

Successful cities are those that create an environment which is inclusive of all people and all abilities. Fundamental to this is the creation of truly inclusive economies that offer equal opportunities to all, supporting sustainable cities and contributing to the physical, mental and economic well-being of communities. We call for cities to lead change at the local and national level.

This Salzburg Statement was formulated by several Fellows attended the Salzburg Global Seminar program, *Bridging Worlds: How Can We Use Business and Economic Development Strategies to Support Better Health?* (salzburrglobal.org/go/616), which took place at Schloss Leopoldskron, Salzburg, Austria, between April 29 - May 03, 2019. This program was held in partnership with the Health Foundation and took place as part of Salzburg Global's Health and Health Care Innovation multi-year series.

Salzburg Global Seminar is an independent non-profit organization founded in 1947 to challenge current and future leaders to shape a better world. Its multi-year program series aim to bridge divides, expand collaboration and transform systems.

The Salzburg Statement on How Cities Can Promote Genuinely Inclusive Economies

OVERVIEW

Globally, the world is urbanizing. As powerhouses of a country's industrial growth, cities represent a unique nexus of economic and social development. They have a responsibility to ensure that this progress is beneficial to all citizens, regardless of gender, race, disability, sexuality, class or income, and have specific regard to marginalized groups such as ex-offenders, refugees and asylum seekers.

Local authorities and public administration sit at the heart of these efforts because it is at the local level that inclusion is turned from intention into action, and their actions must set the tone for others. But businesses of all sizes and types have a role to play in establishing this environment, as do the communities themselves whose voices need to be included and reflected.

Including these marginalized groups means that the local economy will benefit from the considerable assets that these individuals can bring to their communities. They, in turn, will benefit from being able to live in and contribute to a community that recognizes their value and promotes their well-being.

By getting this right, we could see:

- **Stronger local economies.** A diverse and inclusive workforce has been linked with greater economic productivity, increased staff engagement, and stronger business resilience.
- **Stronger local communities.** A stronger community resilience to shifting demographics and external disruptions (or community responsiveness).
- **Stronger local services.** A reduced deficit or cost to public, health, and security services from complex problems associated with forgotten communities.
- **Stronger local examples.** The potential for a community to set a national or even global example for how a place can care for all of its citizens, including those who are currently excluded and whose potential contributions would not otherwise be realized.

RECOMMENDATIONS

To achieve this, city administrators should work with businesses to:

- Identify at a population level which groups are most marginalized and work together – as a city and through civic society partnerships – to enable individuals to achieve their economic and civic potential within a community.

Continued overleaf.

- Co-produce solutions with these communities, engaging with their needs, and providing a space for them to voice their capabilities and potential roles.
- Address system-based barriers of unemployment for these groups and how businesses can support efforts to overcome these.
- See that anchor institutions – public sector organizations and local government – are exemplars of inclusive employment, responsible procurement, and cultural shapers and, through this learning, provide templates for others to use.
- Promote the positive contribution that an inclusive approach has to the community as a whole, fostering social cohesion, and a sense of place.
- Ensure that businesses have a community footprint that is intergenerational and diverse, and that they must be transparent in reporting this.
- Recognize the role of cities as regional and national economic hubs and the co-dependent relationships between different geographies and economic migration.

Cities can measure their performance by:

- Having a clearly defined governance framework for overseeing how the inclusive economic approach of the city is delivering progress
- Working with multiple organizations to establish a shared dataset to monitor progress against common outcomes and promote 'good' employment and economic behaviors
- Measuring the impact of pathways and programs to assess their contribution of economic opportunity
- Contributing to global knowledge and sharing lessons with other cities through networks, partnerships, and collaboration.

Cities are already contributing to remarkable changes around the world. By building on this and promoting an inclusive economic agenda in their strategies and actions, they will be able to maximize the potential that every citizen has for health and well-being, both for themselves and for the community around them.

ENDORSEMENTS

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