



European Week of Regions and Cities  
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P R O C E E D I N G S



# Regions and cities in a challenging world

EUROPEAN UNION



Committee of the Regions



EUROPEAN COMMISSION  
DG Regional Policy



# Regions and cities in a challenging world

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# Organisers and partners





In just five years, the OPEN DAYS have become *the* annual European summit of regional and local affairs in Brussels. In October 2008, 7 400 participants used the opportunity to exchange best practice in the field of regional development and cross-border cooperation.

**Global challenges require both, better coordination at international level and local ownership.**

Representatives from Europe's regions and cities, banking, business, EU institutions and the media used the more than 140 OPEN DAYS seminars to debate practical questions and promote political issues of key importance to them, such as the implementation of cohesion policy, regional innovation, public-private partnership initiatives and sustainable development. The just launched European Commission "Green Paper on Territorial Cohesion" was at the centre of discussion at the Committee of the Regions' autumn plenary session which took place alongside the event. We, at the Committee of the Regions, are committed to supporting a strong European cohesion policy, rejecting any attempt of re-nationalisation.

Brussels does not and never did have all the answers. This is why we made the local roll-out of the OPEN DAYS more important than ever before. I was delighted that - as part of the OPEN DAYS and branded under the logo of 'Europe in my Region/City' - 230 local events in 30 countries took place in our partner regions throughout the month of October to bring this message home.

With the OPEN DAYS 2008 theme of "Regions and cities in a challenging world" we drew attention to the global policy issues facing our regions and cities. Several events focused on regional responses to climate change and sustainable energy solutions for cities. The current financial crisis has provided evidence of how immense these challenges of the 21st century are. The volatile financial and energy markets show that no European country can proceed alone successfully. Europe's regions and cities have an active role to play in these crucial debates. Global challenges require both, better coordination at international level and local ownership. Sustainable solutions can only be based on a partnership of *all* levels of government. Moreover, let us not forget that regions and cities are an essential link for the positive and permanent dialogue between citizens and the European level. United in diversity by shared values and common objectives: this is the Europe of the future and the one we are all striving for.

In 2009, the OPEN DAYS will continue working with our wide network of partners involving Europe's regions and cities, the private partners and civil society organisations. We will continue to go local. With the local OPEN DAYS events, we have a unique opportunity in our hands to let Europe grow with its regions and cities. I am looking forward to exploring new communication and information technologies that will give even more people the chance to share these stimulating days with us.

On behalf of the Committee of the Regions, let me thank everyone who has contributed to the success of the OPEN DAYS 2008.

**Luc Van den Brande**  
President of the Committee of the Regions



With 7 400 participants in Brussels and another 25 000 in local events all over Europe the OPEN DAYS - European Week of Regions and Cities has become the biggest European Union event in the Brussels calendar. Politicians, experts, representatives of enterprises and citizens exchanged views on a variety of subjects including cooperating across borders in research and innovation; sustainable development and regional responses to climate change; and cooperation and exchange of best practice in regional policy.

The OPEN DAYS also served as the launch pad for the 'Green Paper on Territorial Cohesion', which kicked off a major consultation on how to ensure that the European Union's territorial diversity contributes to the sustainable development and prosperity of the European Union as whole. The future cohesion policy, the challenges of globalisation and climate change, and last but not least, the world-wide financial crisis were also subjects that were central to our discussions. The crisis not only highlighted the interdependence of regions, countries and financial institutions; it also underlined the need for a well-resourced and robust cohesion policy, which provides a rock of stability for Member States and regions - in good times and tough times alike.

*There is no long-term development strategy for a city or a region which does not build on internationalization.*

Let me briefly go through most important messages I took from our discussions.

First, the European Union's regional policy has got it right. The four major themes which were discussed during the OPEN DAYS – innovation, sustainable development, cooperation and the future cohesion policy – are underpinned by the fact that European regions and cities are key players in the global economy. This engagement was the foundation of the silent revolution which put the European Union's Lisbon Strategy for Growth and Jobs, climate change and new tools for cooperation such as the European Grouping of Territorial Cooperation and 'Regions for Economic Change', as well as innovative forms of financial engineering, at the heart of the regional policy for 2007-2013.

Second, there is no long-term development strategy for a city or a region which does not build on internationalization. We all have to 'learn to fly', no matter where our region or city is located. Regional and local authorities need to anticipate and react to international developments in order to seize opportunities. Much of the impetus and energy will come from private sector partners, ranging from multinational firms to small and medium enterprises, which are often the source of the most original ideas.

Third, the best way of plugging into the global economy is through international cooperation and networking. In recent years, we have seen an increasing demand for the involvement of local and regional government in international cooperation. We could see during OPEN DAYS how, through cooperation and networking, European regional policy supports a growing web of clusters extending well beyond the Union's borders. What is more, European Union regional policy has become an internationally recognized model for policies and inter-state co-operation on territorial development.

Finally, as regards the future European regional policy, I would summarise that 'we are on track'. Regions and cities want to see further changes, building on the last reform - more innovation, more networking and cooperation, more research and development, more entrepreneurship and sustainability.

I would like to express my warmest thanks to everybody who contributed to the success of OPEN DAYS 2008 and I look forward to welcoming you all again in 2009!

**Danuta Hübner**  
European Commissioner for Regional Policy

# Partner regions and cities



### **A Sustainable Alliance (ASA)**

Styria (AT) | Croatian Regions (HR) | Friuli Venezia Giulia (IT) | Kujawsko-Pomorskie (PL) | Prešov Region (SK) | Rhineland-Palatinate (DE) | South Transdanubia (HU) | South Tyrol (IT) | Trakia-Stara Zagora Region (BG) | Trentino (IT) | West Pannonia (HU)

### **Advancing Regions for Sustainable Development**

Niedersachsen (DE) | East Midlands (UK) | East Netherlands Provinces (NL) | Emilia-Romagna (IT) | Lower Silesia (PL) | Navarra (ES) | Northern Netherlands Provinces (NL) | Pilsen Region (CZ) | Wielkopolska (PL) | Yorkshire and Humber (UK)

### **Attractive Cities: Strategies to Succeed**

Province of Barcelona (ES) | Berlin (DE) | City of Barcelona (ES) | City of Lodz (PL) | Dublin (IE) | Riga (LV) | Sarajevo Canton (BA) | Stockholm Region (SE)

### **Baltic Sea Group**

Mecklenburg-Vorpommern (DE) | Central Denmark (DK) | Central Sweden (SE) | Hamburg (DE) | Malmö (SE) | Oslo Region (NO) | Pomorskie (PL) | Schleswig-Holstein (DE) | South Finland (FI) | Westpomerania (PL) | Zealand (DK)

### **BIRTH: Bringing Innovative Regions Together for Health**

West Midlands (UK) | Brussels-Capital Region (BE) | Eszék-Alföld (HU) | Olomouc Region (CZ) | Opolskie (PL) | Picardie (FR) | Trenčín Region (SK) | Valencian Region (ES) | Veneto (IT) | Zlín Region (CZ)

### **C.R.E.A.T.I.V.E. Cohesion**

Genoa (IT) | Calabria (IT) | Moravian-Silesian Region (CZ) | Nitra Region (SK) | Nomarchia Ilias (GR) | Rome (IT) | Vrancea Region (RO) | Warsaw (PL) | Zilina Region (SK)

### **Capital Cities and Regions: Cohesion Policy Beyond 2013**

Prague (CZ) | Bratislava Region (SK) | Budapest (HU) | G-4 (Amsterdam, The Hague, Rotterdam and Utrecht) (NL) | Ile-de-France (FR) | Madrid Region and Municipalities (ES) | Nicosia (CY) | Sofia (BG)

### **Celtic Connections**

Wales (UK) | Asturias (ES) | Brittany (FR) | Galicia (ES) | Irish Regions (IE) | Norte (PT) | Northern Ireland (UK) | Scotland (UK) | South West UK (UK)

### **Come, Create and Innovate**

Estonia (EE) | Cyprus (CY) | Ireland (IE) | Latvia (LV) | Lithuania (LT) | Malta (MT) | Maramures Region (RO) | Municipality of Bourgas (BG) | Municipality of Plovdiv (BG) | Slovenia (SI) | South Savo (FI) | Thessalians (GR)

### **Co-operation for Innovation and Innovation in Co-operation**

Nord - Pas de Calais (FR) | Dunkirk (FR) | EGTC Eurometropole (Lille-Kortrijk-Tournai) (FR-BE) | Kent (UK) | North-Brabant (NL) | Silesia (PL) | South-Limburg (NL) | Twente (NL)

### **Creative Innovation**

Flanders (BE) | Arnhem Nijmegen (NL) | East Sweden (SE) | Eindhoven Region (NL) | Lodz Region (PL) | Lower Austria (AT) | Metropolitan Glasgow (UK) | Podlaskie (PL) | South Denmark (DK) | Tampere (FI)

### **European Capitals of Culture**

Turku (FI) | Southwest Finland (FI) | Istanbul Metropolitan Area (TR) | Liverpool (UK) | Pécs (HU) | Stavanger (NO) | Tallinn (EE) | Upper Austria (AT) | Vilnius (LT)

### **Green Motors for Growth**

Malopolska (PL) | Aosta Valley (IT) | Baden-Württemberg (DE) | Catalonia (ES) | Liguria (IT) | Lombardy (IT) | Piedmont (IT) | Provence-Alpes-Côte d'Azur (FR) | Rhône-Alpes (FR) | Swiss Cantons (CH)

### **Meeting the Targets of Climate Change**

Region Centre (FR) | Auvergne (FR) | Basilicata (IT) | Gorj (RO) | Lancashire (UK) | Limousin (FR) | Madeira (PT) | Midi-Pyrénées (FR) | Oradea Metropolitan Area (RO) | Osijek-Baranja (HR)

### **Northern Periphery Looking Forward**

North Finland (FI) | East Finland (FI) | Greenland (DK) | Highlands and Islands (UK) | Mid Sweden (SE) | North Norway (NO) | North Sweden (SE) | North West Iceland (IS) | West Iceland (IS) | Westfjords (IS)

### **Nuts 3 Network - N3N**

Eure (FR) | Badajoz (ES) | Cáceres (ES) | Caras Severin (RO) | Gironde (FR) | Hérault (FR) | Ille et Vilaine (FR) | Moselle (FR) | Province of Liege (BE) | Province of Pise (IT) | Province of Teramo (IT)

### **Promoting Regions and Participation In Europe**

Saxony-Anhalt (DE) | Brandenburg (DE) | Central Bohemia (CZ) | Cheshire (UK) | German speaking Community of Belgium (BE) | Latvian Regions (LV) | Limburg (NL) | Lubuskie Region (PL) | Mazovia (PL) | North East England (UK) | Ústí region (CZ)

### **Regions of the Seas**

Southern England (UK) | Algarve (PT) | Devon (UK) | Grand Harbour (MT) | North Denmark (DK) | South Norway (NO) | Tulcea (RO) | Upper Normandy (FR) | West Sweden (SE)

### **Sustainable Energy Regions III**

East of England (UK) | Carinthia (AT) | Castilla Y León (ES) | Central Region of Portugal (PT) | England's Northwest (UK) | Mid-Norway (NO) | Olsztyn (PL) | Saxony (DE) | South Bohemia (CZ) | Warmia and Mazury (PL) | West Finland (FI) | West Norway (NO)

### **University - Industry: A Key Link Towards Regional Growth**

Cantabria (ES) | Apulia (IT) | Bacau (RO) | Lower-Normandy (FR) | Lubelskie (PL) | Region of Murcia (ES) | South Sweden (SE) | West Ireland (IE)

### **Water-Based Competitiveness Network: Maritime Innovative Economy**

Lisbon and Tagus Valley (PT) | Andalusia (ES) | Attiki (GR) | Azores (PT) | Canary Islands (ES) | East Macedonia and Thrace (GR) | Heraklion (GR) | Sicily (IT) | Zeeland (NL)

### **Working Together for Sustainability and Innovation**

Central Italy Regions (Abruzzo, Lazio, Marche, Toscana, Umbria) (IT) | Alentejo (PT) | Aquitaine (FR) | Balearic Islands (ES) | Basque Country (ES) | Castilla-La Mancha (ES) | Extremadura (ES) | Flevoland (NL) | Košice Region (SK) | Pays de la Loire (FR) | Poitou-Charentes (FR)





# Opening Session



Attended by **500 participants** representing politicians and experts in regional development from all over Europe, the Opening Session took place on 6 October in the Charlemagne building. It was addressed by the President of the European Commission, José Manuel Barroso, Michel Barnier, Minister for Agriculture and Fisheries on behalf of the French Presidency, Committee of the Regions' President Luc Van den Brande and Danuta Hübner, Commissioner for Regional Policy. Commissioner Hübner presented the '**Green Paper on Territorial Cohesion**' which the European Commission adopted the same day.

The second part of the Opening Session was dedicated to a panel debate on the Green Paper. It marked the start of a **public consultation** open until February 2009 and involved Jiří Čunek, First Deputy Prime Minister and Minister for Regional Development, Czech Republic, Dolores Aguilar, Vice-President of the Junta de Extremadura, Spain, Lambert van Nistelrooij, Member of the European Parliament and Jean-Yves Le Drian, President of the region of Brittany and member of the Committee of the Regions. The debate was moderated by Shirin Wheeler, BBC Brussels.

## **The lively debate focussed on the following questions:**

- What are the 'territories' in territorial cohesion and how do they differ from the 'regions'? What importance should be attached to the sub-regional - urban or rural areas – and to the multi-regional – cross-border and transnational?
- What does territorial cohesion mean for future cohesion policy? In terms of governance, do the territories below the national level need a greater role in the conception and management of cohesion policy? In terms of substance, does it mean that more emphasis should be placed on sustainable development?
- How can **the territorial dimension** be better integrated into European priorities and policies?



## Opening address by José Manuel Durão Barroso

As you know, I regard regional policy as the best symbol of the principle of solidarity underlying the entire structure of the European project. It is therefore with great pleasure that I am participating with all of you in these Open Days organised by the Committee of the Regions and the European Commission. This event launches the consultation on the Commission's Green Paper on territorial cohesion, which Danuta Hübner has just announced and which she will present to you in detail. I would like to greet the President of the Committee of the Regions, Luc Van den Brande, and Minister Michel Barnier, who is representing the French Presidency of the Council.

The 2008 edition of this major political event bringing together the regions of Europe is taking place in a world full of challenges. Each period does, of course, have its challenges. But I think we will all agree that, at this moment in time, our own period has more than its fair share of them! Globalisation confronts us with major economic, political and geopolitical challenges that demand a considerable effort of adaptation to the new dimensions of the world. But today, added to this "structural" element are factors of uncertainty and turbulence – the financial crisis, the world economic slowdown, the crisis in Georgia, the economic and political rise of major emerging countries such as China, India and Russia, the uncertainty in the Union with regard to the ratification of the Lisbon Treaty, and the dramatic acceleration of global warming. These are the realities of the world in which we are living.

In a few minutes, I would like to say a few words about the financial crisis. Against the backdrop of the uncertainties I have just outlined, we can be sure of only one thing: all political action must be based on a world vision. This principle applies at all levels, including regional and local. The Union's internal policies must take account of world challenges. And so must regional administration.

Globalisation has two major implications for the Union's regional policy. The first is that cohesion policy will be increasingly aimed at helping the regions to find their place in world markets. It is true that solidarity means looking in the rear-view mirror to make up for all the time lost in the past. But it is also necessary to look ahead in order to progress and prepare for the future.

The second consequence is that, in order to succeed, close cooperation and cohesion are needed at all levels of action, from the European to the regional and local level. From now on, dimension will be the all-important aspect of the paradigm in which we find ourselves.

The European Union is not on the defensive against that world, but is preparing itself to benefit from it by equipping our Member States, our regions and our citizens to cope with globalisation. The structural reforms of the Lisbon strategy for growth and employment make us more resistant to external shocks than we were some years ago. They will enable us to weather the storm and make a softer landing. And then, we hope, to take off again faster.

Equipping ourselves to cope with globalisation is also one of the principal strands of our regional policy for 2007-2013. Here too, the results look very promising.

Between 2000-2006 and 2007-2013, Member States will have changed their investment priorities. Investment in research, innovation and the information society, for instance, has risen from 7% to over 16% in the poorest regions and to close on 25% in the "convergence" objective regions.

The European Union also wants to make an active contribution to shaping this world we are talking about. Because we believe in our values of rule of law, solidarity and subsidiarity. Within the Union we have been practising "solidarity on a multilateral basis" for the past fifty years. To everybody's immense benefit. We therefore want our European values to leave their mark on the governance of a world that is still finding its way.

Looked at from the angle of these two objectives – benefiting from globalisation and shaping it – the energy and climate policy for the Union proposed by the Commission is a textbook example. First of all, we are thinking on a world scale, as climate change is global by definition. And secondly, the initiative we are taking at European level lends us credibility to influence the future "environmental multilateralism". Our international G8 partners have indeed backed our vision. There are two major international gatherings coming up: in Poznan in December and in Copenhagen in 2009. The European Union is determined to help secure an international agreement that is vital for the planet.

It is now for you, the regions of Europe, to seize fully the opportunity offered by the adoption of the energy-climate package, which will, I hope, be before the end of the French Presidency. The more pioneering work you do, the more influence you will have in directing regional competences and technologies towards environmental activities. But you also have a responsibility: that of contributing, at regional and local level, to the efforts to combat climate change, and in particular to increase energy efficiency, in order to achieve the 20% target by 2020.

I also take the opportunity today to encourage regions to play a very active part in the network of the European Institute of Innovation and Technology, which the European Union has just set up in Budapest. The purpose of the EIT is not to create a new spending item in the EU budget. It is to remove the distance obstacle and to develop a new method of interaction between the players in the knowledge triangle.

It is our ambition to stimulate innovativeness so that more ideas will emerge from laboratories that will be converted into innovative products and services on the market. The regions will have a real place in this network.

If we are to succeed, as I have said, we need strong internal cohesion within the Union. Regional development needs cross-border partnerships



between institutions and stakeholders - Union, Member States, national parliaments, local authorities, social partners and civil society.

Globalisation increases the need for subsidiarity, and that is no paradox. For the regions are now the leading territorial units at which level knowledge is transferred and local innovation systems are built and which vie with each other to attract investment. It is precisely the aim of cohesion policy to give greater powers to the regional authorities, on innovation in particular.

This is why I am calling on the regions of Europe to connect to the world, to give their economies an international dimension, to attract researchers, to strengthen the fabric of small businesses, to create centres of excellence and to enter fully into the international network economy. My message to the 86 regions that still have scores below the Community average in the field of innovation is the following: make the most of the aid and solidarity that the cohesion policy offers to boost innovation – a quarter of the total budget of €200 billion intended for the Lisbon strategy objectives.

Let me now briefly touch upon the situation in the financial markets: We are in the middle of a serious crisis. But citizens can be assured: we are taking our responsibilities. Saturday's meeting of the European G 8 members, today's Eurogroup, tomorrow's Ecofin, next week's European Council show the determination of the EU and of its Member States to deal with this situation in a coordinated approach.

I am urging all governments of the European Union to coordinate their action. We are a Union of states, not one single state. Therefore each and everybody has to act at his or her level, with his or her instruments. I recognise that the cases may vary and that there are different national contexts. As a consequence, there cannot be uniform responses. But if we act on the basis of the same principles our responses will be converging.

