citizens.





# In-work poverty

Interview prof. Luca Ratti on mplications of the COVID-19 crisis on in-work povert

Professor Luca Ratti is coordinator of the project 'Working and Yet Poor' (WorkYP) that is focused on the increasing social trend of working people at risk or below the poverty line. The Consortium will devote its research to explore the reasons of such phenomenon and elaborate recommendations to the EU and member states, to enhance the goals proclaimed in the European Pillar of Social Rights.



The WorkYP Project, funded by the Horizon2020 program of the EU, will analyse seven representative countries (Sweden, Italy, The Netherlands, Belgium, Luxembourg, Germany, and

Poland), selected on the basis of their geographical area, as well as their different social systems and legal orders. In each such Country, the WorkYP Project has identified four clusters of particularly Vulnerable and Underrepresented Persons (VUP Groups), which disadvantaged conditions impede full enjoyment of EU citizenship. Attenuating divergent trends across Europe will effectively prevent the risk of social dumping and reduce economic shocks. Only tackling vertically the vulnerabilities of VUPs and attenuating inequalities across diverging regimes will grant



EU citizens, mostly those who do not circulate, regaining confidence in public governance and substantiating their citizenry's status.

### **What trends can you distinguish at the European labour market as a consequence of the crisis?**

Globally, the pandemic has run indiscriminately over countries and interim confinement measures have affected horizontally all workers, widening societal divides.

The ILO suggested that the "active population" – workers and the self-employed aged 15-64 – are bearing the heavy economic cost of the pandem-

ic for years, due to job loss, income reduction, underemployment, career uncertainty, and unsecure labour conditions. Rather paradoxically, most "essential-activity" workers are low-paid or precarious workers, and frequently work in unsafe environments.

Short-term work schemes put in place at national level – boosted by the [SURE Regulation](#) (Council Regulation (EU) 2020/672 of 19 May 2020) – partially attenuated the impact on the labour market, for their ability to indirectly halt economic redundancies. However, since deconfinement measures started across Europe, the enterprises' ability to dismiss rematerialized with severe consequences on employment rates. Coupled with this, most temporary and precarious jobs were lost during and after the confinement period.

### **Which sectors in Europe are most heavily affected by the coronacrisis?**

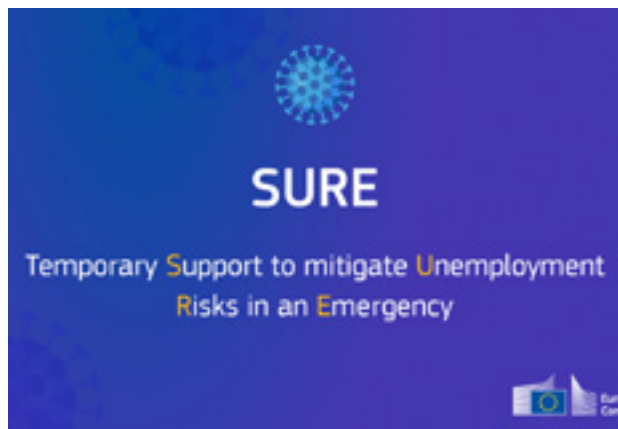
Statistics offer only a first, partial overview on the actual situation of labour markets in Europe. Reputed institutions have started surveying population in

order to get relevant data on their economic and working situation during and after the lockdown measures.

While the ILO estimates that an equivalent of 305 million full-time jobs will be lost globally during the second quarter of 2020 because of the pandemic crisis, Eurofound reports that Europe presents one of the largest losses in hours worked. The young are the social group hit harder and faster than any other: more than one in six young people are out of work and those who remain employed have seen their working hours cut by 23%.

### **Could you explain about the notion of in-work poverty?**

In-work poverty relates to the inability of a person, considered to be a worker, to earn an income which keeps him/her above the relative poverty line. The same expression in-work poverty contains two words which for a long time were considered incompatible: work has long been regarded as the best way out of poverty. Statistical indicators increasingly notice that this is not



necessarily the case: someone may be poor, at least by some definitions, while working.

