



INTERNATIONAL  
CALENDAR

## Is it possible to measure the city's internationalisation strategy performance?

12 Dec. 2022  
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**Monday, 12 December 2022 – 11:00 CET**

Registration link: [https://metropolis-org.zoom.us/meeting/register/tZcrc-Crqt0uGdApqf-XM4OZHH4OWj7\\_f\\_p0](https://metropolis-org.zoom.us/meeting/register/tZcrc-Crqt0uGdApqf-XM4OZHH4OWj7_f_p0)

Strategies for city internationalisation originate from the need for varying levels of institutions or governments to strategically position themselves in the global sphere and offer opportunities for fostering partnerships towards shared global well-being. By doing so, metropolises and major areas have much to gain by engaging with the international sphere to tackle their local challenges.

However, measuring the outcomes of internationalisation strategies is challenging, especially given that data collection and analysis practices need to be standardised to measure how the actions implemented are aligned with the city's needs and objectives.

In the current context of multiple crises and increasing demand for building international connections that help governments to tackle their challenges, it is even more important to monitor the city's internationalisation strategy.

For this webinar we invite cities whose internationalisation process has inspired others to share their experiences and insights. Together with this first-hand knowledge, we will launch a proposal of indicators to measure the performance of the city's internationalisation strategy.

## Agenda

<b>Opening remarks</b>	<b>Laura Valdés</b> Head of Policy, Metropolis	<b>5 min</b>
<b>Barcelona case study</b>	<b>Felip Roca</b> Director of International Relations of Barcelona City Council	<b>10 min</b>
<b>Johannesburg case study</b>	<b>Jan Erasmus</b> Director of Strategy and International Relations of Johannesburg	<b>10 min</b>
<b>How to measure a city's internationalisation strategy</b>	<b>Alexis Roig</b> CEO, SciTech DiploHub	<b>10 min</b>
<b>Conversation with speakers</b>	<b>Moderated by Laura Valdés</b> Head of Policy, Metropolis	<b>10 min</b>

**Wrap-up**

**Laura Valdés**

**5 min**

Head of Policy, Metropolis

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