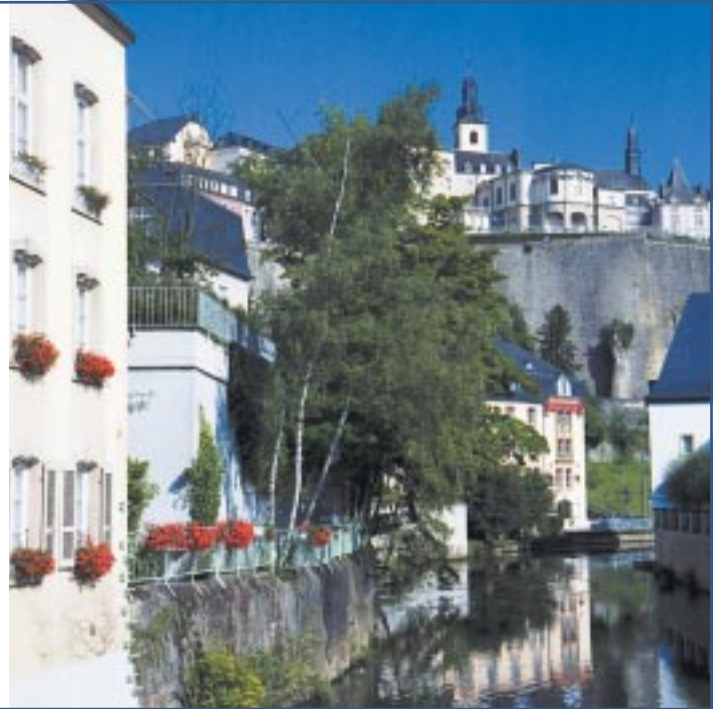


Ville de Luxembourg



Mr Paul Helminger,
Mayor, Ville de Luxembourg



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The city of Luxembourg is the capital of the Grand Duchy of Luxembourg. The city has 85,000 inhabitants of whom 60% originally come from outside of the Grand Duchy. About 120,000 people from the neighbouring states of Belgium, France and Germany flow into the city each day for work. The city government has an overall budget of EUR 600 Million and employs 3,300 people. The city is governed by the city Council (27 members) and the city Board (7 members) which is chaired by the Mayor Mr Paul Helminger.

We talked to the City Chief Secretary, Mr Georges Fondeur about the city branding, the future challenges and trends for the city.

Key challenges

- Deploying eGovernment by connecting people and simplifying interaction with the city;
- Alleviate traffic congestion;
- Stimulating life in the city (attracting residents to live in the city centre);
- The impact of deregulation in the energy market and the consequences for city revenues (the city is the main energy provider);
- Managing costs and improving productivity; and
- Attracting qualified and experienced employees.

Luxembourg is a city with a rich history (founded in 963) and it boasts many remnants of its turbulent past such as a fortress (now a UNESCO World Heritage site). The historic setting, the proximity of its neighbouring countries (Belgium, France and Germany), the cultural offerings and happenings, the international business environment with its multicultural workforce, the attractive business environment, as well as the presence of major EU institutions: these are all reasons why the city of Luxembourg attracts people from all over the world.

Branding the city

Besides being an important financial centre, the city sees its attractiveness in two areas: tourism and art & culture. Mr Helminger has put every effort into developing the cultural offerings in the city by creating “Une Ville d’expositions” – a city of exhibitions. Luxembourg city was the European City of Culture in 1995 and will be again in 2007, together with other cities located in neighbouring countries (what is known as “La grande région”). To further promote and develop its brand, the city has decided to create the job of “city manager”. This person will be responsible for the coordination of all these cultural activities and events. In comparison with its nearest neighbours and competitors (Nancy, Trier, Saarbrücken), Luxembourg is the only city that does not yet have a fully operational university. Evidently, the lack of students negatively impacts social life in the city. This has changed recently with the creation of the University of Luxembourg, which should help attract a new population of students and young people.

Ville de Luxembourg

Global trends: eGovernment and the relationship with local citizens

The city increasingly sees the citizen as a customer, and all the services offered by the city are being centralised to simplify dealings with the city. A central agency has been created ("Biergercenter") to serve as "one-stop shop" for citizens. This service will be further developed through the creation of a virtual city (eBiergercenter) offering more flexibility and interactivity through the use of the Internet.

External and internal challenges

Deregulation of the energy market is the most important financial challenge for the city of Luxembourg. Indeed, the city was the sole supplier of electricity and gas within the city's borders and generated substantial turnover and profit from this activity. In the 2005 budget, revenues from energy (including water) represent the second largest source of income for the city, only second to commercial taxes.

The city currently employs about 3,300 people and strongly encourages its staff to enrol in vocational training programmes ("life-long learning") thus encouraging employees to develop. Nonetheless, attracting highly qualified and experienced people from outside for high-ranking jobs represents a real challenge for the city.

The city of Luxembourg has about 85,000 inhabitants, but during the day businesses attract around 120,000 additional people. This fluctuation of people has an impact on social life, being very busy throughout the day but less active in the evening. This is partly compensated by the presence of a large international community (60% of the 85,000 inhabitants are foreigners) bringing life and diversity to the city in the evening.

In order to alleviate heavy daytime traffic, the city tries to push for an increasing use of public transportation by defining several measures (no free parking). Today, public transportation represents more than 25% of traffic (with the exception of one area). The city also focuses on the environment by working on the production of low emission vehicles for public transportation (buses) and by using new technologies to produce heat and electricity, generating 30-35% fewer emissions than traditional technologies.

Priorities for the next decade

To plan for the future, the city of Luxembourg is mapping out a strategy in the form of an urban development plan (IVP: Integratives Verkehrs- und Landesentwicklungskonzept), which includes traffic organisation, construction and urban development projects. In order to exploit synergies, this plan is being developed in close cooperation with neighbouring cities. The development of the University of Luxembourg will be another key priority on the city management's agenda, which should foster the development of Luxembourg into a city of sciences and research.



In this brochure, you will find information on 44 cities, included: Berlin, London, Madrid, Oslo, Stockholm, Vienna, Warsaw...

Source: Cities of the future, global competition, local leadership, 2005

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