Behind Eurostat indicators there are basic concepts and definitions. According to such indicators, Eurostat took a 'relative approach' to in-work poverty, one according to which an individual is poor if he or she has a lower standard of living than the others living in the same country.

As a consequence, the European at-risk-of-poverty (AROP) indicator measures the proportion of the population with a standard of living below 60% of the median standard of living in a specific country (60% of the median is known as the poverty line). This indicator assumes an accurate definition of the standard of living which is based on "disposable income", which corresponds to gross income (from work, capital, etc.) plus social benefits received (public pensions, means-tested or non means-tested benefits) minus

direct taxes (social insurance contributions, income tax, property taxes). More concretely, it is the disposable income that a household has at the end of the month, or year, to consume or save.

### How often and where in the EU can we see this?

The in-work at-risk-of-poverty indicator used at the European level shows that 9.5% of EU-28 workers (18 years old and more) are at-risk-of-poverty in 2018. Therefore, it seems that being poor while working is not a marginal phenomenon in Europe. It is even a growing phenomenon, from 8.3% in 2010 to 9.5% in 2018.

Across Europe, we range from countries where in-work poverty rates are more than 13% (Romania, Luxembourg) to countries where the same rate is around 5% (Belgium). This derives from many different factors, related to the structure of national economies, to labour law rules and social security schemes (including minimum income

guarantees), and to different traditions of industrial relations.

### What are the implications of the COVID-19 crisis for in-work poverty?

All the measures put in place by national governments, conceived to temporarily tackle the forced closures of most economic activities, have significantly influenced the regulation of labour markets and employment relationships, and are starting bearing effects in terms of in-work poverty. Scarcity of social protection outside the evermore uncertain confines of the employment relationship (subordinate employment contracts) will probably exacerbate in-work poverty and labour market inequalities in the years to come.

Unresolved issues may exacerbate. Precarious working conditions are among the factors that mostly influence the spread of in-work poverty in Europe. Quality of employment and the establishment of a harmonized framework on fair minimum should therefore be at the

core of future policy actions. A broader minimum income initiative, such as that proposed by the German presidency of the EU at the beginning of July 2020, may complement the EU Commission's action on fair and adequate minimum wages.

Furthermore, as studies show, targeted measures to combat in-work poverty, such as increased child benefits, enlarged safety nets, and sectoral collective bargaining, should additionally be put in place.

In the assessment of the crisis' effects, the same thresholds to measure in-work poverty should better reflect actual needs of people, and consequently identify how the most vulnerable and under-represented categories in the labour market must be protected. This is particularly true once we look at the household composition and overall income, not easily captured by the existing social security nets.

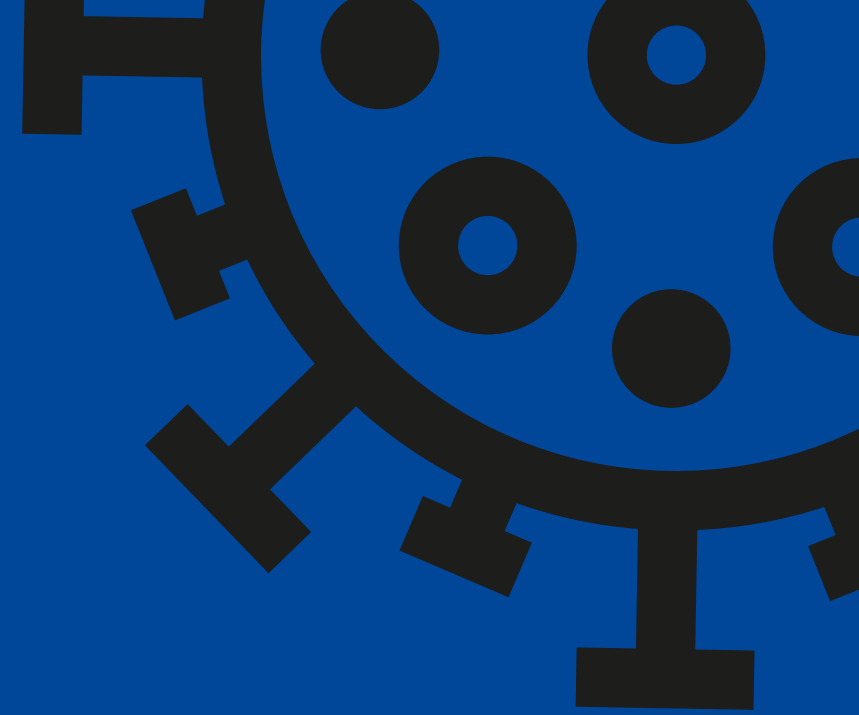
### **What role could cities play during the recovery of the crisis, especially dealing with a high level of unemployment?**