There is work to do in the short term, but also in the medium and long term. The supervisory authorities and the central banks, notably the ECB, are addressing the market events in real time. The Commission is supporting and assisting them: be it through the quick and flexible application of the state aid rules, be it through guidance to square individual measures with a common framework.

Our rules on the internal market, on state aid or the stability and growth pact are adapted to cope with this kind of exceptional situation. They are designed to address changing circumstances. Their equitable application is the basis for mutual confidence and for a lasting recovery.

**Globalisation increases the need for subsidiarity. The regions are now the leading territorial units at which level knowledge is transferred and local innovation systems are built.**

**José Manuel Durão Barroso**

Of course we will apply these rules with the necessary flexibility. But we do not need to change or suspend them. The Euro is a common currency is a stabilizing force in these tasking circumstances.

Together with the Member States and the other institutions, as well as our international partners, the Commission is doing its work. We have presented proposals on capital requirements and

joint supervision for banks and financial institutions. We are working on further proposals concerning deposit guarantees, accounting rules, rating agencies and executive pay.

Specifically on deposit guarantees for savers, we already have a EU directive providing for a minimum guarantee. Member States are entitled to protect savers further and can top up this guarantee. Some of them have done so. We stand ready to work with all the Member States to ensure that these guarantees interact

properly. Our future legislative proposal will consolidate the present experience and provide for a robust framework for the future. In order to ensure the sustainability of our answer, I have decided to convene a High Level Expert Group to come forward with a full analysis and proposal for a future architecture for our financial markets.

Let me say this to our citizens: we are working full time on your behalf, to stabilize our financial markets, and our economies. Now is the time for cool heads. I cannot promise you that there will be no difficulties: but I can promise you that if we keep cool heads, we will come through and prevail.

A final word to wind up. Given the complexity and scale of the challenges we are discussing today, protectionism, nationalism and closing in on ourselves would be a sure recipe for failure. What we need is a Europe looking out towards the world and towards the future, open, sharing and united. Today's uncertain economic situation makes this more necessary than ever. The regions and cities of Europe have a key role to play in achieving our aims.

**José Manuel Durão Barroso**  
President of the European Commission



# Regions and cities in a challenging world



## Opening address by Michel Barnier

Aside from the honour of being able to speak to you on behalf of the French Council Presidency, you will understand that, on a more personal level, it is a great pleasure for me to be with you today at the opening of this European week of regions and cities.

I am delighted to see many familiar faces here and to be able to talk about matters that are close to my heart. These are matters I dealt with and defended under different circumstances in my previous role. I would like to cover four points during this brief presentation:

- an issue of timetable and method
- the issues of the future of cohesion in our Union
- deepening the notion of territorial cohesion
- the events the French Presidency is organising.

### The timetable and the method

My experience as a Commissioner taught me about the time for European regional policy. You need time to prepare negotiations; you need time to reach workable compromises. There is a time for partnership and a time for negotiation.

We are now in a time of partnership. These days of meetings and exchanges have, over the years, become a major event for all the stakeholders from the regions and cities of Europe, who are key contact points for the public in relation to the responses that Europe is trying to bring to their concerns.

In today's European Union of 27 countries and 271 regions, they are an essential tool for promoting informed, open and constructive debates. For a week, you have the opportunity to meet, to discuss, to debate, and to invent new kinds of cooperation.

This year, the OPEN DAYS programme also provides an invitation to look at important topics such as the challenge of climate change, the energy challenge, the drivers of territorial integration and, of course, cohesion policy. 2013 is a long way off, but it is good to start debating these matters, to prepare the ground, openly and transparently. I would therefore like to thank the Committee of the Regions, Luc Van den Brande, and the European Commission's Directorate General for Regional Policy, Danuta Hübner, for organising these sixth OPEN DAYS. Your messages will be heard, as befits the increasing role that regions and cities are playing in implementing European policies.

### The future of cohesion policy

It is still a little too early to paint an accurate picture of the Union's future cohesion policy. However, here are some strongly-held beliefs. Cohesion policy is one of the main strategic assets of European integration. Its added value is unquestionable. The four reports on economic and social

cohesion presented by the Commission since the Maastricht Treaty have demonstrated this.

Cohesion policy has now become a key pillar of Europe's growth and competitiveness, favouring sustainable territorial development. Consider, for example, the successive enlargements we have seen, and the sometimes considerable disparities in economic and social development that have progressively had to be overcome and which we must continue to reduce.

Cohesion policy has undeniably demonstrated its efficacy:

- It has helped the "former cohesion countries" to take off.
- It has accompanied the most recent enlargements, enabling most of the new Member States to have the highest growth rates in Europe.
- It has provided support for industrial restructuring for regions in serious difficulty.
- It has also demonstrated its capacity to change in order to serve the EU's key objectives.
- Finally, through its multi-level governance and its integrated approach, it has made it possible to involve the various interested parties at European, national, regional and local level in drafting, then implementing, strategies and programmes.

This method has proved highly relevant for dealing with complex issues requiring action in different areas by various institutional levels.

This cohesion policy is not simply a redistributive policy, a cheque from the most developed countries to the underdeveloped ones. It is a policy that supports cohesion and competitiveness right across Europe. It is worth pointing out that the 2007-2013 programming period, which is just beginning, is in this respect a significant move away from previous periods. The task we all now have is to ensure that Europe's aid, which is given to all of Europe's regions, is focused on actions under the Lisbon Strategy: innovation, technological research and development, clean transport, environmental protection, energy efficiency, but also improving access to jobs and social inclusion.

This is a significant development, which is aimed at better coordinating cohesion policy with policies to promote economic growth. For my part, I am convinced that strengthening the competitiveness and attractiveness of regions by drawing on their potential must continue to be the driving force behind this policy.

Of course, the primary objective of this policy must continue to be to reduce disparities by seeking the convergence of Europe's regions. We must also think about the ability of this policy to take account of, or indeed to anticipate, the major challenges that territories face, which affect them in different ways. The Commission has identified three main ones: climate



change, the new order in the energy sector, and the ageing population. I am sure that cohesion policy has a role to play to help regions put together strategies that take account the risks and opportunities created by these major challenges. Its integrating nature and its decentralised implementation mean that it is perfectly suited to such a role.

## *Cohesion policy presents an active strategic principle of the construction of Europe. Its added value is incontestable.*

**Michel Barnier**

### Deepening the notion of territorial cohesion

These OPEN DAYS coincide with the presentation by the Commission of its Green Paper on territorial cohesion. This is a very important piece of work by the Commission, and, despite the political and technical difficulties of the debate, launching that debate was the right decision. This idea of territorial cohesion is one which I supported myself when I was Commissioner for Regional Policy. Then I defended it at the Convention.

It is worth clarifying what this new dimension means, so as to understand its possible practical implications for the future. The idea of territorial cohesion is to consolidate this objective by ensuring that better account is taken, across all the European Union's policy areas, of the diversity of territories. Europe's regions and cities are our roots, our history, our culture, our economic realities. The very notion of local and regional identity has a deep, structuring meaning that does not exist anywhere else in the world. The challenge is undoubtedly to respond first of all to the persistent, and indeed growing, disparities that may exist at various local and regional levels, to which little attention has been paid hitherto. For example, at sub-regional level, it would certainly be helpful to encourage joined-up action aimed at more effectively overcoming the specific constraints that may be faced, for example, by mountain regions, northernmost regions, islands, rural areas, or run-down urban neighbourhoods.

On a wider scale, it could also involve more support for cross-border, transnational or inter-regional cooperation projects, so as to provide an appropriate response in wider areas where cooperation is needed such as the Baltic Sea, the Mediterranean or the Alps.

However, beyond cohesion policy, the concept of territorial cohesion also has a role in connecting with all the other EU policies, which should also take better account of the diversity of the territories that make up Europe. As Minister for Agriculture and Fisheries, I am well aware of the key role of agricultural activity in the life of rural areas, of the fragility of certain sectors, and of the uneven territorial impact that some measures taken under the Common Agricultural Policy can have. That is why, whilst it would not be helpful to go into detail now, I am placing such great emphasis, in the context of the CAP health check and its direction after

2013, on defining a CAP that will facilitate the preservation of local areas, in particular grassland areas: produce better, produce more, but also produce everywhere – such is the challenge that European agriculture must address.

### The events the French Presidency is organising

On all these various subjects, the French Council presidency has set itself the objective of moving the debate forward. We are not seeking to reach conclusions, as the debate on the future of cohesion policy is just beginning. To continue working on territorial cohesion, we propose to carry on the debate with you beyond this OPEN DAYS week: the French Presidency will be organising, in Paris on 30 and 31 October, a conference on territorial cohesion and the future of cohesion policy, to which all of Europe's regions and cities are invited, along with their networks. We wanted this event focused on local and regional stakeholders in cohesion policy, to give them the opportunity to express their views about the future of that policy.

Of course, we also plan to hold a meeting on these same issues, based on contributions for discussion, of the ministers responsible for urban development, spatial planning and cohesion policy, in Marseille on 24, 25 and 26 November this year. You will have understood that, following on from the Slovenian Presidency and running up to the Czech Presidency, the French Presidency intends to play an active role in the debate that is beginning, which will feed in to your discussions over the next few days.

I wish all of you, with your various responsibilities, very good OPEN DAYS. Above all, I hope that cohesion policy will last for a long time to come. In the midst of the financial storm that is shaking the whole world, we need a strong, united, well-governed Europe more than ever. And we need a goal. The goal we have is that of Lisbon: to make our businesses, our regions and our cities competitive. This is about the real economy, an economy of entrepreneurs and not an economy of speculators, as the President of the French Republic repeated on Saturday.

Yes, we need political cohesion, economic cohesion, human cohesion, and territorial cohesion, as that is where Europe's real economy lies.

**Michel Barnier**

**Minister for Agriculture and Fisheries, France,  
on behalf of the French Presidency**



## Opening address by Luc Van den Brande

On behalf of the Committee of the Regions, let me welcome you to the OPEN DAYS 2008 in Brussels. Organised for the sixth time since 2003, the OPEN DAYS has turned out to be the “must-be-there” political event for regions and cities and for those involved in European cohesion policy. This year, 216 regions and cities from 31 countries have signed up as partners organising 145 events in Brussels and, more importantly, around 230 local events all over Europe.

I am in particular pleased that we show this year through our increased effort at the local level that “Europe matters and takes care” and that this message is spelled out closest to the citizens, not only in Brussels.

It could not be more timely and appropriate: the economic and financial crisis that has severely influenced our countries in the last 12 months and even stronger the last couple of weeks has shown beyond any possible doubt that a stronger Europe is in our interest. Member States reacted appropriately in order to bring calmness on the financial markets and to bring back the trust of citizens. A delicate but necessary operation, welcomed by the savers – the citizens. But let’s be clear, reality demonstrates that no State alone - no matter how powerful -, no financial institution - no matter how big -, can resist without the commitment of all in solidarity. Therefore Europe has to act and to react – in a common action. It will make Europe a partner of all citizens. Our key message is: if Europe wants to maintain and strengthen prosperity, sound governance at national and EU level needs to be ensured by the involvement of regional and local levels. Together we can cope with the present and future challenges.

Over the past decades, decentralisation, regionalisation and territorial reorganisation in many states led to a “de facto” application of the “multi-level governance” principle aiming at developing ‘tailor-made’ solutions for the whole of the European Union. In addition, the economic importance of regions and cities has constantly increased. In recent years, sub-national public sector expenditure in the EU grew to reach 2 000 billion euros, or 16% of the European GDP. One euro in three of EU public expenditure is spent at sub-national levels. In the 12 new member states, sub-national levels are responsible for even two thirds of public expenditure.

The European Week of Regions and Cities has become a platform for capacity-building and best practice in regional and urban development from all parts of the Union and a “stock exchange” for those interested in networking across borders.

This year’s motto “Regions and cities in a challenging world” will feature four themes: Innovation; sustainable development and climate change; cooperation and networking; the future of cohesion policy.

This success has been possible because of an open and inspiring cooperation between all partners involved, in particular between the European Commission’s Regional Policy DG, the Committee of the

Regions, the European Parliament and the regions and their representations in Brussels.

Today, we are not only opening the OPEN DAYS 2008. Today, not quite by coincidence, the European Commission has adopted its Green Paper on Territorial Cohesion. I’m glad that the Green Paper is there. It contributes – it is a corner stone – to the in depth debate on the future of European cohesion policy.

For the Committee of the Regions, territorial cohesion represents a major political objective, rooted in common values that go to the heart of the great European project. It is about EQUITY and SOLIDARITY and respecting DIVERSITY.

Indeed, the aim is to promote the harmonious and balanced regional development – and sustainable development – of all areas of the EU, be they urban or rural, mountainous or islands, outlying or central. This cannot be achieved unless we deliver to all Europeans equitable access (note I didn’t say identical) to education, health, jobs, mobility, etc. This is also unachievable without de facto solidarity among Member States, regions, territories, and individuals. As well as these unifying values, we need cohesion among the constituent regions of the EU area – as the objective underpinning all public policies – so as to combat the trend towards worsening regional disparities, and thus avoid paying the social and environmental costs of non-cohesion. In fact that neatly rounds off the definition of territorial cohesion.

Let me explain: Over the past twenty years, European cohesion policy – “the finest of the EU’s policies” as then-Commissioner Michel Barnier put it – has enabled convergence of national and regional economies. This success must now be repeated, particularly in the Eastern regions of the EU, and it can be if Europe’s efforts are maintained, in line with the needs of its newcomers.

But beyond convergence, it should also be pointed out that territorial disparities exist, both at sub-regional level, and between the EU’s central and outlying regions. These disparities persist and in some cases are worsening. In fact, certain regions are no longer able to offer their people the equal opportunities I was talking about earlier. Therefore, we as elected representatives are fighting for a continued strong regional policy, aimed at every region in the EU, given that EVERY REGION faces difficulties regarding territorial cohesion.

As I see it, to achieve territorial cohesion, there cannot be exclusion, but rather all EU regions should be allowed to play their part in the European concert, despite, but also because of their diversity. EACH REGION should feel that it has a part to play in competitiveness and growth, in line with their own potential, and specific characteristics.

The issue is therefore to determine HOW we can achieve this. And this is part of the debate on the future of EU cohesion policy, a debate that





will be one of the central themes of the 2008 OPEN DAYS and which the Committee will also consider, with you, at the Summit of cities and regions to be held in Prague on 5 and 6 March 2009.

### How can we attain the cohesion/solidarity of Europe?

1. Firstly, via a revised regional policy, concentrating more clearly on cohesion expenditure. In my view, the primary consideration must be the link between the pursuit of economic, social or regional cohesion, and the pursuit of competitiveness. Often seen as complementary, it should be borne in mind that these goals – both DESIRABLE and NECESSARY– can lead to certain contradictions if the competitiveness becomes competition between regions or between the constituent parts of the same region. It is not regional competition that will bring regional cohesion but rather regional cooperation.
2. As regards the other EU policies, complementarity and coherence between regional policy and other sectoral policies should be considered, be they allocative, as with the CAP, or regulatory, as with competition.
3. Finally, all existing policies should be better utilised, reshaping regional policy towards this new objective and integrating the regional dimension into all sectoral policies, via enhanced regional governance of all public policies.

As you know, our institution will pursue its reflection on this matter. Therefore, I am particularly happy about the initiative of the French Presidency to hold a major conference on territorial cohesion and the future of cohesion policy, at the end of the month in Paris which will actively involve Members of the Committee of the Regions. We look forward to continue this debate at the end of November during the Informal Ministerial Meeting in Marseille.

Ladies and gentlemen, Cohesion policy has not only been the living proof of the Union's solidarity, it has also boosted innovation, helped workers to find new jobs, stimulated cooperation among all regions and cities. Cohesion policy's message is that everybody in each place of the Union has the opportunity to participate in and benefit from the common market. Cohesion policy's added value goes beyond

***If Europe wants to maintain and strengthen prosperity, sound governance at national and EU level needs to be ensured by the involvement of regional and local levels. Together we can cope with the present and future challenges.***

**Luc Van den Brande**

growth and jobs. It works as a "Trojan horse" to improve and modernise public administrations, to enhance transparency, and to foster good governance. Last not least, it makes people work together through numerous cross-border and transnational programmes and networks.

While Europe's regions and cities will be confronted with the need to adjust to the pressures the global economy, climate change will pose threats and opportunities to several

sectors, demography and ageing populations will require changes in labour market policies and new social risks emerging from economic change will require new, often local approaches. The debate on the future of Cohesion Policy must be seen in this context. And therefore we resist the idea of some to renationalise cohesion policy. Cohesion policy is a shared responsibility between member states and the Community. Putting the principles of European cohesion policy into question is not an option. I am grateful that Danuta Hübner and her team are actively involved in looking for best ideas from policy-makers on the ground, leading economists and practitioners on how to design a modern European cohesion policy. I expect that the OPEN DAYS 2008 will send a strong message: territorial cohesion is a key political objective that is not the business of Member States and experts alone. It can only be built on a strong and inclusive partnership at local and regional level. I would like to use the opportunity to say thank you to those who have contributed to the preparation of the OPEN DAYS 2008, especially to the colleagues in the regional and local administrations. During the days to come, I wish all our seminars the best success and hope that everybody takes home as much as possible of new knowledge, ideas and contacts for the benefit of Europe as a whole.

**Luc Van den Brande**  
President of the Committee of the Regions

# Turning territorial diversity into the strength of Europe



## Opening address by Danuta Hübner

It is with great pleasure that I present to you the Green Paper on Territorial Cohesion: Turning territorial diversity into strength which was adopted by the Commission today. Many of you will recall that the discussion on territorial cohesion started already at the beginning of the 90s. This initial reflection convinced Member States to adopt the European Spatial Development Perspective in 1999. The ambition was to create a common framework which would guide national policies toward balanced development.

The next decade witnessed testing this concept on the ground. Ministers from Member States met regularly to examine territorial trends and discuss their impact on policy design. Eventually, under the German and Portuguese Presidencies last year, they adopted the Territorial Agenda and the First Action Plan for its implementation.

At the Community level, in the period 2000-2006, the Commission reinforced the INTERREG Community Initiative. At the same time the setting up of the European Spatial Observatory Network marked the decision to develop the knowledge of our territories. The Network was reinforced in the current programming period, while cooperation evolved into a fully-fledged objective of cohesion policy.

Today, with the adoption of this Green Paper, we take stock of what we have learned so far and launch a final phase of reflection. The debate on territorial cohesion raises questions about its definition and scope, about the need for new forms of cooperation and partnerships across regional and national borders. This reflection should also contribute to the design of cohesion policy after 2013.

### What are the key messages of this Green Paper?

Though understandings of territorial cohesion might differ, there is one leitmotiv which links them together – the unique diversity of EU territory. This diversity is first and foremost about geography – the Union covers the territories ranging from frozen tundra to tropical rainforests, from mountaintops to remote islands, from global cities to historic hamlets. But there is more to it as each territory has its own combination of cultural traditions, natural resources, infrastructures endowments, capital and labour. And to this we shall add intangible factors - institutions, skills, local identity and creativity, trust and sense of belonging.

Ultimately, this diversity translates into the unique way our economy is organized. Economic activities on the European territory are much less concentrated – in terms of settlement pattern – than elsewhere in the world. Our metropolises are smaller and the network of small and medium cities is much better developed. This reflects not only a long history of urbanisation and organic growth, but also a certain

European "way of life" that values sustainable development, protection of natural resources, and cultural traditions.

The key question is how to turn this diversity into competitive advantage, how to unleash all these economic opportunities throughout the Union and ensure that every territory contributes to its well-being.