Cities may integrate State's action when providing in-kind social transfers and efficient public services to combat poverty and social exclusion. They may provide social shields against the growing risk of job losses and career uncertainties. Furthermore, the establishment of coordinated actions to train or re-train unemployed workers may help them re-orient their professional paths towards new available job opportunities.

Massive investments are coming both from central States and from the same EU. Such resources are an opportunity that could be channeled through cities in order to catch the momentum and promote upward convergence across the EU.

### **What could cities do to counteract in-work poverty?**

In-work poverty is a complex phenomenon, due to a range of socio-economic and legal determinants. While it is normally a State's ambition that of granting the functioning and fairness of labour markets, Cities may experiment ad-hoc measures to locally combat in-work poverty. They may invest part of the budget transfers that come from central States to facilitate economic activities or promote targeted actions, which are capable of creating employment opportunities for the most vulnerable clusters of society. They may also make good use of public procurement rules – which stem from the EU directives of 2014 – to require that private subcontractors comply with socially responsible goals, including the preservation of employment and the respect of fair working conditions. ■



**Physical Domain**



# Mobility and public space

## New York

This city is combining two popular measures this summer: open streets and open restaurants. This new programme came into effect on 4 July and provides additional outdoor dining and seating options for restaurants in certain restaurant corridors throughout New York's five boroughs.

The restaurants in the temporary open streets were the first to be able to expand their outdoor capacity. In June, the Department of Transportation already issued guidelines to restaurants stating how they can use the pavements, roadways and other public spaces for outdoor seating.

## National Association of Transport Officials

Since the beginning of the pandemic, the website of the National Association of City Transport Officials (NACTO) has collected best practices, mainly from American and European cities, with regard to mobility and related issues in combating the virus. All best practices have been collected in toolboxes or in Excel sheets.

## Atlanta

Since the beginning of July, measures have been relaxed in Atlanta allowing businesses to reopen. This resulted in an immediate increase in traffic and the use of public transport in the city. The Metropolitan Atlanta Rapid Transit Authority (MARTA) uses technology to make vehicle and facility cleaning easier

and faster. MARTA is also distributing 2 million disposable face masks to passengers. In addition, two scooter sharing businesses are reopening their doors. These businesses were deemed non-essential during the lockdown.

Now that the city is opening up again, they see opportunities for their electric scooters as a safe means of transport to and from work.

## Cycling

It is widely known that cycling has become extremely popular during the pandemic. European cities have announced plans to significantly increase the number of bike lanes in their cities. **Rome** has announced plans for 150 km of bike lanes, **Bologna** 94 km, **Lisbon** 77 km, **Barcelona** 70 km and **Paris** 69 km. The lockdown has prompted authorities in 32 of Europe's largest cities to bring forward planned infrastructural improvements.

Whereas **Belgium**, **Denmark** and the **Netherlands** are pioneering with fast lanes for commuters, in Rome many bike lanes have been marked on existing roads while temporary pop-up lanes were created in Berlin and Paris.

This increase in bicycle use provides opportunities for businesses like the **Amsterdam** company Swapfiets, which plans to expand to London, Milan and Paris before the end of the year.



# Tourism in Europe

## Reopening of borders within the EU and reopening of external borders

Although EU member states have stated that they will coordinate the reopening of the internal and external borders, this is proving difficult in practice. Non-essential travel has been possible again within the EU since 15 June.