The Green Paper is telling us that to make territorial cohesion work for the benefit of the whole of the Union we need to address properly three key concepts (the three Cs): concentration, connections and cooperation. Let me briefly go through them.

It is a standard economic wisdom that concentration brings advantages such as higher productivity and creativity. At the same time, however, concentration entails negative effects which became increasingly evident in the last decades - environmental costs, congestion, land prices and social exclusion. That is why one third of big cities in OECD countries have GDP per capita and employment rate below national average.

Thus, territorial cohesion is about getting a right balance between gains stemming from the concentration and the need to diffuse its effects at a wider scale. Metropolitan area might be driving growth for some time yet, to render it sustainable in the long term, the policy makers need to tap growth potential across all the territories, without leaving anybody in the backwaters of economic prosperity.

Accordingly, territorial cohesion advocates the policy focus on the development of vibrant economies in small and medium sized towns and their rural surroundings. In other words, we need place based policies which would cluster small activities, foster interactions and build on complementarities between these towns and areas. In this way they can reach "critical mass" - necessary for triggering high economic growth - without negative effects implied by the physical concentration of assets.

The second concept, Connections, highlights the need to move toward an integrated Europe which offers fast and efficient access to markets, services and people. This does not only concern transport, but also infrastructures underlying the proper functioning of the Single Market - such as those guaranteeing the access to health and education, to broadband internet or to energy networks.

All these connections remain unevenly distributed across the European territories. Hospitals and universities are distant from the inhabitants of remote rural regions. Broadband internet access is far less prevalent in rural areas than in urban ones. Access to the energy network is handicapped due to geography - for example on small islands - or due to historical reasons as is in the Baltic States.



Finally, the third C, Cooperation with which cohesion policy is the most familiar. The Green Paper underlines that we need better cooperation to address issues that cross administrative boundaries and range from commuting to environment. This cooperation should occur on many levels and involve new partners. It might cover multiple regions and Member States such as the Baltic Sea region or the Danube river basin. It can run across national

and regional borders – such as in the Franco-Belgian Eurometropole Lille-Kortrijk-Tournai. And, at the other end of scale, it may involve local partnerships, covering a small group of communes.

The need for more co-operation concerns also our external border, the greatest divide in terms of territorial cohesion. Lower levels of GDP per head in the regions bordering the Union translate into a strong migration pressures and untapped economic opportunities. The best way to address both issues is more and better cross-border cooperation. The Green Paper concludes with six questions for the public debate. Here I would like to focus on the three policy options which are implied by the "three Cs" approach I just outlined to you. They are also, in my view, central to the discussion on the future of cohesion policy. Firstly, it is evident that the impact of globalisation does not respect administrative and national divisions. Hence the need for an integrated approach - addressing problems on an appropriate geographical scale - and the need for better coordination between sectoral and territorial policies. How can this need be reflected in the design of public policies? How the policy interventions shall be coordinated and what instruments can ensure a better match between policy issues and territories?

Second, it is time to discuss how European cooperation can enter a new phase. The European Council this year asked the Commission to prepare a strategy for the Baltic Sea area. As it will be the first time in Europe that we deal with challenges and opportunities at the macroregion level, this work is a testing ground for re-thinking territorial cooperation.

We also need to facilitate further cooperation between different administrative and institutional cultures. The European Groupings of Territorial Co-operation has been a first attempt to move in that direction, but I am convinced that more can and should be done.

*The key question is how to turn Europe's diversity into a competitive advantage, how to unleash all economic opportunities throughout the Union and ensure that every territory contributes to its well-being.*

**Danuta Hübner**

Finally, territorial cohesion emphasizes the role of partnerships, in particular its local dimension. In the last years we have seen across the Union a rise of new forms of partnerships and local pacts. They involve new social and economic actors and cover new areas ranging from local infrastructure to innovation. We need to explore these new forms of governance and contractual relations in order to make the most of this new reality.

And to get closer to our citizens through better combining European priorities with local needs and preferences.

Let me end up by telling you what happens next, once the debate is launched. The Green Paper will be focus of two events during the French Presidency: the Conference on Territorial Cohesion and the Future of Cohesion Policy in Paris, 30-31 October and the informal ministerial meeting in Marseille 25-26 November. The contributions to the debate should be submitted before the end of February. In March, I will present a first digest of the replies at an event organised by the Czech Presidency. And finally, a summary of the contributions will be published by the Commission before the summer.

I am convinced that this debate will help us improve the competitiveness of our territories, the well-being of our citizens and the quality of our environment. And I count on your contributions.

**Danuta Hübner**  
European Commissioner for Regional Policy



# Innovating regions:

## Promoting research, technological development and innovation



Sustainable economic growth is increasingly related to the capacity of **regional** economies to change and to innovate. Stimulating innovation has become a top priority for European regions but still greater effort needs to be put into creating an environment that encourages research, development and innovation. Cohesion policy reflects this with a major increase in the funding available for this priority.

In the European Union, 86 regions home to 123 million people have an innovative performance below the EU average, the great majority being located in the new member states, Spain, Greece, Portugal and southern Italy. Proximity matters in economic development which is more and more dependent on coordination across policy fields, administrations, research institutions and enterprises. Regions and cities have **become the centres for knowledge transfer**, where local innovation systems are built and where the competition to attract investments takes place.

The 2007-2013 cohesion policy programmes put a particular emphasis on knowledge and innovation. Compared to the previous programming period, investments in research, technological development and innovation quadrupled and allocations amount to almost **EUR 86 billion** or 25% of the total budget.

During the OPEN DAYS, a total of **53 events** were specifically related to 'innovating regions'. Prepared by regions and cities, the European Commission, the Committee of the Regions, the European Investment Bank, the European Patent Office, the European Association of Craft, Small and Medium-Sized Enterprises, the European Network of Living Labs and others, seminars covered differing aspects of regional innovation programmes including local and interregional partnerships delivering the Lisbon Strategy for Growth and Jobs, new facilities for financing innovation, and the role of business, universities, clusters as well as 'creative industries' in innovation. On the occasion of its 50th anniversary, BUSINESSEUROPE, the EU industrialist employers' organisation, held a seminar on 'Regions and Companies: A question of Partnership'.





## Growth poles for territorial cohesion

07 October 2008, 9:00-10:45

### Organiser:

European Commission, Regional Policy DG

### Chair:

**Anastassios Bougas,**

European Commission, Regional Policy DG

### Speakers:

**Nicolae Rotileanu,**

Prime Minister's office, Romania

**Alexandre Moulin,**

Ministry of Industry, France

**Massimo Florio,**

University of Milan, Italy

**Gervasio Cordero,**

Ministry for Industry, Tourism and Trade, Spain

### More information

French Ministry of Industry:

<http://www.competitivite.gouv.fr/>

Romanian Ministry of Development, Public Works and Housing:

<http://www.mie.ro/index.php?p=205>

***"Cohesion policy should facilitate spill-over, not hinder leaders' development."***

### Outline

The workshop was dedicated to the presentation of several experiences and policies aiming at ensuring a more sustainable growth, relying on territorial assets and potential. Growth poles strategies and - as regards industrial strategies - competitive clusters' promotion are two relevant examples of policies streamlining and focusing earmarked public resources in favour of territories or economic stakeholders. They concentrate public investments in some territories, thus contributing to more balanced development and territorial cohesion.

### Debate

**Nicolae Rotileanu** introduced the workshop by presenting the situation prevailing in this country and the subsequent political decision to design and implement a growth poles strategy. Romania indeed suffers from important regional disparities and regional divergence, with a gap widening due to unbalanced growth pattern, concentrated on Bucharest, at the prejudice of several regions. In this context, the Romanian government decided to rely on the existing polycentric framework of the country, concentrating public assistance, through Community and national funds, around seven main urban poles, with a view to later spreading territorial growth and generating increased economic activity over a wider area. The French example of competitiveness clusters has then been illustrated by the presentation of **Alexandre Moulin**. This policy was initiated with a view to upgrading the French industrial network, with a view to promoting clusters with high added value production. The implementing mechanisms were detailed, highlighting the governance framework. The evaluations recently carried out also underlined the contribution of such a policy to territorial cohesion, with the presence of efficient competitive clusters in lagging territories and their contribution to regional growth, through positive spillovers. In the same time, they contributed to strengthen, rather than disrupt, local employment basins. **Massimo Florio** then provided a wider picture of the situation and economic impact of SMEs and clusters in the Union, in the framework of the challenges raised by higher competition due to globalization and continued enlargement. Cluster policy initiatives have been scrutinized in this context, drawing several conclusions regarding the efficiency of such public policies and criticizing in particular the usual insufficient scale of operations and the lack of national institution's national support. He thus praised for the development of systemic approach, promoting innovation and competitiveness and based on a tailored mix of financial and non financial instruments. The need for a renewed financial policy, involving private initiatives for supporting cluster strategic programmes, has been advocated in particular.

Finally, **Gervasio Cordero** presented practical experience of applying such a policy. The creation and development of clusters has been supported across the "*Agrupaciones Empresariales Innovadoras*" program. It was initiated in order to overcome severe weaknesses of the Spanish economic growth, resting a relatively low technological level of its productive tissue and characterized by low convergence of its least developed regions. The implementation of this new program, initiated in 2007, also aims at consolidating growth poles in those lagging regions, by promoting the clusters with appropriate innovative potential.

### Conclusions

**Mr Bougas** concluded the workshop by summing up the discussions as follows:

Regional growth poles and competitive clusters policies differ both regarding the content and the implementation mechanisms. However, both lead to direct or indirect territorial development; the success of such policies rely on several common factors such as political commitment, sound and tailored territorial and industrial strategies, quality of the partnership; sufficient and earmarked funding resources, and appropriate monitoring and evaluation schemes; competitiveness clusters are neither limited to assets-rich nor high-tech territories.



## Effective regional strategies and policies for 'open innovation'

07 October 2008, 09:30-12:00

### Outline

**Mikel Landabaso**, introduced the workshop by giving some definitions of 'innovation', 'open innovation' and 'triple helix approach' in order to introduce the subject to the audience and set the tone for later discussions. With regard to the definition of innovation, it is necessary to distinguish between 'Open Innovation' on macro-economic level: necessary steps needed to provide; training, financial tools, marketing, organisational schemes, etc.; 'Open Innovation' on micro-economic level: conditions required to ensure; profitable change, economic exploitation of knowledge; and 'Open Innovation' on regional level: capacity of a territory to adapt knowledge for regional sustainable development. 'Open innovation' is an interactive process, a system where the relationship between universities, research centres, industry and administration is vital. In order for this relationship to be successful it must harness the knowledge base of all the participants. The moderator then gave some background information on the initiatives of the European Commission's Regional Policy DG and the regional Innovation strategy in Europe. The implementation of this strategy requires effective partnership between academia, business and public authorities although establishing these connections at the beginning is very challenging.

### Debate

**Fabrice Salemi** started his presentation by describing Lower Normandy as a small region where achieving the Lisbon strategy objectives is a challenge that is being enthusiastically taken on. He then gave an overview of how public policies for innovation are set up by three different public bodies (State, National Regional Agency, Regional Council) with a shared vision. He briefly explained what are the main regional initiatives on finance, knowledge and know-how (the key elements to reach the objectives of innovation policies), and he outlined the necessity for regional stakeholders to work in partnership. **Francesco Surico** introduced the participants to the recent history of 'open innovation' in the Apulia Region. The strategic approach of the Apulia Regional Government was launched in 2005. The aim was to facilitate the setting up of the Apulia Innovative Business System. Nowadays the Apulian Technological Districts is formed by Hi-tech (nano-bio-infoscience) from April 2007; Biotech and Agrifood from March 2006; Mechatronics from July 2007; National district of Energy from September 2008. The presentation of **José Luis Sánchez**, was focused on two different initiatives taken at regional level to foster the collaboration and synergies between the University and Industry. These initiatives are the following: PCTCAN (Science and Technological Park of Cantabria) and the "technological franchise". The main outcome of these strategies is not only to establish a suitable environment for trustful collaboration but also to enhance and consolidate actions towards the development of an entrepreneurship culture. Moreover, regarding the development of an open innovation policy in any given territory, he pointed out the need for taking risks and establishing responsible lasting synergies over the time among the actors which are taking part in the triple helix scheme. **Grzegorz Leszczyński** presented the 'Innovation Strategy of the Lubelskie Region'. In his presentation, the speaker introduced the region located on the eastern external border of the European Union, outlining its characteristic features which affect markedly the conditions for the development of this sector. What was stressed, along with certain economic data factors, was a marked academic potential of this area. Summing up his presentation, the Speaker drew attention to the need of exchanging good examples and best practice but also involvement and stimulating support from the local authorities. **Erik Bunis** gave an interesting presentation of South Sweden and "open innovation" in a process of regional dynamics. He underlined the regional importance of having a strong university and a clear strategy for innovation. A well functioning Triple Helix approach requires political will, university awareness and a forward-thinking business sector. The sectors are all interdependent and, as Mr Bunis said: "Without private companies, there will be no money to spend in the public sector". **Per Schöldberg** spoke about Sideum Innovation Ltd, a (sub) regional tool for the development of clusters and innovative systems in co-ordination with the business sector, society and institutes of higher education. He stressed that political strategies must be put into a regional context and that it is important to strengthen the relations between students and companies. To create successful university-industry collaboration, each individual partner must feel they have something to gain. Also, one must not forget the "fun-factor"!

### Conclusions

Successful innovation is more a partnership issue than a money issue. The key element is to find the right person in each organisation as innovation is done by people. It means that the 'social capital' is essential for developing an open innovation model. The triple helix may not be always the perfect template. This model should be used only when the conditions are appropriate. For instance not all the companies and not all the universities are suitable to develop this model. Moreover, the support available from regional/local authorities varies according to local management structures and priorities. There is no 'one size fits all' recipe for the implementation of the triple helix model as it is important to adapt to the regional scenarios.

### Organiser:

Conglomerate 'University - Industry: A key link towards regional growth'

### Chair:

**Mikel Landabaso**,  
European Commission,  
Regional Policy DG

### Speakers:

**Fabrice Salemi**,  
Innovation and Technology  
Transfer Department within  
the Regional Council of  
Basse-Normandie, France  
**Francesco Surico**,  
Innovation Division of  
Tecnopolis, region of Apulia,  
Italy  
**José Luis Sánchez**,  
Regional Development  
Agency of Cantabria, Spain  
**Grzegorz T. Leszcynski**,  
Lubelskie Region, Poland  
**Erik Bunis**,  
Regional Technology Centre  
of Jönköping County, South  
Sweden, Sweden  
**Per Schöldberg**,  
Sideum Innovation AB,  
South Sweden, Sweden

### More information

Apulia Region:  
<http://www.regione.puglia.it>  
Grupo Sodercan:  
<http://www.sodercan.com/>  
LTC - Technical Centre of  
Jönköping County:  
<http://www.ltc.se>  
Sideum Innovation AB:  
<http://www.sideum.se>

*"In order to keep  
people motivated to  
cooperate you need  
an element of fun  
factor in the  
workplace."*



## University and industry at work

08 October 2008, 09:30-12:00

### Organiser:

Conglomerate 'University - Industry: A key link towards regional growth'

### Chair:

**Michel André,**

European Commission, DG Research

### Speakers:

**Alex Talacchi,**

European Commission, DG Enterprise and Industry

**Guillaume Boitier,**

Industrial Relations Department of ENSICAEN, France

**Pat Kelly,**

NASC Ireland West Partnership and NUI, Galway, Ireland

**Gianfranco Viesti,**

President of ARTI – Regional Agency for Technology and Innovation, Italy

**Liviu Drugus,**

George Bacovia University, Bacau, Rumania

**José Carlos Gómez Sal,**

Vice-rector of Research and Development Dept. of the University of Cantabria, Spain

**Francisco Vidal Albadalejo,**

Fundación Parque Científico de Murcia, Spain.

**Ann-Mari Bartholdsson,**

Healthcare Technology Alliance, Sweden

### Outline

Following the opening remarks by the moderator, **Michel André**, **Alex Talacchi** gave an overview presentation concerning the European Commission support actions to foster innovation policy for local and regional authorities. During the course of the eight talks an up to date representation of the best practice models of University/Industry partnership were skilfully delivered to the audience. The speaker presentations covered a wide geographic base across Europe. As well as the geographic range, there was also an interesting variation in methods and models used to achieve the University/Industry partnership. Practical examples of the various models were presented with advice on best practice and pitfalls to be avoided. The type of industry being supported on a daily basis ranges from small start-ups to large scale multinationals.

### Debate

**Guillaume Boitier** presented a unique concrete experience of university-industry interactions in the field of electronic payment. 15 years of public-private partnership have resulted in the creation of an educational electronic payment platform that consists of a complete electronic payment chain used for both educational purposes and R&D. Industrial partners deliver financial and technical support as well as industrial skills. In return, they can benefit from the possibility to employ qualified students and from cooperation opportunities in R&D. This 'cooperation platform' model can be easily transposed to other disciplines. **Pat Kelly's** talk, entitled 'Looking West: University-Industry partnership at the Edge of Europe' presented the regional economic background, the growth of Galway as a knowledge economy city with speciality in the medical devices sector, and the ways in which NUI Galway supports the regional economy. Dr. Kelly laid special emphasis on Enterprise Ireland's Innovation Vouchers and Innovation Partnerships as successful instruments for forging university-industry partnerships which embed R&D functions in the region. Of particular interest to many participants were the NUI Galway Business Innovation Centre and its provision of wet lab accommodation for start-up companies. **Gianfranco Viesti** gave an interesting presentation of the regional network of ILO (Industrial Liaison Office). ILOs project has three main points: Provide the five University in Puglia with permanent offices for the improvement of their scientific patrimony; improve the research patrimony already available in Universities for product innovation, growth of new industries, occupation in sectors with high-knowledge content, through patents, licenses and spin-offs; increase the impact of research investments for Universities on the global economical and industrial development in Puglia and improve the cooperation between public structures. **José Carlos Gomez Sal** gave a presentation entitled 'The University of Cantabria at the core of the regional development'. This presentation analyzed the different steps taken at the regional level in order to foster 'University and Industry collaboration'. He presented some cooperation initiatives such as the CDTUC which is an incubator's platform for research groups and companies. He also addressed the challenges to set up Research Institutes such as the Hydraulic Institute and the Biotechnology Institute. These examples highlight the strategic commitment from the University regarding the consolidation of companies which could lead with their installation in the Science and Technology Park of Cantabria. On the other hand, the quality of research conducted at the University of Cantabria and the knowledge generated in this institution have enhanced the participation of the University in several innovative projects, such as INVESNOVA and projects related to the Technological Governance Plan as well as initiatives concerning the technological based companies and the promotion of entrepreneurial culture by the UCem prizes.



**Francisco Vidal** presented the structure, targets and the link between the University and the industry. Mr. Vidal highlighted that the objectives of this tool are: to increase the number of innovative and technological based companies; to stimulate the regional companies to get modernized and to incorporate R+D process as well as innovation; to look for entrepreneurs to create companies based on scientific and technological knowledge; to promote and support all the R+D activities in Murcia, as well as the R+D and innovation values for the future of regional growth. Furthermore, the first role of the Science Park is to improve the link between Industry and University. In that sense, Mr. Vidal said that *"leadership from industry is very important to the success of the University's technology park"*. **Ann-Mari Bartholdsson** spoke of an alliance that realises the importance of the demographic challenges ahead and encourages products that make life easier for the elderly. She stressed that to make the innovations more high tech and user friendly, collaboration between the medical sector, university, industry and the end users is required. The key factor to success is to have people from the health care sector communicating to the industry about their specific needs.