The European Commission has developed a website showing [travel advice for each country](#). In addition, the EU member states have agreed to admit travellers from outside the EU from 1 July. This applies only to travellers from countries whose infection rates are equal to or lower than in the EU, whose figures are reliable and whose overall policies in combating the virus appear to be in order. Based on these conditions, a [list](#) has been drawn up of 15 countries that meet these criteria. The

list will be reviewed every two weeks. However, coordination proves difficult in practice, as it is up to the member states to decide how and when to reopen borders. One week after the borders opened, Hungary is only admitting travellers from Serbia. The borders of Greece are also open to all travellers from the countries on the list, except travellers from Serbia, Belgium is not allowing any travellers from non-EU countries for the time being, and Spain is refusing entry to travellers from Morocco and Algeria. Source: Politico

## Tourism policy during the coronacrisis

In cities, space is more limited than in suburbs or villages. In addition, cities are often tourist destinations. Tourism is an important source of income, but also presents a dilemma at this time, because extra people in the city also



means extra pressure on the limited space available. Cities therefore have to quickly determine how to deal with this extra pressure on public space. Furthermore, the coronavirus crisis also gives cities for whom tourism has become problematic the opportunity to review their tourism policies for the long term.



# Tourism in Genoa during and after coronavirus

Gianluca Saba is Head of International Relations in the City of Genoa's Marketing, Promotion and Culture Department. Prompted by Amsterdam's issues with regard to tourism, we asked him how Genoa deals with the hustle and bustle in the city at the time of the coronavirus pandemic.

## What is Genoa doing in terms of tourism during the recovery phase to prevent a second wave of coronavirus and a second lockdown of the city?

The main challenges in Genoa after the coronavirus outbreak are the reorganisation of tourism and spreading out and broadening tourism activities and services.

In adapting the existing policy, we are therefore focusing on the following two points:

- Adapting and renewing spaces and services to the new health and safety regulations: how can we spread tourism activities and services, in terms of both time and space?
- Tourists from outside the European Union and cruise ships will not be arriving in Genoa for the time being. This means that for the recovery

phase, we are mainly focusing on tourists from the vicinity. In order to support the tourism sector, we are promoting the city among potential tourists from the vicinity and involving local stakeholders and operators in a new, inclusive and participatory process.



*Porto Antico, Genoa, Italy*

## How does Genoa see tourism in the future?

The new policy plan for sustainable tourism in the city of Genoa is based on evaluations of tourism in recent years. The Municipality and, in particular, deputy mayor Laura Gaggero, responsible for Marketing and Tourism, consider Genoa to be at a strategic point with regard to tourism at this time, as the local economy is becoming more diverse and tourism is becoming one of the most important sectors in that local economy.

Now is the time to respond and for the authorities to support this. The coronavirus pandemic has accelerated this development and the rethinking of tourism policy. New aspects will be added to Genoa's traditional image as a city of culture and a city of the sea (thanks in part to its Aquarium and the Strade Nuove and the UNESCO World Heritage Site Palazzi dei Rolli in the historic city centre) to appeal to new markets and target groups.



At the European level, Genoa is leading a new URBACT network (Tourism-Friendly Cities) on sustainable tourism, which helps to make the new policy plan. In addition, Genoa has set up strategic partnerships with other cities in the north-west of Italy, such as Milan, Turin, Parma, Alessandria and Savona, in which the cities are promoted as destinations together, both among local, Italian and international target groups.

### **How do you involve residents in this?**

The new European network 'Tourism-Friendly Cities' is investigating how residents and other stakeholders can be involved. Since the coronavirus crisis, the residents' needs have become even more important. In Genoa, we are very focused on involving residents, especially in the historic centre, which tourists visit most. As part of the new tourism activities and services, residents will be involved in cultural projects by sharing their living heritage. They will share their experiences with other residents and tourists, thus playing an important role in the new model.

### **What are the main objectives of the new policy?**

We will use a new digital City Card to promote the sustainability and attractiveness of the city. We expect to be able to offer a broader range of activities to tourists and visitors for a fixed price. Examples are museums, transport, the Aquarium and other sights.



In the medium term, the policy should ensure that:

- The city develops a better image as a safe and healthy destination, with the city supporting the tourism industry in complying with the new safety measures. The new City Card makes it possible to book and pay for all online services. It also makes it possible to plan visits to popular tourist attractions, so that tourists and visitors can avoid long queues and overcrowded squares and streets. Finally, the barcode on the card ensures that physical contact is kept to a minimum and that social distancing rules can be respected.
- Tourists and visitors spend longer visiting the city. The activities and services offered by the City Card have been expanded and integrated, so that it contains experiences that are new to Genoa's traditional image. For example, it includes experiences related to food and dining, urban trekking, bike lanes and new routes through the city. The new range of activities will encourage people to spend more time in the city, and the card is valid for 72 hours.

To find out more about Genoa's approach contact [Gianluca Saba](#)

### **Is the city also involving other stakeholders in the process, such as shop owners, property owners, and hotel and restaurant owners?**

Since 2012, a board consisting of representatives of the Chamber of Commerce, including hotel owners, and of the city of Genoa, has been set up to manage the tax system for tourism. Each year, this board determines the funding budget for city marketing projects and neighbourhood improvement projects. This approach encourages a broad group of stakeholders to comply with and make use of the city marketing strategies and materials.

Since 2017, the tax system has also been successfully applied to apartments registered with Airbnb, following direct negotiations with Airbnb. This management model will also be implemented in the URBACT network.

The URBACT network involves a larger group, with IGersGenova (a local Instagram community), residents and citizens' associations, the Erasmus student network, the region, the Aquarium, the Porto Antico Company, tourist guide associations, the Palazzo Ducale, universities, old historical shops, cruise companies, the port authority, the airport, the convention bureau, urban planners, and the Fairbnb movement. This group will work closely with the municipality and will contribute to the new Sustainable Tourism Strategy for the coming years.

# The future is -partly- at home



The trend of working from home is set to stay with us for a while to come. The ILO has revealed that the large majority (93%) of the world's employees live in countries where measures closing workplaces – or partially closing them – are still in force. There are notable regional variations. The most stringent restrictions are currently in **South and North America**. And yet all around the world, in general, companies are not yet able to return to full capacity due to concerns of a second wave. That being said, municipalities in many European countries have been working at the office for some time, as is the case with the European Commission.

The following slide shows several examples of cities looking to better facilitate working from home, in light of the fact that it is here to stay for

now. Other cities offer advice regarding how to make sure that offices are safe, so that some employees will be able to return to their workplace. Because although increasing numbers of people are recognising the benefits of working from home, and indicate that they would like to continue working from home after the pandemic, lots of others miss face-to-face meetings and the convenience that an office can offer.

Research conducted by The Adecco Group involving 8,000 – normally office-based – employees from different countries has revealed that many people are in favour of the 'hybrid working' of the future. In this set-up, employees will work from home for half the time, and spend the other half at the office.

## Working from home after the pandemic

In some countries, such as **Germany** and **Switzerland**, attempts are being made to enshrine the right to work from home in law. The German Labour Minister, Hubertus Heil, is working on legislation that would give employees the right to work from home even after the pandemic. Recent months have shown how viable an option this is for many people. In Switzerland, they are taking things even further. Back in April 2019, a Swiss court ruled that if an employee is obliged to work from home, the employer must cover part of their rent.

This ruling regained relevance during the lockdown situation. Many Swiss companies feared the worst, but due to the unique nature of the current

situation, companies were not obliged to cover any employees' rent after they were forced to work from home en masse. One of the reasons for this is that, in the current situation, the employer does not make rental savings due to the employee working from home. However, many Swiss companies are currently exploring the concept of rent compensation for employees if the trend of working from home continues after the pandemic.