## Conclusions

The seminar was summed up by **Michel André**:

- There must be good communication between University and Industry throughout the entire innovation fostering process. This should involve frequent site visits in order to build up good working relationships.
- There must also be a willingness by both University and Industry to learn each others needs and constrains.
- Good leadership is always required form Industry for the partnership to be successful.
- The importance of support for innovation cannot be overlooked if University/Industry partnerships are to be successful.

## More information

ARTI – Regional Agency for Technology and Innovation:

<http://www.arti.puglia.it>

NASC Ireland West Partnership:

<http://www.nasc.ie/>

University of Cantabria:

<http://www.unican.es>

Parque Científico Murcia:

<http://www.parquecientificomurcia.es>

Healthcare Technology Alliance:

[www.halsoteknik.com](http://www.halsoteknik.com)

*"Some companies are still afraid of researchers and some researchers are still afraid of companies."*





## Intellectual property helps regions innovating

07 October 2008, 11:15-13:00

### Organiser:

European Patent Office (EPO)

### Chair:

**G rard Giroud**,

European Patent Office

### Speakers:

**Alexandru Cristian Strenc**,

State Office for Inventions and Trademarks, Romania

**Pascal Duyck**,

Institut National de la Propri t  Industrielle, France

**Marian Michalovsky**,

Industrial Property Office of the Slovak Republic

**Robert Sanders**,

European Business & Innovation Centre Network

### More information

TTO project:

<http://www.uprp.pl/rozne/krakow/9.%20Gerard%20Giroud%20-%20EPN%20and%20TT.pdf>

Pre-diagnosis:

[http://www.inpi.fr/fileadmin/mediatheque/pdf/INPI\\_Pre-diagnostic.pdf](http://www.inpi.fr/fileadmin/mediatheque/pdf/INPI_Pre-diagnostic.pdf)

IP4Inno project:

<http://www.ip4inno.eu>

### *"IP helps regions innovating."*

### Outline

The workshop was opened by **G rard Giroud**. It addressed challenges and opportunities for regions, universities and SMEs in the field of innovative technologies and presented best practise projects undertaken in the area of intellectual property. It outlined the European policy developed by the EPO with the network of national patent offices to support innovation. It is presently implemented, via a series of European projects for which the EPO is seeking for possibilities to extend them to more beneficiaries. The workshop aimed at encouraging regional players to consider that intellectual property is a key factor in the creation of an environment that facilitates the emergence of innovation. The programmes offered by the EPO and its member states are adapted to the structural differences between the European regions and therefore match their different needs and requirements. The workshop's aim was further to facilitate the inter-regional debate amongst local players.

### Debate

**Alexandru Cristian Strenc** highlighted that an efficient and fast transfer of knowledge and technology from universities to industry is an essential element to improve Europe's competitiveness. He explained how the patent system and the patent offices can facilitate technology transfer. As representative of the nine organisations in the "Technology Transfer University" pilot project, he presented encouraging first findings on how public research institutions are encouraged to manage their IP assets and to commercially exploit their research results. **Pascal Duyck** and **Marian Michalovsky** underlined that many companies do not fully exploit the existing possibilities for protecting their Industrial Property. The pre-diagnosis service, provided by the eleven national patent offices based on the model developed by INPI, guides SMEs in the evaluation of their potential IP assets and in their protection. The project overall objective is to raise the awareness of SMEs of the general IP system through the acquisition of rights and other services. **Robert Sanders** presented the EU funded ip4inno project, implemented by a 19-partners-consortium led by the EPO. The project aims at the creation of a teachers' network throughout the European regions who are in a position to teach the basics of IP to SMEs. More than 1000 teachers will have been trained over the two years of implementation and 16 modules covering the main aspects of the European intellectual property system will have been developed.

### Conclusions

This was a hands-on workshop providing information on the results of pilot projects implemented by the EPO with the national offices of its member states and other partners for strengthening innovation in Europe. Technology transfer is being recognised as one of the essential elements to assist researchers in having access to the market. The IP pre-diagnosis system is a fair and accessible tool to better assess the potential IP portfolio of SMEs. The ip4inno project offers a platform for an efficient regional dissemination of IP knowledge by local experts. Finally the participants were encouraged to take contact with their respective regional Patlib centres in order to get further information and assistance regarding Intellectual Property.



## The regional and local authorities for growth and jobs 2008-2010: Are partnerships with the EU and the national governments working? Main results of the 2008 Lisbon Monitoring Platform exercise

07 October 2008, 14:30-16:15

### Outline

The workshop was opened by **Constance Hanniffy**, chair of the CoR Ecos Commission, who set the stage for the discussion introducing the main topics of the debate. Are we making the most of the crucial 2008-2010 phase of the Lisbon strategy? Integration of policymakers' agendas at the EU, national, regional and local level is needed and multi-level governance should be the main approach. Are there relevant changes in the LRAs main political priorities throughout the EU? Are the LRAs satisfied with their involvement in the Lisbon strategy's national reform plans? Is the multi-level governance approach adequately used? Then **Andrea Forti**, of the CoR LMP team, gave an overview of the main results for 2008 of the CoR's Lisbon Monitoring Platform exercise. In 2008, the EU local and regional authorities still perceive they are not yet seen as key stakeholders in the Lisbon policy cycle, while they think they could play a much more active role in the implementation of the NRP.

### Debate

**Flavio Delbono** highlighted the following contents of the draft CoR Opinion on the Lisbon Strategy, stressing the need for (1) better coordination of growth and jobs policies at different levels of governance; (2) integrated growth and jobs policy at all levels (integrated into all policy activities); (3) multi-level governance agreements (written agreements, regular consultation and coordination of policy agendas between the different levels of governance). Looking beyond 2010, he called for a broader reflection on the Strategy's Priorities (too many?), on how to pursue competitiveness in a sustainable and cohesive manner, on governance issues Governance. The open method of coordination has difficulties to push the agenda ahead. It is then important to keep an eye on the calendar and on the financing issues (due to the ongoing budget review). **Mickaël Vaillant**, **Rudolf Niessler** and **Jean-Marie Beaupuy** gave their contributions stressing the need for a wider involvement of all stakeholders and the need to keep together cohesion and competitiveness policy avoiding abstract conflicts. They also stressed the need for the CoR to develop an open and in-depth debate on the perspectives of the Lisbon Strategy post 2010, giving therefore a contribution to the wider EU debate on this issue.

### Conclusions

**Ms. Hanniffy** concluded the workshop by stressing that the presentation of the latest LMP monitoring results showed that the Lisbon Strategy's results are mixed. Some progresses have been made, but the outcome is still far ahead. The Lisbon Strategy is not yet being implemented through an extensive recourse to integrated, multi-level policymaking bases on synchronised policy agendas. She also confirmed that the CoR's hope is that the next round of milestone documents of the Lisbon policy cycle (the national implementation reports, the Commission's Lisbon package and the Spring Council conclusions) mark a new era in the implementation of the Growth and Jobs Strategy. This is also the message that the CoR will convey into the discussion on what to do after 2010.

### Organiser:

Committee of the Regions, Directorate for Consultative Works, Unit 3 / LMP Team

### Chair:

**Constance Hanniffy**,  
CoR Member, Chair of ECOS commission, LMP Member

### Speakers:

**Flavio Delbono**,  
CoR Member, Rapporteur of the Outlook Opinion on Lisbon, LMP Member

**Mickaël Vaillant**,  
Regional Development and European Affairs Unit, DIACT

**Rudolf Niessler**,  
European Commission, Regional Policy DG

**Jean-Marie Beaupuy**  
MEP, Rapporteur on Governance in the EP REGI Comm

### More information:

<http://lisbon.cor.europa.eu/>



## Structural Funds supporting the Lisbon Strategy: Achievements and the role of earmarking

07 October 2008, 16:45-18:15

### Organiser:

Committee of the Regions, Directorate for Consultative Works, Unit 3 / LMP Team

### Chair:

**Andrew Mitchell,**

Cornwall County Council member in charge of the Economic Portfolio; LMP Member

### Speakers:

**Johann Sollgruber,**

European Commission, Regional Policy DG

**Lambert van Nistelrooij,**

MEP, Member of the Lisbon Intergroup and the REGI Committee

**Jean-Yves Le Drian,**

President of the Région Bretagne, CoR rapporteur on the Green Paper on Territorial Cohesion, LMP member

**Jan Fluxa,**

member of the Czech Presidency Team within the Ministry for Regional Development

### More information:

<http://lisbon.cor.europa.eu/>

### Outline

The workshop was opened by **Andrew Mitchell**, who stressed that earmarking of a proportion of the structural funds for investment to forward the Lisbon strategy seems to have induced major changes in spending towards growth and jobs, in particular innovation policy. On this basis, he asked the panellists how can the LRAs reap the full benefits of earmarking in the coming years, how can earmarking be adapted to various regional contexts and how are earmarking decisions being taken in terms of governance of the whole process. In the first intervention, **Johann Sollgruber**, of the European Commission, DG Regio, gave an update on the implementation of earmarking at the EU level. He showed the achievements to date, obtained in the framework of the negotiations on the cohesion policy operating programmes 2007-2013. He made reference to a recent Commission Communication (COM(2008) 301 final, 14.5.2008).

### Debate

**Lambert van Nistelrooij** and **Jan Fluxa** stressed the importance of earmarking as a tool to support territorial innovation policymaking, and the need for the EU budget to provide adequate money for that. However, they also stressed the need to keep together the (sometimes conflicting) competitiveness and cohesion objectives. **Jean-Yves Le Drian**, in particular, stressed the need to avoid the risk that a rigid interpretation of the earmarking provision puts too tight constraints to cohesion expenditure, and this in a moment when flexibility is needed for regional policymakers to face the increasingly negative impact of the ongoing socioeconomic trends on territorial cohesion.

### Conclusions

In his closing remarks, **Andrew Mitchell** found that there was an agreement on the fact that that earmarking is working as a tool to focus cohesion policy investments on the Lisbon goals. However, he also stressed that earmarking deserves careful monitoring, and that earmarked money has to be actually spent in an effective manner. This cannot be taken for granted, due to the possible trade-off between the quality of the expenditure and the ability to spend.



## Innovative projects and territorial cooperation: When innovation stimulates co-operation

08 October 2008, 9:30-12:30

### Outline

The workshop was opened by **Luc Van den Brande** who claimed the crucial role of regions and cities in supporting innovation policies, Philippe Mettens, moderator of the workshop, pointed out some key elements about innovation and described key issues of this thematic for the regions. The concept of innovation was declined on three aspects: economic, social and sustainable development. Through the presentation of nine innovative projects developed in the partner regions, it was shown that the definition and concept of innovation could strongly differ. To bridge the definition divide, **Luisa Sanches**, offered to define innovation as the "process to facilitate the creation and marketing of new innovative products and services", but stressed that innovation is a very complex concept that many interpretation can cover.

### Debate

The first panel of the workshop focused on innovation in economic development. Experts from French and Dutch regions introduced their projects aiming at supporting innovation through high level cooperation between the stakeholders of one defined territory, in particular for development of Biotechnology (South Limburg) and nanotechnologies (Twente Region). The second panel of the workshop introduced the concept of innovation on the perspective of health and social care. Two projects illustrated how innovation could respond to new social challenges, as tackling demographic changes and health inequalities. The care of the elderly and their social inclusion is one of the main topic where innovation could bring up new solutions, as the Telehealth technology, a major initiative implemented in Kent, using tele-technology in various forms to promote independence and local care. Eventually, the third panel of the workshop examined the concept of innovation regarding sustainable development. As sustainable development covers various fields of application, it may concern a wide range of innovative projects. The Greater Dunkirk for example introduced two projects developed in the framework of the European program "Intelligent Energy". The description of a proactive policy of carbon neutrality on business parks led in Flanders by a Flemish Consortium composed of cities, universities and regional agency also pointed out the importance of co-operation in the setting and implementation of such policies.

### Conclusions

**Luisa Sanches** insisted to mention that the actors of the innovation, in this case, the business, the policy makers and the researchers are not alone in front of the complex measures which they have to take, more precisely, to integrate an European dimension to their projects. Mrs Sanches suggested to put synergies in place and to appeal complementary instruments in help. She points as an example the practical guide to the use of EU funding sources in support of Research and Innovation accessible at as well as new programmes: Interreg IVC and Urbact II which are covering a largest scale of co-operation.

### Organiser:

Conglomerate Cooperation for Innovation, Innovation for Cooperation'

### Chair:

**Philippe Mettens**,  
Belgian Federal Science Policy Office

### Speakers:

**Luc Van den Brande**,  
President of the Committee of the Regions

**Jean-Marie Pruvot**,  
Réseau de Développement Technologique du Nord-Pas de Calais, France

**Miriam Luizink**,  
Mesa+ Institute, The Netherlands

**Henrik Fokke**,  
BioSmile International, City of Maastricht, The Netherlands

**Yves Schaeffer**,  
Département du Nord, France

**Dr. Robert Stewart**,  
National Health Service Eastern and Coastal Kent, Chestfield, United Kingdom

**Anne Tidmarsh**,  
East Kent, Kent County Council, United Kingdom

**Louardi Boughedada**,  
Communauté Urbaine de Dunkerque, France

**Johan Proot**,  
WVI, Belgium

**Pieter Biemans**,  
City of Tilburg, The Netherlands

**Jaroslav Wesolowski**,  
Vice Marshall of Silesia Region, Poland

**Luisa Sanches**,  
European Commission, Regional Policy DG

**Peter den Oudsten**,  
Chairman of the board of Twente Region, Mayor of the City of Enschede, The Netherlands

### More information

J'innove en Nord-Pas de Calais:

<http://www.jinnove.com/>

Mesa + Institute:

<http://www.mesaplus.utwente.nl/>

Biosmile:

<http://www.biosmile.eu/>

Dr. Robert Stewart:

[www.eastcoastkent.nhs.uk](http://www.eastcoastkent.nhs.uk)

Anne Tidmarsh:

[www.kent.gov.uk](http://www.kent.gov.uk)

*"If we knew what we were doing, we would not call it research, would we?"*





## Regions of Knowledge: Synergies in EU funding opportunities for research, development and innovation

09 October 2008, 9:00-10:45

### Organiser:

European Commission, DG Research

### Chair:

**Bernd Thomas**,  
former managing director of AGIT

### Speakers:

**Gabriele Gatti**,  
Consorzio per l'AREA di Ricerca Scientifica e  
Tecnologica di Trieste, Italy  
**Elise Kvarnström**,  
ScanBalt, Denmark  
**Sylvia Schreiber**,  
EU Office of the City of Stuttgart, Belgium

### More information

BRIDGE BSR project  
<http://www.scanbalt.org/sw14944.asp>  
STARNETregio project  
<http://www.starnetregio.eu/>  
Practical Guide to Funding opportunities  
[http://cordis.europa.eu/eu-funding-guide/home\\_en.html](http://cordis.europa.eu/eu-funding-guide/home_en.html)

### Outline and Debate

The session was opened by **Bernd Thomas** who briefly introduced the speakers and offered a general outline of the topics to be discussed. The first presentation was given by **Elise Kvarnström** on the ongoing Regions of Knowledge project Bridge-BSR: Bridging Academic Research and SMEs in the Baltic Sea Region. She pointed out how Clusters have gained in importance as a tool to provide a platform for more effective cooperation between the public and private sectors on competitiveness issues. The project will identify regional bottlenecks for bringing the benefits of academic research to SME's, develop a regional innovation agenda, promote mentoring, use of best practises and bench marks plus initiate pilot activities. **Gabriele Gatti** then discussed possibilities to combine European Funds to raise the maritime industry sector from the cohesion policy, and the Seventh Framework Programme for Research, based on the The *STARNETregio* project under Regions of Knowledge. It will develop in three cross-border regions intensive inter-firm interaction, shared know-how and knowledge, cross-sector fertilization and inter-regional collaboration. Regional cluster policies are essential for a knowledge economy to develop since they mobilize all regional stakeholders to define common visions and thus contribute to the common goals. **Sylvia Schreiber** introduced the 'Practical Guide to Funding Opportunities in Research and Innovation'. Due to a missing intra-service strategic planning of well-tailored funding and due to a lack of a coordination of national contact points and managing authorities, beneficiaries have problems to understand the funding system of the EU. Their use is far from being optimized and well targeted. With the new Practical Guide the Commission presents a first attempt to show a synaptic and practical overview. The possible synergies of funding opportunities are presented in case studies of coherent and consecutive use of various sources.

### Conclusions

**Bernd Thomas** concluded the workshop by summing up the discussions as follows:

Thanks to different EU funding sources (Structural Funds, FP7, CIP), the economic development of European regions can be enhanced by means of intensive industry-research interaction, sharing expertise and know-how, spill-over of knowledge and inter-regional collaboration within the frame of regional clusters. The Practical Guide was conceived to help potential beneficiaries find their way through these different EU funding sources, however structuring of information sources at national and European level is further needed. Efficient methods of communication are essential for networking.



## How local authorities manage ERDF to improve innovation and competitiveness

07 October 2008, 14:30-16:15

### Outline and Debate

The workshop was opened by **Richard Essex** who introduced the issue of promoting innovation through the Structural Funds projects. In this seminar European good practices from Barcelona Province, Riga, Lodz were presented. In addition to this, the European Commission gave an overview of the transversal concept of innovation within the regional policy. The innovation concept was defined as “the development of new ways of doing things, improved technologies and development of new products” and the European Commission outlined that these strengths are usual in many European regions and cities but not in all. The rest of speakers presented projects or initiatives in the field; Diputació de Barcelona explained the joint management of ERDF agreement between this local government and the managing authority to foster local innovation projects within the province. Latvia presented the national innovation system, the government programmes and the actions to promote innovation. In this framework the South West of England Regional Development Agency introduced the Fast track project *Rapide* (Interreg IVC) as an example of exchange of good practices in improving how regions support and stimulate innovation as a key driver of competitiveness. Lodz also presented an example of a media cluster supported by the city hall as a way of fostering innovation.

### Conclusions

**Mr Essex** concluded the workshop by summing up the discussions as follows:

- There is a link between fostering innovation and the capacity of taking risks.
- The concept of innovation is not only addressed to the fostering of new technologies but to the capacity to generate innovative dynamics adapted to the new times.
- Subregional authorities can play a key role fostering innovation and they should have more relevance.