### **Advice regarding returning to the office**

In **Vienna**, the municipality collaborates with the Audit Office and the Vienna Business Agency to support small and middle-sized enterprises, primarily in facilitating working from home. Funds have been made available for setting up teleworking stations and IT facilities, and companies can apply for this financial assistance. The state government of Vienna has also published a [guide](#) outlining recommendations for returning to the office, for example regarding how

to deal with employees in high-risk groups, how to reduce direct contact between employees, how to arrange hygienic working conditions and meetings, and also introducing time-slotted lunch breaks and other ideas for timetables.

### **Financial support for vulnerable groups who are not able to work from home**

Lastly, Denmark is leading the way when it comes to social welfare. The Danish Parliament is making nearly 260 million euros available for people in special risk groups as a result of the coronavirus, and their family members.

They are receiving financial support because they are being forced to stay at home while the rest of the country slowly eases out of lockdown. A list has been drafted of illnesses and circumstances that increase the risk of a severe course of infection. Those affected by these illnesses and circumstances can claim financial assistance from the government. A medical certificate is required, and working from home must be out of the question.



# EU lifts travel restrictions for residents of some non-EU countries

On 30 June, the European Council adopted a recommendation regarding the gradual lifting of temporary restrictions on non-essential travel to the EU from 1 July. The recommendation features a list of 15 non-EU countries of which citizens may enter the EU.

The criteria for determining the non-EU countries for which the travel restrictions should be lifted are primarily linked to the epidemiological situation and measures to reduce the spread of the coronavirus, such as social distancing, as well as economic and social considerations.

**Brazil**, the **US** and **Russia** are excluded from the list, while **China** is on the list – on the condition that China also admits

EU citizens. The list will be updated every fortnight. The recommendation made by the Council is not legally binding. It remains the responsibility of member states to comply with the recommendations. Member states are therefore permitted to lift travel restrictions to the aforementioned countries only gradually. The intention is not for member states to lift travel restrictions to third countries that are not on the list without prior consultation. [More info.](#)

## Start of German EU presidency: tackling coronavirus a priority

Germany assumed the presidency of the Council of the EU on 1 July. During its EU presidency, Germany will focus on tackling the consequences of the COVID-19 pandemic.

The German presidency is keen to ensure that the EU is prepared for future crises. In addition to discussions regarding improving crisis management instruments and the introduction of an EU-wide system for tracing and warning contacts, the German presidency is looking to stimulate economic recovery through the coordinated lifting of restrictions for the Schengen Area, so that the EU internal market can operate optimally. Expedient decision-making regarding the 2021-2027 Multiannual Financial Framework (MFF) and the Next Generation EU recovery fund is also intended to stimulate rapid economic recovery.

# Overview of relevant resources

If you would like to know more about an example in this monitor or have a question, please let us know: [internationaloffice@amsterdam.nl](mailto:internationaloffice@amsterdam.nl)

- The **OECD** has launched a website containing [policy analyses and figures](#) relating to COVID-19, focusing in particular on the economy, health, and social affairs
- The **National Association of City Transportation Officials** has relevant information for and by [transport professionals](#).
- **C40** also provides information on various themes and there are board and expert level discussions. In addition, C40 has a specialised [Knowledge Hub](#).
- The World Economic Forum, the Resilient Cities Network, Friends of Europe and UCLG also regularly facilitate webinars.
- The **Global Parliament of Mayors** has an [overview of best practices](#) and a forum for questions from directors.
- The **City Innovators Forum** has designed a comprehensive [toolbox](#) for urban policy during the time of the coronavirus.
- The **European Commission's** Joint Research Centre has an '[overview of overviews](#)'
- **Politics of COVID-19** weekly gives the most [relevant highlights and webinars](#) on COVID-19
- The **European Committee of Regions** has an [interactive map](#) on measures in different European regions
- **CEMR** (Council of European Municipalities and Regions) has recommendations for [waste collection](#) during the coronavirus crisis.
- This **handbook** examines [research methods and forecasting](#) relating to the coronavirus.
- **Eurocities** has a [website](#) containing urban best practices and organises webinars on a variety of topics.
- **UNESCO** has compiled a [list](#) of useful tools and tips to facilitate distance learning.
- **Smart Cities World** mainly looks at [AI, ICT and the future](#) in relation to the coronavirus.