#### Organiser:

Diputació de Barcelona

#### Chair:

**Richard Essex,**

Expert on structural funds and urban matters

#### Speakers:

**Josep Rodriguez,**

International Relations Directorate, Diputació de Barcelona, Spain

**Maris Elerts,**

Investment and Development Agency of Latvia

**Luisa Sanches,**

European Commission, Regional Policy DG

**Jacek Zielinski,**

Structural Funds Office, City of Lodz, Poland

**Lorelei Hunt,**

South West Regional Development Agency, United Kingdom

#### More information

Diputació de Barcelona:

[www.diba.cat](http://www.diba.cat)

Rapide project:

[www.rapidenetwork.eu](http://www.rapidenetwork.eu)

Lodz:

[www.uml.lodz.pl](http://www.uml.lodz.pl)

*“Local and regional authorities have an important role to play in promoting innovation.”*



## Brain drain prevention and talent attraction: keys for territorial competitiveness

08 October 2008, 10:00 to 12:30

### Organiser:

Diputació de Barcelona

### Chair:

**Tania Robinson,**

North East England, United Kingdom

### Speakers:

**Lotta Hakansson-Harju,**

Vice Mayor of Jarfalla municipality, Stockholm County International, Sweden

**Anna Molero,**

Barcelona Activa, Spain

**Helge Neumann,**

International Cooperation, City of Berlin, Germany

**Hugh Fitzpatrick,**

Dublin City Council, Ireland

**Marek Valters,**

Sarajevo macro region, Serbia

**Valters Mazins,**

New Riga Development Enterprises, Latvia

### More information

Diputació de Barcelona:

[www.diba.cat](http://www.diba.cat)

Barcelona Activa:

[www.barcelonactiva.cat](http://www.barcelonactiva.cat)

Berlin:

[www.Adlershof.de](http://www.Adlershof.de)

Riga:

[www.jau.lv](http://www.jau.lv); [www.andrejsala.lv](http://www.andrejsala.lv)

### Outline and Debate

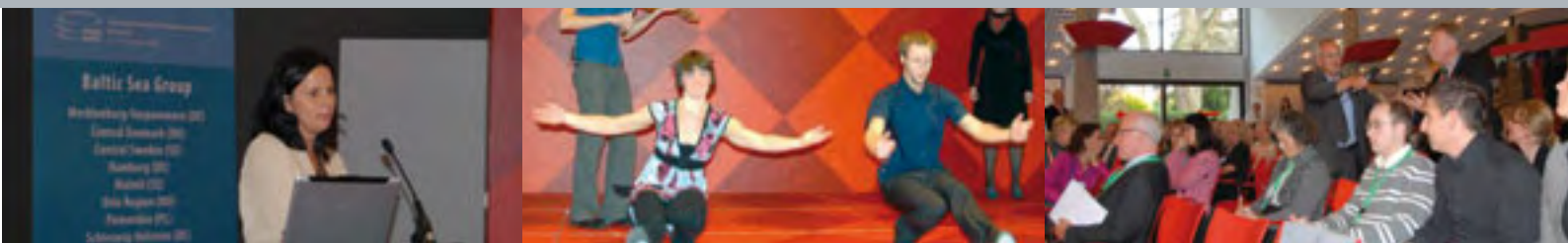
The workshop was opened by **Tania Robinson** introducing the aim of the debate which was to analyze and put in value the different strategies and policies that local and regional governments are implementing in order to attract entrepreneurship, gazelles and knowledge. These strategies will end up creating SMEs and long term investments. At the seminar, the experiences of Stockholm Region, Riga, Barcelona Activa, Berlin, Dublin and Sarajevo were presented. Stockholm Region highlighted the need to promote a global strategy combining the cooperation with public and private sectors, fostering the education at all ages and the quality of life as well as gender equality. Riga highlighted the emphasis that the city is been given to urban planning to take advantage of the port and to the support of young people to become an open city attractive to investors and researchers. The Development Agency of Barcelona bases its strategy in fostering human capital promoting entrepreneurship and supporting the creation and internationalization of enterprises. Barcelona Activa presented its bunch of training programmes, tools and assessment they offer. Dublin presented a city strategy based on providing excellent range of supports (favorable regulatory base: e.g. low corporate and personal tax) to multinational enterprises. In addition to that Dublin offers a stable tolerant welcoming environment and access to excellent R & D facilities in extensive range of universities and colleges. Sarajevo presented the city strategy to foster clusters. Berlin presented the impact of having the Adlershof Science Park one of the leading parks for Science, Business and Media worldwide.

### Conclusions

**Ms Robinson** concluded the workshop by summing up the discussions as follows:

- To attract best businesses cities have to compete to attract talent
- Talent attraction local policies do not only concern big capital cities; medium sized and small cities need to work to improve its attractiveness
- Talent attraction is closely linked with taking risks.
- It is important to foster a multilevel governance to design a coherent strategy to attract and retain talent.

*“People are the resource”*



## Baltic Sea Region – an attractive place: Innovative solutions to meet the demographic challenge

07 October 2008, 14:30-16:15

### Outline

This workshop focused on important regional strategies, with 'showcases' highlighting innovation-oriented solutions – promoting research, technological development, networking, etc - to meet the demographic challenge and make a region more attractive. The objective was to address the question of the strategic political decisions and methods needed to meet the demographic challenge in the Baltic Sea Regions.

### Debate

As keynote speaker, **Knut Halvorsen** outlined some of the general demographic challenges faced by many regions. He pointed out that there will be a decline of 30 million people in 30 years. Another issue is that students go abroad or move away from rural areas. He suggested that theoretical perspectives from the American scientist Richard Florida to be useful in order to deal with demographic issues. Florida operates with the four 'T's as keys to success: Technology, Tolerance, Talent and Territory. Mr Halvorsen stressed that attracting talents is the core of creating development. Therefore, the city/region has to be attractive for young people. Tolerance is important in the sense of being open to new cultures and all social groups. As is the case of Oslo, 25% of the Oslo population are immigrants or children of immigrants. Mr Halvorsen argued that it is a necessity to keep as many people as possible in the workforce, as there is a growing need for workers. **Jaśmina Solecka's** presentation focused on how the region of Szczecin works on retaining and attracting people to the region. She pointed out that in 2004, the unemployment rate was at 27% and nobody was caring about demographic change in Poland. However, now in 2008, there is an unemployment rate of 12,9 % unemployment rate and the population is declining. That's why much attention is paid to investments in human capital. One of the focal points has therefore been to keep students in the city by building bridges from secondary school to university. After university, the students are directed more easily to companies and the city give grants to those who wish to start up their own companies. Even more, scholarships are provided to Ph.D. students that want to continue with a scientific career after their studies. **Marko Häckel's** presentation focused on how to create an attractive working environment and thereby retain skilled workers in the same institute. He pointed out that the Leibniz Institute is the largest of its kind in plasma sciences, and is financed by the state. Therefore, Häckel suggested, it has been a challenge to uphold an economically sustainable structure. However, they found out by creating spin-off activities, the institute has been able to retain the skilled workers and to expand the institutes' activities. Therefore, the Leibniz Institute created the Neoplas Technology Transfer Centre and Neoplascontrol – two new companies under the original structure. **Göran Carlsson** from the regional co-operation council of the Council of Dalarna in Sweden presented a rather practical approach on how to attract employees to a region. Carlson said that people are moving to the region, but there is still a decline in population. In Dalarna, it has been a success to see things in a regional perspective rather than in focusing specifically on the city. By moving questions to the regional level, the region of Dalarna has been able to get an overview on how to attract workforce.

### Conclusions

The debate focused on several issues stemming from the presentations. By several of the speakers, it was pointed out that tolerance towards people from other cultures and the focus on gender equality is needed in order to retain people in the workforce, and to get more people in jobs. The role of women played a big role in the debate, and it was argued that it is necessary to create an environment, where business life can be combined with a social life. The discussion centred on how to get more people to the workforce, and it was discussed whether everyone is fighting for the same workforce. Some of the presenters argued that we need to open up the European borders and attract workforce from outside Europe. However, it was also suggested that Europe has to focus on attracting high-skilled migrants and not low-skilled migrants, and that the new European Blue Card system is a step on the way.

### Organiser:

Baltic Sea Group

### Chair:

**Hans Martens**,  
European Policy Centre, Brussels

### Speakers:

**Knut Halvorsen**,  
Oslo Teknopol Regional Development Agency, Norway  
**Jaśmina Solecka**,  
University of Technology, Szczecin, West Pomerania, Poland  
**Marko Häckel**,  
Leibniz Institute for Plasma Science and Technology-INP, Greifswald, Mecklenburg-Vorpommern, Germany  
**Göran Carlsson**,  
Regional Co-operation Council of Dalarna, Central Sweden

### More information

Baltic Sea Group:  
<http://www.balticseagroup.org>

*"Tolerance towards people from other cultures and the focus on gender equality is needed in order to retain people in the workforce, and to get more people in jobs."*





## Living Labs in regional innovation ecosystem: ENoLL to access the regional innovation capacity in Europe

07 October, 2008, 16:45-18:30

### Organiser:

European Commission, DG Regional Policy and  
DG Information Society and Media

### Chair:

**Antti Peltomäki,**

European Commission, DG Information Society  
and Media

### Speakers:

**Veli Pekka Niitamo** (Helsinki)

**Roberto Santoro** (Rome/Lacio)

**Marc Pallot** (Sofia Antipolis/Paris)

**Klaus-Dieter Thoben** (Bremen)

**Esteve Almiral** (Cataluña)

### More information

Living Labs:

<http://www.openlivinglabs.eu/>

*“Living Labs is becoming an  
European success story.”*

### Outline

This workshop examined what are Living Labs and how they contribute to the Regional Innovation System. Living Labs are open innovation environments in real-life settings in which user-driven innovation is fully integrated within the co-creation process of new services, products and societal infrastructures. Just about two years ago, the European Network of Living Labs (ENoLL) was launched under the Finnish Presidency. There are now 51 European Living Labs, but it is expected that there will be more than 100 Living Labs, by the end of next month. The constant dedication of the ENoLL members and the growing political interest on the subject demonstrate the strategic importance of the Living Labs concept as a powerful mechanism to strengthen European “innovativeness” and more importantly to increase the technological excellence of the regions.

### Debate

**Veli Pekka Niitamo** presented the Finnish National Strategy of Living Labs in collaboration with the operators (DIMES, TEKES, SITRA). He has explained also the Open Innovation Initiative and the business ecosystem. In conclusion, he has analysed the Helsinki region case and the Lappeenranta paper Living Lab. **Roberto Santoro** presented the COLLABS co-ordination project supporting the adoption of Living Labs within the regional innovation ecosystem with a special emphasis to enabling SMEs to become protagonist together with the end users of the innovation process. He has exemplified the Innovation model for the Lazio region and presented an example in the telemedicine (Telesat telemedicine Living Lab- [www.telesal.it](http://www.telesal.it)) and precision agriculture domains. **Marc Pallot** briefly introduced the French Living Labs operating within the respective Competitiveness clusters as being part of the regional innovation ecosystem. A detailed overview of the “ICT Usage Lab” located in Sophia Antipolis, Provence-Alpes-Cote d’Azur (PACA) was presented and one of the first members of ENoLL. **Klaus-Dieter Thoben** introduced Bremen being a traditional place for trade, shipbuilding, ports, automotive and food industry is developing into a high-tech center. In 2001 the government of the federal State of Bremen has initiated a study to develop a new innovation strategy. The ‘Living Lab’ Mobile City Bremen consists of the following element: Mobile Test Market; Mobile Solution Platform; Mobile Solution Center; Mobile Research Center; Mobile Solution Group. **Esteve Almiral** presented CatLab the Catalan Network of Living Labs is an initiative of the Catalan Living Labs together with the Secretary for the Information Society of the Catalan government that attempts not only to provide cohesion and readiness to its participants providing a framework where jointly explore methodologies and platforms, but also to project a common and unified image of what Cataluña has to offer in the Living Labs arena.

### Conclusions

The European Network of Living Labs bears the promise to create truly regional, cross-border and European dimensions of open innovation by actively involving users in the early stages of the research and innovation lifecycle. A collective endeavour of all stakeholders is required to make Living Labs a sustainable mechanism with an immense potential to contribute to European competitiveness and growth. The Living Labs Network supports and enhances the Regional Innovation Systems.



## Promoting decent work in the EU

07 October 2008, 11:15-13:00

### Outline

The workshop, chaired by PES Group President **Mercedes Bresso**, explored the contribution of local and regional authorities towards ensuring decent work and fair wages in the EU. Key aspects of the debates were work organisation and contractual relations (including flexicurity), social protection legislation, workers' rights with special focus on migrant and undeclared workers, education and training, and social dialogue. Speakers agreed on the need for a close cooperation amongst all levels of governance, unions, employers and the civil society in order to go beyond the current 'damage control approach'. They opposed excessive flexibility in the labour markets, which leads to non standard employment conditions and breaks continuity with the EU's Social Charter. Finally, they agreed that decent work is a matter of good governance and underlined the need to place it high on the PES political agenda for the 2009 European elections.

### Debate

The participants of the seminar engaged in lively exchanges with members of the panel, stressing the need to strengthen cooperation and political initiatives at the European level. A number of questions regarding the role of local and regional authorities and the scope for their cooperation with NGOs and other civil society actors in tackling the problems of providing decent work were discussed, notably with regard to the ongoing debate about 'flexicurity', and in particular the situation of the most vulnerable groups, such as undocumented migrants or those with low levels of qualification.

### Conclusions

**Mercedes Bresso** concluded that the discussions had clearly shown how solutions to the problems of the 21st century can only be found across borders, and across different levels, in partnership between the political level, NGOs and the people most directly concerned. She stressed that decent work was a fundamental right and also one of the key conditions for Europe to remain competitive, in particular in the current financial crisis. She emphasised that SOLIDAR's world-wide Decent Work Day was a good example on how progressive forces in Europe needed to mobilise and underlined that the CoR played an important part in raising the profile of the decent work challenge. She urged the participants of this seminar to carry this message to their own regions, and to get engaged in addressing this crucial issue.

#### Organiser:

PES Group in the Committee of the Regions

#### Chair:

**Mercedes Bresso**,  
President of the Piedmont Region

#### Speakers:

**Conny Reuter**,  
General Secretary of SOLIDAR  
**Rudi Delarue**,  
Brussels office of the International Labour Organisation  
**Jan Cremers**,  
Member of the European Parliament  
**Sabine Craenen**,  
Representative of the Organisation for Undocumented Workers

#### More information

PES Group in the Committee of the Regions:  
[www.cor.europa.eu/pesweb](http://www.cor.europa.eu/pesweb)  
SOLIDAR:  
[www.solidar.org](http://www.solidar.org)  
International Labour Organisation:  
[www.ilo.org/](http://www.ilo.org/)  
Decent Life, Decent Work:  
<http://www.decentwork.org>

***“Decent Work is not a luxury that we can only afford when the economy is doing well – it is a basic condition for the competitiveness of Europe and for economies all over the world, in particular in a situation of crisis like now, where the real economy has to show its strength.”***



## You cannot NOT communicate - success stories in territorial marketing

08 October 2008, 14:30-16:15

### Organiser:

HAL9000 Limited

### Chair:

**Mattia Crosetto**,  
HAL9000 Limited

### Speakers:

**Andrew Kircher**,  
World Bank, Washington, USA

**Jacob Dencik**,  
IBM-PLI, Brussels, Belgium

**Erik van Marriënboer**,  
Deputy Mayor of Eindhoven, The Netherlands

**Libor Friedel, Tomas Bata**,  
University Zlín, Czech Republic

**Angel Nieva**,  
Bilbao Ria 2000, Bilbao, Spain

**Roberto Graziani**,  
Banca Monte dei Paschi Siena, Italy

**Lucia Bursi**,  
Mayor of Maranello, Modena, Italy

### More information

HAL9000 Limited:  
[www.hal9000ltd.eu](http://www.hal9000ltd.eu)

### Outline

The seminar opened with the introduction of **Mattia Crosetto**. He underlined that all relevant decision makers recognize the importance of advanced strategies for the attracting investors and promote their territories on the investment markets. However, communication systems and tools for attracting investors continue to be dominated by generic marketing techniques. Especially in Europe, the campaigns for reaching potential targets are still characterized by inadequate finance, lack of expertise, orientation to short-term, absence of partnerships and network approaches.

Nowadays, it is strategic to understand the delicate process that can lead to a successful regional or city brand, meaning the connection between image promoted, true identity and existing – and not simply supposed – competitive advantages.

### Debate

**Andrew Kircher** elaborated on the World Bank's huge experience in advising clients for investment promotion and brand positioning. Mr. Kircher focused first on the lessons learned and then on the available tools prepared for assisting clients in their initiatives to reach the potential investors. A clear output of the presentation was a list of things to avoid, including the absence of consensus between political parties and stakeholders on the country image. A review of good examples and available tools indicated the right way towards effective communication strategies for attracting investors. **Jacob Dencik** introduced IBM-PLI Global Location Strategies as a global service offering within IBM Global Business Services in global location strategies. Because of this experience, Mr. Dencik could perfectly resume the decisional process of corporates when working on their investment plans. The presentation included the analysis of the advantages of pro-active marketing that regions and cities could realise when interested in attracting foreign investors.

Information to remember: the first investors within territories are the businesses already settled there. **Erik an Marriënboer** introduced Brainport®, a hot spot in the high technology region of south-eastern Netherlands and a hub of a network of companies, knowledge centres and government spreading beyond national borders to Germany (Aachen) and Belgium (Louvain). It is a unique area with intensive and innovative co-operation between organisations open to new ideas. This is visible in the invention, manufacture and sale of innovative products, services, machines and systems. Brainport® has become a self-standing brand suggesting the inner values inspiring this new approach to local development. **Libor Friedel** and **Tomas Bata** resumed the content and philosophy of the communication campaign launched in 2004-05 by the Zlín Region. The campaign focused on the unique history of the Region, linked to the industrial adventure of the Bata Shoe Group created in Zlín at the end of the 19th century. The campaign highlighted the cultural and economic interactions between the Bata heritage and the present dynamism of the Region, which has today the highest ratio of businesses per capita in the Czech Republic.



**Angel Nieva** described the urban, economic and social transformation undergone by Bilbao in recent years, essentially based on a new alliance between private and public sectors. This alliance was concretised in 1992 with the establishment of Bilbao Ría 2000, with the task of regenerating old industrial and port terrain and converting it into areas of opportunity for the city. 16 years later, Bilbao has become a benchmark and a brand internationally admired for its successful conversion into a services capital with growing tourist activity and a cultural and architectural reference point. **Roberto Graziani** explained that alliances between territories and firms have mutual benefits: a strong corporate brand can feed the country image, but also the opposite phenomenon is true. Made in Italy is a trade mark well known in Europe and abroad. Banca Monte dei Paschi di Siena is one of the oldest financial intermediaries of Europe and its identity is part of the national heritage. The presentation illustrated the brand campaign of Monte dei Paschi and its multimedia instruments, among which an original video realised by Oscar Winner Giuseppe Tornatore. **Lucia Bursi** presented the case of Maranello, the city of Ferrari. The marriage between the famous sport car company and the city that has been hosting its premises for more than 60 years has produced tangible results, beginning with new urban concepts for integrated development. Design, technological excellence, outstanding skills, innovation capacities are the specific features that now associate Ferrari with its surrounding territory and community.

*“Branding has become a founding component of the communication platform that involves a wide range of stakeholders, all essential for attracting investors, human resources and tourists at the local and regional level.”*

## Conclusions

**Mr Crosetto** concluded the workshop by summing up the lessons learned:

- Present communication strategies and tools for attracting investors in EU Regions and Cities are still based on generic marketing techniques;
- a more ‘professionalized’ approach would be needed, based on the concept of “territorial branding” that could highlight the real identity of the territory and its unique potential;
- cooperation and partnerships between the public administrations and the local companies are a fundamental success factor;
- focus on clear targets, consistency of the messages, coherence of the campaigns (all of the possible campaigns) are the other success factors;
- the identity of the region or city is the core-message that has to be promoted





## Regions and companies: A question of partnership

08 October 2008, 11.00-13.00

### Organiser:

BUSINESSEUROPE

### Chair:

**Ernest-Antoine Seillière,**  
President of BUSINESSEUROPE

### Speakers:

**Francis Bailly,**  
European Affairs Director, General Electric  
Europe

**Gabor Demszky,**  
Mayor of Budapest, Hungary

**Danuta Hübner,**  
Commissioner for Regional Policy

**Jean-Pierre Jouyet,**  
Secretary of State in charge of European  
Affairs, France

**Alain Juppé,**  
former French Prime Minister and Mayor of  
Bordeaux, France

**Henri Proglio,**  
CEO, Veolia, France

**Luc Van den Brande,**  
President of Committee of Regions

### More information

BUSINESSEUROPE:  
[www.busnesseurope.eu](http://www.busnesseurope.eu)

### Outline

A good partnership between EU institutions, public authorities and businesses can enhance the attractiveness of regions for investment, living and working. Two interactive panel debates explored the contribution of companies to regional development, assessed the obstacles that impede the development of a strong entrepreneurial fabric, discussed how effective use of cohesion funds can remove these obstacles, identified good partnership practices and reflected on the coherence of EU policies affecting regional development.

### Debate I

The workshop was opened by **Andy Bounds** who asked panellists how companies can contribute to regional development in the area of innovation, research, employment and training. A key issue is identification of the obstacles impeding the development of a strong entrepreneurial tissue in cities and regions. **Alain Juppé** noted that companies and cities face similar challenges, as the latter also engage in fierce competition to attract new firms. Cities are implementing new strategies: improving accessibility (the number of railway passengers passing through Bordeaux will soon treble), strengthening links between firms and universities (creation of innovation clusters), and diversifying industry sectors (from being mostly known for its wines, Bordeaux has evolved to become one of the most attractive cities for development of creative businesses, aerospace and shipbuilding). **Francis Bailly** identified three main areas in which companies can contribute to regional development and should play an increased role in the near future: water resources, energy efficiency, and education. Water resources, sometimes coupled with waste management, is becoming a 'critical' problem, especially in giant cities such as those found in China. Improving energy efficiency in buildings is a priority for General Electric. Education has become a concern for companies since recruiting skilled people - competent workforce and suppliers - has become a challenge. Companies can help public authorities by giving courses, offering internships or organising career open days such as the company did in Belfort to hire 200 engineers. Public procurement, particularly in the case of very innovative technology, is a priority route to be developed. **Danuta Hübner** recalled the main principles and activities of European regional policy, stressing three major points regarding partnership between regions and companies. First, local authorities must elaborate a development strategy, whose design and implementation must involve all stakeholders. Business is 'the best' partner for local and European authorities. Then, Commissioner Hübner stressed the issue of attractiveness: regional entities with a 'good' image do indeed foster investments and human capital. The development of new branches, through clusters or poles of competitiveness as it is the case in France, can reinforce attractiveness of regions. In view of this, the European Commission is supporting investment in new branches at local level. Finally, Commissioner Hübner insisted on 'taking subsidiarity seriously', which is the 'right approach' for European development.



## Debate II

In the second panel discussion, **Luc Van den Brande** made some initial remarks to set the scene for the debate. The need to apply a flexible use of the PPP format was stressed and the importance of PPPs in delivering solutions for sectors that are the backbone of Europe's regions was highlighted. PPPs can be applied to many different areas including infrastructure, education, healthcare, city regeneration to name just a few. The Committee of the Regions very much supports more efficient public spending through PPPs and Mr Van den Brande emphasised the need for a more bottom-up approach in this area and more trust in the business and education community. **Henri Proglia** noted that PPPs should maintain a certain level of flexibility in their concept and design. PPPs do not take control away from the public sector but enable the latter to draw on the private sector's know-how, which leads to innovative responses. PPPs have developed in many countries across Europe but also outside Europe. China was mentioned with the water distribution system in Shanghai given as an example. **Jean-Pierre Jouyet** stated that in a world where budgetary and financial resources are becoming scarcer, PPPs are needed now more than ever. PPPs are not tantamount to privatisation and regional and local initiatives need to be stepped up as efficient and well-designed PPPs are conducive to development. A proactive policy on PPPs is needed and simplification of the legal framework for PPPs should be encouraged in the member states. PPPs are a good way of fighting climate change, a key priority of the French Presidency. **Gabor Demszky** first highlighted the importance of Budapest and described this city as Hungary's economic engine, representing 40% of total GDP. The percentage of those with a university degree is three times higher in Budapest than it is in the countryside. No special law on PPPs exists in Hungary and the PPP method is rarely used. However a few project examples were mentioned in which the burden is shared between the public and private sectors.

## Conclusions

**Ernest-Antoine Seillière** concluded the event by summing up the discussions as follows:

- Companies play a strong role in the development of regions and cities in Europe but it takes two to tango and strong local roots remain an essential condition for success;
- more dialogue is needed between the business community and public authorities;
- BUSINESSEUROPE is convinced of the benefits of PPPs and has illustrated this in a brochure on the topic 'PPP- Adding value to Europe's public services';
- EU cohesion funds amount to 47 billion euros this year but the funding must exert a leverage effect on private activities.



## How SMEs and micro enterprise can become effective actors of the Cohesion Policy

07 October 2008, 9:00-10:45

### Organiser:

UEAPME

### Chair:

**Andrea Benassi,**

Secretary General, UEAPME

### Speakers:

**Ms Danuta Hübner,**

EU-Commissioner Regional Policy

**Mr Luc Van den Brande,**

President Committee of the Regions

### Panel I:

**Mr Norbert Pruszanowski,**

ZRP, Poland

**Mr Reiner Nolten,**

WHKT - ZDH, Germany

**Ms Luisa Minoli,**

Api Lombarda - CONFAPI, Italy

**Ms Christina Linderholm,**

FÖRETAGARNA, Sweden

**Mr Ladislav Krocěk,**

ECCR, Czech Republic

**Mr Jean-Louis Maître,**

APCM, France

### Outline

**Mr Andrea Benassi** welcomed all participants to this workshop and chaired the discussions. The workshop was opened by Commissioner **Danuta Hübner** offering the audience an overview on the Commission's priorities in the cohesion policy with the key message that the role of micro enterprises and SMEs is essential for employment and innovation in the regions. The Small Business Act and in particular the application of the principle 'think small first' should be anchored in the European policies as well as on all levels (regional and local level included). Furthermore, she outlined the importance of 1) investing into the entrepreneurial spirit on regional level especially by the regional and local authorities; 2) developing partnerships between SMEs and local and regional authorities; 3) putting in place a large scope of tailor made instruments for SMEs that should provide support for all phases of an enterprise's life. Instruments such as access to finance should be made available. Innovation is not only high technology but can be seen in the processes of management of companies, too; 4) access to finance remains high on the agenda and is facilitated by the Jasmine micro credit scheme developed by the EIF and the Commission. 5) in the case Brussels reduces red tap considerably it is still necessary to eliminate other abnormalities. Finally she highlighted the role of the SME associations, such as UEAPME, as partner of the European Institutions in the cohesion policy.

In his welcoming speech, **Mr Luc Van den Brande**, President of the Committee of the Regions, underscored among others the idea of the creation of a horizontal dimension of the subsidiary system. He highlighted:

- 1) The role of the micro, small and craft enterprises: Regional policies should put forward the idea of 'small first' and the Committee of the Regions wishes to simplify the administrative burdens and wants to help the SMEs to develop themselves. In this sense the Small Business Act and the principle 'think small first' have to be taken into account by the regions;
- 2) The regions should better listen to the entrepreneurs and the intermediary organisations. In his opinion, the horizontal dimension of the subsidiary principle should be developed. It is not necessary to only rely on the institutions but to accord more responsibility to the civil society and the entrepreneurs. This requires cooperation at all levels.

Finally, it is necessary to encourage the local dialogue and to develop the dialogue with the social and economic partners in the regions in order to favour the taking into consideration of the problems of SMEs and micro enterprises in the regions.

### Panel I - by representatives of the UEAPME member associations

**Mr Norbert Pruszanowski** emphasized on boundaries of access to the European Funds and limitations when addressed only to social partners (see European Social Fund restriction in access). In some cases the lack of advance payments and difficult application procedures render the submission for programmes almost inaccessible. **Mr Reiner Nolten** made his point saying that the insufficient financial support is sometimes even more limited when bureaucratic burdens are added. **Ms Luisa Minoli** suggested passing from general support in innovation to focusing on strategic objectives. The challenge remains wanting to involve SME bodies and small enterprises directly to participate in EU calls. **Ms Christina Linderholm** underlined the complexity of different programs and the difference between European priorities and national strategies. This creates a lot of problems because enterprises would like to obtain measures to respond to the specific local needs. One recipe of success is putting private and public partners together on a regional and or local project involving for example a "start-up" project with young unemployed and the local authorities. **Mr Ladislav Krocěk** explained that in particular the medium sized enterprises benefit from the current instruments and the current procedures are not adapted to the needs of the small and micro enterprises. The small enterprises are concentrated on the daily activities and can only



participate in community actions on a long term basis thanks to the intermediary associations. He emphasized the role of the intermediary associations being full representatives of the small enterprises who should be taken into consideration by the state and public authorities as social partners. In most cases financial problems weaken the intermediary association. He sums up that the role of the intermediary body is to represent the interests of SMEs in the social dialogue, to support the SMEs in training their employees, providing advice to the SMEs, accompanying the SMEs in dealing with national and local authorities and to support their innovation activities. **Mr Jean-Louis Maître** underlined the role of governance as the fundamental importance of intermediary organisations. To his mind, it is of utmost importance to associate the intermediary associations with the public authorities. He regretted that these relations are not yet sufficiently deepened in the regions. He underlined 1- the necessity to accompany the organisations in order to create projects; 2- global subvention is a good mode of management but a major problem is that it is necessary to advance funds in order to do a project which small enterprises are not capable of doing; 3- red tape: He provides an example, in one French region in order to realise 8 actions it was necessary to produce 48 administrative files. In conclusion, one can say that the intermediary organisations need to be associated in the elaboration of the territorial policies at all levels. All speakers of the panel regretted the lack of studies and statistical analyse of the impact of the regional policies and the structural funds on the small and micro enterprises and they requested the putting in place of precise analyse as well as exchange systems of best practices.

## Panel II – by representatives of the EU institutions and representative associations

**Jean-Marie Beaupuy** underscored the importance of putting in place good governance on local level. To his mind, it is necessary to develop an integrated approach of all territorial policies and to associate and to look after participation at the right place/level of the representatives of the small enterprises in order to fulfil this good governance. The debate is at the heart of the issue. For this effect, the European Parliament is a very efficient platform of discussion on governance. **Patrick Faucher** outlined the importance of an SME integrated approach during the French Presidency and underlined the importance of partnerships and the necessity to create a kind of interaction between public actors and organisations' representatives. This is one of the priorities of the French presidency. **Mr Bretislav Gregř** was in favour of the simplification of the administrative rules at regional level and with this in mind, the application of the principle 'think small first' must be one of the priorities. He announced a follow-up by the Czech Presidency pursuing the effective realisation of all actions of the Commission on territorial cohesion. In this context, the Czech Government will organise a conference on entrepreneurship in May 2009. **Mr Patrice Liauzu** is very engaged in issues concerning access of small enterprises to financial resources offered on regional and local level. In his opinion, the official launch of initiatives such as JEREMIE in 85 European regions will be of high importance for SMEs and micro enterprises. It remains necessary to monitor the access conditions and procedures for small enterprises to the European funds, in particular the European Investment Bank and the European Investment Fund to know that they are of high efficiency. **Mr Franz Schausberger** underlined the fact that in many Member States and the majority of regions there is not enough culture and knowledge by the public authorities concerning the essence of the small and the smallest enterprises. In fact they continue to apply the same rules to the big and small enterprise but the gap between the enterprises of 250 employees and those of 10 or even one employee(s) is enormous. Therefore, bureaucracy should be reduced and adapted proportionally to the reality of the enterprise as one way of being less burdensome. One important question is: How to apply the Small Business Act to the practical life of the regions? In his opinion, the principle 'think small first' does not actually reach the small enterprises however in the future this must become one of the basic rules. In addition, he underlined the importance of intermediary organisations to assist SMEs and the smallest enterprises to access European funds. Furthermore, in this context, he underlined the difficulties linked to language barriers. The question arises: How to foster contacts with intermediary SME organisations? **Mr Wladyslaw Piskorz** and **Mr Jean Peyrony** outlined the potential of the Green Paper on territorial cohesion which tries to maximise synergies between sectoral and territorial policies. A consultation by the Commission

### Panel II:

**Mr Jean-Marie Beaupuy**,  
Member of the European Parliament,  
President of the Intergroup Urban Logement,  
European Parliament

**Mr Patrick Faucher**,  
Head of Sector Transport and Regional policy,  
French Government

**Mr Bretislav Gregř**,  
Deputy Director of the Structural Funds  
Directorate, Czech Government

**Mr Wladyslaw Piskorz**,  
European Commission, Regional Policy DG

**Mr Jean Peyrony**,  
European Commission, Regional Policy DG

**Mr Patrice Liauzu**,  
Brussels Representative of the EIF, European  
Investment Fund

**Mr Franz Schausberger**,  
Representative of the region of Salzburg to  
the Committee of the Regions, President of  
the Board of Directors Institut der Regionen  
Europas

**Ms Marie Ranty**,  
Policy Officer Economic Development and  
cohesion policy, Eurocities

**Mr Jiri Plecity**,  
Member of Cabinet of the Vice-President of  
the European Commission, Günter  
Verheugen





## Concluding remarks:

**Mr Daniel Acs,**

Secretary of State, Republic of Slovakia

## More information:

UEAPME:

[www.ueapme.com](http://www.ueapme.com)

***“The reinforcement of the SME and micro enterprise representative organisations and their direct participation to the elaboration and implementation of regional policies is one of the key elements for a new strategy of governance and success for the future regional and cohesion policy.”***

opens the dialogue between stakeholders and public authorities among others to highlight the issues involved and to encourage more analysis of them. **Ms Marie Ranty** underlined the importance for Eurocities to keep SMEs and particularly micro enterprises in the cities because services of proximity are generally in the heart of the life of the cities. In her opinion, it is absolutely necessary to develop strategies of cooperation between cities and business organisations to determine the priorities for a balanced development of the cities. Furthermore, it is important to keep the small enterprises in the cities and to determine with them the instruments and tools which can be developed to make this happen. Finally, it is important to develop a dialogue between cities and enterprises as is already the case in the Eurocities-UEAPME partnership. **Mr Jiri Plecity** emphasised that the current economic situation can only underscore the importance of the smaller enterprises' involvement and participation to the globalisation. To his mind, there is a real opportunity for SMEs which also stresses the need of an effect of the Small Business Act. This will however not be successful if not taken into consideration at every single level. He raised an appeal to the regions in general not only to rely on the institutions and governments but also on the actions of each city and region as they can get involved in the promotion of enterprises, helping overcome difficulties, etc... To his mind, there is a real potential to the single market which is not yet sufficiently exploited. He called on support structures and their involvement in this regard.

## Conclusions

**Mr Daniel Acs** concluded the workshop by summing up the discussions as follows:

The SMEs and micro enterprises are the actors that know best what the needs of the market are. (Governments could mainly intervene for some financial strategically aspects.) Therefore, their representative bodies should be taken into account more seriously and more often. On the other hand, public authorities have to accept that they can do better for the enterprises. There is a difference between a public approach and a private approach concerning regional development. The key to success for the funds is through the involvement of enterprises and their representatives in cities, at local and regional level with the organisations' understanding that they must take part in the discussion. The support of intermediary organisations for this purpose is essential. At regional level the first principle is 'think first'. The Member States and the regional authorities have to learn to think in terms of the needs of the small enterprises (culture of the small enterprise). The second idea is 'small first'. In fact, one has to think priorities at regional level keeping in mind micro and small first. The application of the principle 'think small first' is a key element but it depends on the level of cooperation and governance between the public authorities and representatives of small enterprises. Some other considerations: every new (form of) project carries more complications. Finally, in some cases projects and activities linked to environmental aspects are more important than financial issues.

In conclusion one can say, the reinforcement of governance on territorial level and the cooperation between public authorities and the SME representative bodies and in particular those for small and micro enterprises are key elements for the success of political structures and for the future cohesion policy. If the necessary instruments are in place and if the concerned European decision makers respond to the needs of the small enterprises than the elaboration of the operational measures should be made in consultation and in partnership with the intermediary organs because their central role in the competitiveness of the regions is still insufficiently recognised and underscored. The application of the principle 'think small first' on regional level should become a reality which could benefit the regions' social and economic development and strengthen the enterprises alike which impacts on more balanced territorial cohesion.



## Regions and Chambers: financing the innovation of SMEs

07 October 2008, 09:30-13:15

### Outline

The workshop was opened by **Pasquale Lamorte** who stated that in Italy, the structures for innovation and technology transfer of the Chambers of Commerce or of their special agencies have now become a consolidated feature and a point of reference in the world of business and research. In particular, the commitment of the Chambers of Commerce to innovation is translated into collaboration relationships with Universities, research centres and - last but not least - with Regional Governments, following the renewed recognition of their role both on a domestic and Community level. **Luc Van den Brande** pointed out that investors and banks often neglect start-ups and young SMEs because of the risks associated with these companies and of procedures which are often complicated.

### Debate

**Michele Pasca Raymond** reminded that the cohesion policy of the EU goes beyond mere financial support. It promotes an integrated approach to development and, therefore, collaboration between different players: enterprises, public authorities, research institutes and all the other parties involved. For **Per-Ove Engelbrecht** innovation, and more specifically product innovation, may constitute a substantial financial burden for small and medium-sized companies, especially if these have been created recently in connection with a new idea or product. Therefore the main role of public authorities intervening on the subject of credit access for SMEs, is risk-sharing and gaining the trust of private investors and financial institutions. Speaking on behalf of the European Investment Bank, **Gennaro Ramazio** explained that support to innovative SMEs is achieved through one or more financial brokers chosen by the Regional Government with a view to ensuring: suitable transmission of the EIB's financial advantages to final beneficiaries, support from Regional government instruments to SMEs and use of the Risk Sharing Finance Facility (RSFF). **Arnaldo Abruzzini** considered that today Europe is faced with a cultural problem brought about by innovation which stems from decades of failure to invest in something that encourages the individual to choose an approach consistent with innovation. According to **Gianluca Susta** cohesion policy combined with the financing of ideas, also by investing in the training of new entrepreneurs, will result in a virtuous circle which will boost Europe's competitiveness. **Fernando Gómez Avilés-Casco** explained that the mission of Chambers of Commerce in Spain involves first of all representation of the general interests of companies and other public functions attributed to them by law. Apart from that, they offer companies a wide range of services. **Ian McCoull**, after having drawn the attention on Scottish experience, considered that research means transforming money into knowledge; innovation, on the other hand, means transforming knowledge into money. According to **Jean Paul Mauduy** innovation is the driving force of a company and to innovate means being active in all departments: environment, energy, organization and management. **Massimo Busuoli** gave an interesting presentation of ENEA's activities: to deal with research and technological innovation in the sectors of energy, the environment and new technologies, and to promote competitiveness and the country's sustainable development. Examples of the collaboration between ENEA and the Chambers of Commerce are the new Enterprise Europe Network and Dintec, the company with which ENEA and the Chambers of Commerce started, in 2007, a wide-ranging set of in-depth Chamber of Commerce audits. Introducing the participants to the issue of the nature of the various Systems of Chambers of Commerce **Franco Pizzetti** considered that today more than ever there is a need for Chambers of Commerce and in particular for Chambers in their most traditional form that is to say with a public-oriented mission, as an expression of self-government and as a way by business professionals to take responsibility, also caring for the general interest. However, there is also a need for an effort to modernize and harmonize the Chamber of Commerce structure. On the current financial crisis, **Riccardo Perissich** stated that it is not right to demonise finance, but only its excesses. National responses to this crisis are not sufficient. The real solution consists in setting up a cross-border regulation authority. **Flavio Delbono** reminded that when talking about innovation, one cannot

### Organiser:

Unioncamere, Italian Union of Chambers of Commerce in cooperation with the Conference of the Italian Regions and Autonomous Provinces

### Chair:

**Pasquale Lamorte**,  
President of Unioncamere's Observatory on Institutions, Decentralization and Subsidiarity and President of Potenza Chamber of Commerce

### Moderator:

**Tomas Miglierina**,  
RTSI correspondent in Brussels

### Opening speech:

**Mr Luc Van den Brande**,  
President of the Committee of the Regions

### Speakers:

**Mr Riccardo Perissich**,  
former Director General, European Commission  
**Mr Michele Pasca-Raymondo**,  
DG Regional Policy, European Commission  
**Mr Gennaro Ramazio**,  
European Investment Bank, Rome  
**Mr Per-Ove Engelbrecht**,  
European Commission, DG Enterprises and Industry  
**Mr Arnaldo Abruzzini**,  
Secretary General of EUROCHAMBRES  
**Mr Gianluca Susta**,  
MEP (ALDE-IT)  
**Mr Fernando Gomez Aviles-Casco**,  
Vice-president of Spanish Chambers of Commerce  
**Mr Ian McCoull**,  
Director Innovation and Commercialization, Scottish Enterprise  
**Mr Jean-Paul Mauduy**,  
President of Rhone-Alpes Regional Chamber of Commerce  
**Mr Massimo Busuoli**,  
Director of ENEA-EU liaison office in Brussels  
**Prof. Marco Pizzetti**,  
Turin University and President of the Italian Data Protection Authority

## Innovating regions: Promoting research, technological development and innovation



### Closing speeches:

#### Mr Flavio Delbono,

Vice-president of Emilia Romagna Region

#### Mr Luca Mantellassi,

Vice-president of EUROCHAMBRES and  
President of Florence Chamber of Commerce

#### Mr Antonio Tajani,

EU Commissioner for Transport

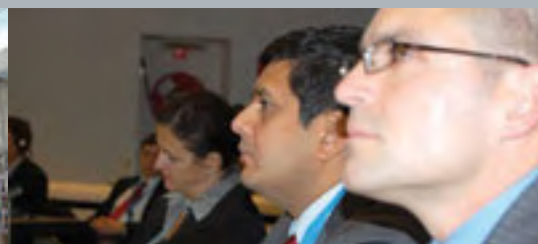
### More information:

Unioncamere Brussels:

[www.unioncamere.eu](http://www.unioncamere.eu)

fail to mention innovation in public administration, considering that in Europe between 40 and 60% of GDP is associated with public administration. Focusing merely on innovation in the private sector would be tantamount to relentless treatment. **Antonio Tajani** committed himself to try and foster the great project of trans-European transport networks. His message to the business world is that it should join forces with European, national, regional and local institutions to take on the challenge of implementing these great actions. Moreover, individuals should be encouraged to invest in large-scale enterprises; that is why he committed himself to try and consolidate the protection network, which today is still excessively loose, for companies willing to follow the route of risk and innovation. **Luca Mantellassi** concluded by saying that his Chamber of Commerce system was planning and working on a financial instrument whose internal function is to optimise resources, but also and mainly to support and facilitate access to credit by small companies.

*“We need innovation, but we also need an instrument which can be used as last resort in a particularly difficult time” (Luca Mantellassi)*



## Innovation: Obstacles and solutions for SMEs

07 October 2008, 14:30-16:15

### Outline

The workshop was opened by **Michele Pasca Raymondo** who started offering the participants a few thought-provoking questions and statements on the main issues to be discussed. The workshop was also conducted by **Reinhard Buescher** and **Willebrod Sluijters**, DG Regional Policy.

### Debate

The session focused on the theme of innovation and it illustrated the main difficulties SMEs present in the regions of the conglomerate face. Some proposed and tested solutions in supporting SMEs to invest in innovation and research were presented by each region. **Ciro Becchetti**, illustrated the Umbria Region experience about 'Enterprise Networks and Technological Districts'. Companies who choose Umbria as their business location can benefit from a varied range of incentives. The recent setting up of the Umbria Technological District, for the 2006-2008 period, envisages incentives in favour of the R&D activities carried out by enterprises in collaboration with universities and research centres, to the value of roughly 50 million Euros. The fields of activity favoured by grants sustaining research will be: iron and steel special materials, micro and nano technologies, precision mechanics, and electromechanical engineering. **Pere Oliver** presented the main tourism innovation projects developed by the Government of the Balearic Islands to prevent tourism handicaps. Furthermore he referred to others projects developed through the 7th Framework Program and focused on increasing European knowledge on tourism industry and capacities. Finally he explained the way the 'Regional Tourism Innovation System' and the 'Open Innovation Platform' on tourism. He concluded explaining the success of all of them and underlining the main targets of the actions developed: Improving quality through innovation and improving competitiveness as well as productivity. **Albino Caporale** from Tuscany said that the region has strategically chosen to re-launch the existing manufacturing production base while improving its competitiveness on the markets, enhancing the innovation processes and promoting the higher added value fields. The key actions are integral part of a territorial strategy for integrating production systems and competitiveness poles, namely for linking the 'regional integrated district' (production territorial platforms) with the urban and metropolitan poles, that represent the hubs of know-how and advanced knowledge production.

**Xabier Maidagan** presented 'Innobasque', the Basque Agency of Innovation, an example of public-private collaboration. The Agency has over 600 members, including public institutions and private agents, and its activity is concentrated in 6 large areas: social innovation, business transformation, technological innovation, advanced entrepreneurship, communication, and internationalization of the Basque science and technology system. Mr. Maidagan outlined that the objective of the Agency is to turn the Basque Country into the innovation reference model in Europe by 2030.

### Organiser:

Conglomerate "Working together for innovation and sustainability"

### Chair:

**Michele Pasca Raymondo**,  
European Commission, Regional Policy DG  
and **Reinhard Buescher**,  
European Commission, DG Enterprise and Industry

### Speakers:

**Julio Yuste**,  
VIVERNET, Junta of Extremadura, Spain  
**Albino Caporale**,  
Region of Tuscany, Italy  
**Pere Oliver**,  
Innovation and Entrepreneurial  
Competitiveness, Balearic Islands, Spain  
**Soumodip Sarkar**,  
Center for Advanced Studies in Management  
and Economics, University of Evora, Portugal  
**Xabier Maidagan**,  
Basque, Spain  
**Ciro Becchetti**,  
Umbria Region, Italy  
**Enrique Diaz Barra**,  
Deputy Minister of Science and Technology,  
Castilla-La Mancha, Spain

### More information

Distretto Tecnologico dell'Umbria:  
<http://www.sviluppoeconomico.regione.umbria.it/canale.asp?id=591>





## The contribution of the Enterprise Europe Network to regional economic development and possible synergies with other local actors

09 October 2008, 11:15-13:00

### Organiser:

European Commission, DG Enterprise and Industry and Executive Agency for Competitiveness and Innovation

### Chair:

**Jean-François Aguinaga,**

European Commission, DG Enterprise and Industry

### Speakers:

**Martine Diss,**

Executive Agency for Competitiveness and Innovation

**Ana Coelho,**

Delegation to the EU of Catalan Agency for Competitiveness

**Caroline Gray Stephens,**

Enterprise Europe Scotland

**Erzsebet Dobos,**

ITD Hungary

### More information

Enterprise Europe Network:

[www.enterprise-europe-network.ec.europa.eu](http://www.enterprise-europe-network.ec.europa.eu)

European Commission, DG Enterprise & Industry:

[http://ec.europa.eu/enterprise/index\\_en.htm](http://ec.europa.eu/enterprise/index_en.htm)

Executive Agency for Competitiveness and Innovation:

<http://ec.europa.eu/eaci>

ACC10:

[www.acc10.cat](http://www.acc10.cat)

Enterprise Europe Scotland:

[www.enterprise-europe-scotland.com](http://www.enterprise-europe-scotland.com)

Enterprise Europe Hungary:

[www.enterprise-europe.hu](http://www.enterprise-europe.hu)

*“SMEs are the lifeblood of regional economies across Europe. Wherever they are, the Enterprise Europe Network is there to support them.”*

### Outline

**Jean-François Aguinaga** highlighted the role of SMEs in Europe's jobs and growth strategy and the European Commission's effort to place them at the heart of EU policy-making. As SMEs make up 99% of all businesses in the EU, job creation at the regional level strongly depends on them. To show its commitment supporting SMEs, the Commission proposed the Small Business Act, a package of measures that range from exempting SMEs from onerous reporting requirements to ensuring payment on time and facilitating aid in favour of SMEs. To further help SMEs to develop their potential, in February 2008 the Commission launched the Enterprise Europe Network, a Network of 550 organisations that provides business support to SMEs in more than 40 countries. Its strength is its local and regional roots, as well as its ability to provide integrated services, such as helping businesses to enter new markets, improve their innovation capacities and participate in the 7th Research Framework Programme.

### Debate

**Martine Diss** explained the role of the Enterprise Europe Network. Managed by the Executive Agency for Competitiveness and Innovation, it is guided by the “One stop shop – no wrong door” principle and brings together more than 3 000 experienced professionals. Apart from providing information on EU policies, legislation and funding opportunities, it also assists SMEs in technology transfer and provides the Commission with feedback on views and problems of entrepreneurs. By stimulating the cooperating between Network Partners, SMEs and other actors, it boosts economic development in regions. **Ana Coelho** described the role of ACC10, the Catalan Agency for Enterprise. In Catalonia, the Enterprise Europe Network is represented by both the Chamber of Commerce of Barcelona and the ACC10, which provides a one-stop shop for Catalan businesses in Europe. ACC10 offers services in three different fields: internationalisation, international technology transfer and supporting the access of SMEs to the 7th Research Framework Programme. The Catalan consortium expects to work with more than 8000 SMEs over a three-year period. **Caroline Gray Stephens** stressed the value of the Enterprise Europe Network, a network of networks that helps SMEs think outside the box and connect with markets across Europe. Enterprise Europe Scotland supports SMEs in converting new ideas into profit by explaining them how to assess a new technology, adopt new advances and access world markets. The demand and supply of innovation in companies may arise because they need something to make their product competitive or because they have knowledge to sell. Enterprise Europe Scotland provides the channel for companies to do this. **Erzsebet Dobos** provided an overview of the work carried out by the Enterprise Europe Network in Hungary. Operating in all the Hungarian regions and counting on more than 60 experienced professionals, Enterprise Europe Hungary provides not only general services, such as individualised advice on EU issues and support for technology transfer, but also special services. These include tailor-made training courses for SMEs starting their export activities, micro credit possibilities for micro companies, a cluster for the wood industry and a programme involving experienced companies that coach SMEs.

### Conclusions

- European SMEs provide two-thirds of jobs in the private sector;
- The Enterprise Europe Network supports them through direct actions and by connecting them with each other: for instance, it facilitates transnational business co-operation and technology transfer;
- Such actions create a win-win situation for all regions involved, so supporting SMEs means strengthening European regions;
- The network has significant potential: it may develop synergies with other networks in order to help SMEs better access different EU programmes;
- Although it was launched only eight months ago, the network already plays a major role in supporting SMEs, proved by the success stories presented by the speakers.



## The Food-Cluster initiative: A regional 'research capacity building cluster' for enhanced cooperation of European regions

08 October 2008, 09:00-10:45

### Outline

The Food Cluster Initiative was introduced, a new network started in 2008 joining 29 food regions and joining 10 projects from the 6th and 7th Framework Programme. All involved regions participate in Framework Programme projects which have a focus on food, strengthening R&D, development of clusters, international cooperation and on contributions to regional RTD policy and innovation instruments in the food sector.

The idea behind the initiative is that cooperating ambitious food regions can learn from each other and increase the competitive advantage of the EU by exchanging policy instruments and building interregional projects based on regional strengths – in effect building a European Research Area (ERA) in Food.

### Debate

Discussion focussed on the objectives, development and potential outcomes of the new initiative. All speakers introduced the current state of the art of innovation and research in the food sector in their region, introduced current regional innovation policies and introduced their opinion on the development and organisation of the Food Cluster Initiative and the regional and European benefits of such a network. Main points from the discussion where: What is the role of the regional government in regional clusters? What would be the foreseen impact of cooperation? How to make sure there is an industry impact? Is it possible to work both on cohesion objectives together with striving towards excellence at the same time? How to fund activities?

### Conclusions

- Regions can benefit from this new Food Cluster Initiative, through more transparency in regional research competences which gives a better access to knowledge to companies and overcomes the fragmentation of research and research policies among different regions;
- The added value of the initiative could be increased by widening the scope to cross sector cooperation and exchange of best practices in cluster development;
- The impact of the Food Cluster Initiative should be focussed on the ability to develop new industry and business driven interregional cooperation projects in the field of infrastructure, research and development, innovation instruments;
- The initiative should be: very 'disclosed' in reaching all potential players, very 'clear' in developing participation modalities and very 'flexible'.

### Organiser:

European Commission, Regional Policy DG

### Chair:

**Linze Rijswijk,**

Development Agency East Netherlands, Food Valley, The Netherlands

### Speakers:

**Paris Kokorotsikos,**

Euroconsultants SA, Greece

**Christiana Miglio,**

ASTER, Italy

**Eivind Hålien,**

Professional Forum for Food and Beverage, Norway

**Francesco Prota,**

ARTI, Italy

**Lennart Svensson,**

Innovation and Cluster Development, Skane Region, Sweden

**Peter Papegaaij,**

Province of Gelderland, The Netherlands

### More information

Regions of Knowledge:

<http://cordis.europa.eu/fp7/capacities/>

RAF Regions:

<http://www.rafreasons.eu/>

Food Innovation Network Europe:

[www.networkfine.net](http://www.networkfine.net)

*“Continue to put money into knowledge but increase the effort to get money out of knowledge by focussing on how to build new bridges.”*



## Cluster initiatives – a tool for sustainable development, competition and growth: concrete examples

08 October 2008, 9:00-10:45

### Organiser:

European Commission, Regional Policy DG in cooperation with Corallia Clusters Initiative and the Fondation Sophia-Antipolis

### Chair:

**Senator Pierre Laffitte**,  
Fondation Sophia-Antipolis

### Speakers:

**Eleftherios Stavropoulos**,  
Special Secretary for Competitiveness,  
Ministry of Development, Greece

**Mireille Pannetier**,  
Head of Bilateral Affairs, ICT Directorate,  
General Directorate for Enterprise, Ministry of  
Economy, Industry & Employment, France

**Professor Vassilios Makios**,  
General director, Corallia Clusters Initiative,  
Greece

### More information:

Corallia – the Hellenic Technology Clusters Initiative:

[www.corallia.org](http://www.corallia.org)

Fondation Sophia Antipolis:

[www.sophia-antipolis.org](http://www.sophia-antipolis.org)

*“Develop regionally -  
Compete globally”*

### Outline

The workshop, drawing on the experience of French and Greek cluster initiatives, addressed current good practices and debated on future policy actions to enable cooperation, promotion of excellence and wide deployment of innovation clusters, towards meeting strategic European objectives for regional development and prosperity. The workshop was opened by **Senator Laffitte** who presented his vision on the role of clusters in driving innovation forward in Europe. Senator Laffitte elaborated on the success of Sophia-Antipolis in attracting talent of the highest calibre and then building upon it in order to help place Europe at the forefront of innovation. He argued that in a globalised and rapidly-changing economy, with major challenges like climate change and financial turmoils confronting European countries and beyond, innovation can be the only way forward. With increased political interest in the Barcelona process, the key question is how networks of clusters, especially at trans-national and trans-regional level (e.g. Euro-Mediterranean cooperation), can develop the necessary innovation together and jointly develop solutions for the emerging challenges.

### Debate

**Mireille Pannetier** elaborated on the French national framework under which relevant policies are rolled-out for allowing innovation to flourish. She stressed that shortening of ‘idea-to-final-product’ time is a key national policy priority, to which clusters are expected to contribute significantly. Furthermore, she elaborated on the success France has had through trans-national cooperations, especially in the Mediterranean region, and argued that the internationalisation aspect is expected to emerge in the future as a key innovation policy for all EU countries. **Eleftherios Stavropoulos** presented competitiveness policies in Greece, stressing that while challenges remain for making innovation a central driver through-out all sectors of economy, the focus on certain industries exhibiting spatial concentration and sufficient critical mass, has enabled Greece to start utilising innovation clusters for regional development. He also put forward a proposal for a Mediterranean Cluster Memorandum as an equivalent and complementary initiative to the European Cluster Memorandum that will enable Mediterranean countries to set similar clustering priorities as well as promote tighter cooperation with their European counterparts. **Professor Makios** presented Corallia – the Hellenic Technology Clusters Initiative. Despite its brief history, Corallia has already demonstrated strong performance and growth, and established itself as the first of its kind, explicit, well-organised, systematic, strategic (with long-term scope), national cluster policy in Greece. He further argued that the key elements of success for innovation clusters like Corallia’s, is the focus on knowledge-intensive sectors, with a strong exports-orientation, possessing examples of success stories as inspirational reference, having SMEs as front-runners, and using a novel ‘bottom-up’ policy-making approach.

### Conclusions

The workshop concluded with an open discussion, addressing issues such as prerequisite conditions for multilateral trans-national projects, funding frameworks and prioritisation of innovation policies in EU, and recommended practices for fostering international collaboration among Euro-Med countries. A central message was that wherever exists potential and competitive advantage, it should draw attention and given support to grow, either through customised, bottom-up state-intervention, and/or through networking and liaising with respective initiatives to accelerate actions towards better integrated policies on Research, Innovation and Clusters. Finally, it was emphasized that the enormous untapped potential of the Mediterranean countries and new EU Member States needs to be integrated with the rest of Europe and it is important to find champions with the vision and ambition to rise up to this challenging opportunity.





## The revolution of Web 2.0: A new way for public authorities to engage with citizens

07 October 2008, 11h15-13h00

### Outline

Public authorities have become used to providing information and advice online. But the new trend in online technology is for citizens, and consumers, to be actively involved in the development and analysis of online information and advice and the development of services. This already happens through the so-called online communities, such as Wikipedia or Facebook. Web 2.0 presents new opportunities and challenges for public authorities at all levels of government to engage with their citizens. This seminar organised by the COR ALDE Group looked at how EU institutions and local and regional authorities need to adapt.

### Debate

The audience were introduced to the concept of user-generated content and how public authorities are empowering citizens to participate in decision-making and improvement of public services. One of the examples shown illustrated how some municipalities in Italy invite citizens to report problems in their street (e.g. potholes, illegal dumping, leaking pipes, etc) with their own photos. This involves citizens in the management of their neighbourhood, and it allows the mayor and city council to monitor response times of the different public departments and private contractors. Another example showed how the United States patent authority has considered input from the public, businesses, and outside experts, before awarding patents. Jorgo Chatzimarkakis explained the legislators' concerns that, while the technology is fascinating and exciting, the downside is that rumours can be spread easily in this new internet environment easily damaging a person's reputation. The panel did not agree however on the need for legislation to combat this problem. Online petitions were also mentioned as an example of user-generated content impacting on public authorities, and the example was given of the online petition in the UK which stopped the implementation of road tax. This raised the question of political leadership and whether user-generated content is undermining it or transforming it.

### Conclusions

The final political conclusion of the seminar was that user generated content has opened up a whole new and exciting range of opportunities for public authorities to involve citizens in decision-making. In those areas where citizens are allowed to participate and do so, their leadership has become almost, if not as important as the relevant political leadership. However this has not disappeared since it is still the political leaders who set the political objectives for the given public authority.

Web 2.0 is therefore transforming the nature of political leadership.

### Organiser:

Committee of the Regions, ALDE Group  
(Alliance of Liberals & Democrats for Europe)

### Chair:

Flo Clucas, CoR Member, Chair of the ALDE Group

### Speakers:

**Jorgo Chatzimarkakis,**  
ALDE-MEP, Commission for Industry, Research & Energy (ITRE)

**Paul Johnston,**  
Cisco Systems, Head of European Public Sector Team, Internet Business Solutions Group

**David Osimo,**  
IT-Consultant, European Commission Joint Research Centre

**Andras Szalay,**  
CoR Member, CoR Rapporteur on the European e-Inclusion initiative

### More information:

Copies of the presentations can be seen by visiting [www.alde.eu/cor](http://www.alde.eu/cor) and clicking on "What we do".  
ALDE Group in the COR:  
[www.alde.eu/cor](http://www.alde.eu/cor)  
ALDE Group in the European Parliament:  
[www.alde.eu](http://www.alde.eu)

*"Twenty years ago, mobile telephones were almost unheard of; except for a few, the internet was unavailable; contact with local and regional authorities was done on paper, or by landline. What a difference two decades make! Now our citizens text, e mail and telephone using mobile systems. Instant communication may demand instant response! How then are local and regional authorities to respond to a new and challenging situation? The citizen will rightly judge administrations by that response and by the speed of change; a challenge indeed!"*

*Opening Statement by Flo Clucas,  
Chair of the ALDE Group*





## People in a safe knowledge society – achieving digital inclusion for all

07 October 2008, 16.45-18:30

### Organiser:

EuroConseils sprl - RegioPKI

### Chair:

**Tapio Rissanen,**

EuroConseils sprl, RegioPKI, Belgium

### Speakers:

**Antti Peltomäki,**

European Commission, DG  
Information Society and Media

**Paul Timmers,**

European Commission, DG  
Information Society and Media

**Robin Wilton,**

Sun Microsystems, Chief  
Technology Office, United Kingdom

**Jyri Koivisto,**

MediNeuvo Oy, Finland

### More information

European Commission - DG-Info:  
[http://ec.europa.eu/information\\_society/europe/i2010/index\\_en.htm](http://ec.europa.eu/information_society/europe/i2010/index_en.htm)  
EuroConseils – RegioPKI:  
[www.RegioPKI.com](http://www.RegioPKI.com)

### Outline

The workshop was moderated by **Tapio Rissanen**, who introduced the topics, objectives and the speakers. He described the challenging future around elnclusion, and especially for the ageing problems for Europe. As the ICT has been found one of the most promising assisting technologies to fight societal exclusion, the purpose was to show what kind of activities European Commission DG Information Society and Media has foreseen on the policies, programme and practical levels as part of its i2010 initiative. The audience and the speakers were challenged with some basic questions like 'What can knowledge society and ICT-based services bring to a better quality of life?', 'How can we achieve eServices and take advantage of Web 2.0 technologies?' and further 'How will people benefit and interact with inclusive eServices taking also care of privacy concerns, and what about the elderly people with social and health care needs?'

### Debate

**Paul Timmers** described the main European and the Commission's elnclusion activities in practice. He introduced what FP7, ICT-PSP and other relevant programmes (e.g. AAL, Assisted Ambient Living) offer to regional development and gave some budgetary and administrative details of the coming calls in the near future. He also gave directions and practical advises how Regions could streamline their efforts and join forces towards common goals to make best use of R&D work and results, get information about best practices in the area of elnclusion. Some questions about the practicalities of the programmes and their themes were asked. **Robin Wilton** spoke about social networking and personalised electronic services from a privacy perspective as part of the digital inclusion. Everyone – young and old - is facing trust and privacy challenges when surfing in the internet and using eServices. The most embarrassing and also surprising slide showed how people are naively ignoring the need of protection of their own privacy and private data - it is same as to surf on the waves on a surf-board totally naked but being totally ignorant of own nakedness! He described in general what kind of privacy policy safeguards, requirements and designs should be foreseen in order to achieve controlled information and data management in elnclusion and other eServices. The challenge is complex: in digitalised people-to-people interaction and inclusive services like homecare using the Internet, mix identity and private data, information about links, connections, preferences, behaviour and other personal data in a privacy sensitive mash-up of data, information and services. To give a practical sample of how the aging population could use digitalised homecare and Web 2.0-based eServices and interactive networking facilities, **Jyri Koivisto** introduced a pilot case in the City of Tampere (Finland) as part of the Commission co-funded T-Seniority ICT-PSP elnclusion B-type pilot project concentrating in Interactive 24/7 Social and Health eServices for elderly people. This running pilot case will demonstrate how an easy to use interactive touch screen interface-based digital video/TV system enables independent living of seniors at home in most life and health situations, also cross-border. Particular focus is put on elnclusion of senior people in the society and is combined with health mentoring, monitoring, social care and wellbeing services, including everyday networking, not only with friends and relatives but also with commercial and other useful and necessary everyday services using secure elnclusion based service concept for authentication and electronic transactions fully in line with the legal requirements. **Antti Peltomäki** gave a speech concerning the Inclusive Knowledge Society in Europe for all, i2010 and beyond referring to the findings from various studies carried out by the Commission. He also described some of the Commission's high level future directions to support the development of the inclusive society in the area of elnclusion. He introduced the directions from various points of view how the Commission work can support regional strategies and how ICT can help to tackle major societal challenges, which Europe – for example Italy and Finland with fastest ageing population – will be facing in the very near future.

### Conclusions

After the above presentations, speeches and short questions and answers, **Tapio Rissanen** chaired general discussion. Comments on the presented subjects and some further detailed questions and answers covering also other close issues like ICT in housing, where raced and commented by the panellists. The workshop was concluded by summarising some of the most important highlight of the discussions like the importance and need for new type of services – eServices, which have to be also in line with the coming challenges of the services directive, protection of privacy, legal issues and appropriate, easy to use technologies. At the end the audience was welcomed to visit the Creative Knowledge Society village as part of the Investors' Café and to discuss further and learn more about the seminar topics with some of the speakers and experts still available after the workshop and the following days.



## Broadband, SMEs and regional development

08 October 2008, 14:30-16:15

### Outline

After a successful collaborative venture in 2007, Anglia Ruskin University, Motorola and the East of England Office in Brussels decided to propose another workshop in 2008. The chosen title reflects the important underlying theme of 'knowledge society' which had been identified for this year's Open Days. The role of wireless and broadband technology in facilitating SME survival and growth and of universities in educating future managers and entrepreneurs in those companies were the key motivations of Motorola and Anglia Ruskin and the factors that brought the partners together to run this workshop. When on-line registration for Investors Cafe opened in July, it was rewarding to see, as in 2007, all places for the workshop taken within 10 days. Requests to join the event continued to be received right up until the 8 October itself and Alejandro Rodriguez, Business Adviser at the East of England office, had his hands full responding to special requests and inquiries.

### Debate

Interest in the workshop also came from on high in Brussels. A special request was received from **Leonard Orban** to contribute to the event, which he saw as important for his department and its work ("the value of languages for SMEs and therefore competitiveness is massive"). The event timetable was adjusted to enable participants to hear from the Commissioner about the important issue of languages and translation technology. Furthermore, DG Research sent along **David Woolf** to talk about the Commission Recommendation on the management of intellectual property in knowledge transfer activities and the Code of Practice for universities and other public research organisations. Professor **Terry Mughan** presented on how universities play a critical part in the 'knowledge society'. He believes that this is an important area and that universities and companies will be working together towards this direction. Using the metaphor of the automobile, he portrayed SMEs as the motor of economic growth, knowledge as the fuel and ICT and broadband as the engine management system. Collaboration between private and public sectors is critical to achieve a true society and economy based on knowledge. **Ward Vermoere** of Motorola explained why there is a critical need for mobility. He explained that it is a key issue for organisations to succeed in today's economy and stated in detail what are the benefits and challenges of mobility. For instance, it can empower people to be more productive; improve customer service; and improve the efficiencies from better supply chain and inventory management and so on. Mobility is important to all of us and how Motorola has assisted in improving connectivity, communications and knowledge transfer.

### Conclusions

On the day itself, the workshop took place in a crowded room and was unanimously considered a success. Anglia Ruskin University and Motorola have already decided to propose a workshop for inclusion in the 2009 programme and intend to build on these two successful events by developing an associated bid to the Commission to research and pilot the key business and educational ideas in a European setting.

### Organiser:

Anglia Ruskin University and Motorola

### Chair:

**Michael Large OBE**,  
East of England Business Group, United Kingdom

### Speakers:

**Leonard Orban**,  
Commissioner for Multilingualism  
**Professor Terry Mughan**,  
Anglia Ruskin University, United Kingdom  
**Ward Vermoere**,  
Motorola  
**David Woolf**,  
European Commission, DG Research

### More information

[www.east-of-england.eu](http://www.east-of-england.eu)

*"Public institutions, most notably universities, and multinational enterprises must put structures and activities in place to build and disseminate knowledge to enable individuals and small companies to tap into opportunities and address the challenges and risks faced by society."*



## Spreading the social and economic benefits of broadband

09 October 2008, 09:00-13:00

### Organiser:

European Commission, DG  
Information Society and Media

### Chair:

**Lucilla Sioli**,  
European Commission, DG  
Information Society and Media

### Speakers

**Julian Seseña**,  
SFERA project  
**Karsten Gareis**,  
Empirica, Transform Project  
**Guido Albertini**,  
Piemonte Region, Italy  
**Gareth Hughes**,  
ERISA regional network  
**Gabriel Goudy**,  
Aquitaine Region, France  
**Simon Simonsen**,  
Fibre To The Home-project,  
Denmark  
**Kees Rovers**,  
OnsNet, Nuenen, The Netherlands  
**Malcolm Corbett**,  
Community Broadband Network;  
United Kingdom

### More information

European Commission:  
[www.ec.europa.eu/information\\_society/eeurope/i2010/digital\\_divide/index\\_en.htm](http://www.ec.europa.eu/information_society/eeurope/i2010/digital_divide/index_en.htm)  
SEFRA project:  
[www.sferaproject.eu/](http://www.sferaproject.eu/)  
TRANSFORM project:  
[www.transform-eu.org/](http://www.transform-eu.org/)  
WI-PIE project:  
[www.wi-pie.org/](http://www.wi-pie.org/)  
Aquitaine:  
[www.tic.aquitaine.fr/-Avant-propos-](http://www.tic.aquitaine.fr/-Avant-propos-)  
Nuenen project:  
[www.closethegap.nl/index.php?item=17](http://www.closethegap.nl/index.php?item=17)

*“Investing in broadband is investing in one’s own future”*

### Outline

The workshop was opened by **Lucy Sioli** who gave a short account of the Information Society Policy in the field of the digital divide and more specifically with reference to the deployment of broadband in remote and rural areas. This includes the 2006 Communication on bridging the broadband gap, a conference in May 2007 focusing on the benefit of broadband for rural communities and less developed regions. In September 2008 the European Commission has also issued a communication on the role of universal service in meeting wider challenges at European level and in particular in ensuring access to broadband, and launched a public consultation Next Generation Access closing on the 14 of November 2008.

### Debate

**Julian Seseña** presented the SFERA project which is aimed assisting Member States and Regions in the efficient use of Structural Funds for new Information and Communications Technologies that can bridge the digital divide of underserved regions. The project will cooperate with the European Broadband portal on the issue of technological options (particularly wireless solutions) and aggregation of demand for remote and rural areas on the bases of good practice experiences in Romania, Hungary, France, Italy, Poland and Bulgaria. **Karsten Gareis** presented the TRANSFORM study on the transformative use of ICT to promote regional innovation and on the kind of new indicators necessary to capture new developments enabling to measure the innovation capacity of a region. **Guido Albertini** reported the experience of the WI-PIE project on supply and demand for ICT among private and public players in the Piemonte Region. The project includes a number of monitoring and benchmarking interregional and international activities such as the regional ICT observatory and the Interreg IVC project “B3Regions” that aims to assist its 17 partners regions to develop Actions plan for the deployment of broadband. **Gareth Hughes** presented the recently launched Commission sponsored European Broadband Portal aimed at facilitating the exchange of good practices on broadband deployment. The portal constitutes a central information platform on examples of good practice and cooperation between regional/local authorities and ICT suppliers. The EBP provides an open discussion forum on regulatory aspects, public procurement and strategy issues, including the publication of calls for tender and the facilitation of demand aggregation for broadband (eg satellite). **Gabriel Goudy** presented a good practice guide on broadband deployment for public authorities in France. The guide aims at assisting public authorities in the investment of a part of the estimated 30 Billion Euro of public funds expected to be invested in France over the coming years. **Simon Simonsen** presented the Fibre To The Home-project in Denmark which reported a certain success in the deployment of fibre in rural areas as the most appropriate solution for Triple Play services. The project suggested a long terms view of public investment in ICT/broadband and the adoption of a step-by-step approach including a strong synergy of the civil works among different infrastructures, cooperation with public utilities resulting in fibre network fully financed by two local utilities (electricity) in a public-private partnership with the municipalities. **Kees Rovers** reported on the experience of the deployment of public owned Fibre network in Nuenen, The Netherlands, which has obtained an astonishing 95% penetration rate. This success was mostly due to an intense effort of social networking, consultation and presentation of a service supporting quality of life of citizens (eg: elderly) and individual innovation seen at the end of the value chain. **Malcolm Corbett** presented community based initiatives set up as cooperative aiming to reverse the classic investment cycle and placing the citizen as the initiator of investment in his own future. The initiative aims also to set standards for fibre deployment by public authorities on the basis of an investment outlook of at least 15 years.

### Conclusions

- Broadband is a crucial element for economic growth, social cohesion, citizens participation to cultural and political life;
- ensure a balanced investment in the supply and the demand for ICT;
- synergy in civil engineering work in transport, energy, water and ICT networks saves money and avoids multiple disruptions to public life;
- investment in broadband network and ICT requires a long term view;
- public sector initiatives in cooperation with utilities and private sector can provide an alternative in underserved areas;
- private initiatives from groups of individuals tend to have higher penetration rates;
- broadband can help in exploiting the innovation capacities of individuals by placing innovation at the end of the value chain;
- through the European Broadband Portal public authorities and ICT industry cooperate to bridge the broadband gap in under-served areas.





## Local and regional investments in e-Inclusion delivering innovation and growth

09 October 2008, 9:30-12:00

### Outline

The workshop was opened by **Paul Timmers** from the European Commission outlined the EU's e-Inclusion strategy. He stressed that more than one in three Europeans is still excluded from the full benefit of the digital society, despite technological progress and enhanced competition. The European Commission estimates that benefits of €35-85 billion over five years could be generated from investments in inclusive information and communication technologies (ICT). Experience from across Europe shows that investments in innovative and inclusive ICT services by regional and local authorities can deliver more cohesive societies. The results are particularly conclusive in the fields of social and healthcare, where better and more accessible on-line services, combined with digital literacy and content tailored to the needs of citizens, enhance employability regardless of geographical location. The workshop, will offer an opportunity to share experience on what regions and cities, together with partners such as ICT business, can do to put eInclusion and ICT for Ageing Well into practice.

### Debate

**Andras Szalay** and **Risto Koivisto** outlined the opinions on e-Inclusion and 'Ageing Well in the Information Society. Both subjects are key priorities for the Committee of the Regions. **Hervé LeGuyader** introduced the participants to the methodology developed in the Aquitaine Region for benchmarking eInclusion investments in order to measure the impacts and ensure political follow-up and support. A comprehensive shared information system has been put in place to allow for visibility and follow-up which is mandatory to secure the necessary long term political support. **Fiona Fanning** presented the "Un computer in famiglia" initiative for bridging the digital divide in the Region of Valle D' Aosta, Italy and the example of the e-Citizen programme which has promoted acquisition of ICT skills to 6 000 families. These cases clearly demonstrate that it is possible to motivate people to improve their eSkills, in particular by building on young people as a driving force as well as public-private partnerships. **Stefano Kluzer** presented conclusions from a study carried out on best practices for creativity and youth integration through ICT, capitalising on diversified Europe's cultural assets. These studies have shown that young people are skilled in lifestyle tools but needs more employment relevant skills. Creative expression can be a major motivation factor and there is strong potential of young migrants in creative industries. **Gerhard Finking** entered into the question of "the European Ambient Assistant Living initiative – What's in it for regions?" He outlined the new 600 M€ market-oriented Research & Innovation Programme involving 24 European countries and the European Commission. ICT can make significant contributions towards Ageing Well and Regions are well positioned to play a key role as the projects have a mandatory user involvement as part of the R&D. **Charles Lowe**, shared with the participants experiences from deploying ICT based Health and Social Care in London Borough of Newham. Clear positive results have been demonstrated in terms of efficiency and user satisfaction. He also highlighted the strong interplay between social isolation and increased care needs, where ICT can make a major impact. **Thomas Voncken** gave an interesting presentation of developing ICT based solutions for ageing well in the information society by industry in partnership with local and regional authorities. A key concept presented was the integrated community concept where intergenerational support can be achieved by collocating young and old people in the community, combined with care facilities.

### Organisers:

European Commission, DG Information Society and Media, and Committee of the Regions, EDUC Commission

### Chairs:

#### **Andras Szalay,**

Member of the Committee of the Regions and rapporteur on '2010 e-Inclusion Strategy'

#### **Risto Koivisto,**

Member of the Committee of the Regions and rapporteur on 'Ageing well in the information society'

### Speakers:

#### **Paul Timmers,**

European Commission, DG Information Society and Media

#### **Hervé LeGuyader,**

European Regional Information Society Association, Aquitaine Europe Communication, France

#### **Fiona Fanning,**

European Computer Driving Licence Foundation, Brussels

#### **Stefano Kluzer,**

Institute for Prospective Technological Studies, European Commission Joint Research Centre, Spain

#### **Gerhard Finking,**

Ambient Assistant Living Association, Germany

#### **Charles Lowe,**

Telehealth Solutions Ltd., United Kingdom

#### **Thomas Voncken,**

Orbis medical and healthcare group, Region of Limburg, The Netherlands

#### **Peter Wintlev-Jensen,**

European Commission, DG Information Society and Media



# Innovating regions: Promoting research, technological development and innovation



## More information

CoR opinions on eInclusion and Ageing Well in the Information Society:

[www.cor.europa.eu/pages/DocumentTemplate.aspx?view=detail&id=d04fefae-08c1-43d6-9156-d395e691633a](http://www.cor.europa.eu/pages/DocumentTemplate.aspx?view=detail&id=d04fefae-08c1-43d6-9156-d395e691633a)

(search for rapporteurs Szalay and Koivisto)  
European Commission e-Inclusion policy:

[www.ec.europa.eu/ /einclusion/](http://www.ec.europa.eu/ /einclusion/)  
European Regional Information Society Association:

[www.ianis.net/about/conferences/cardiff2008/contact/Pages/About\\_eris.aspx](http://www.ianis.net/about/conferences/cardiff2008/contact/Pages/About_eris.aspx)

European Computer Driving Licence Foundation:

[www.ecdl.org/](http://www.ecdl.org/)

Institute for Prospective Technological Studies, Information Society Unit:

[www.is.jrc.ec.europa.eu/pages/Homepage.html](http://www.is.jrc.ec.europa.eu/pages/Homepage.html)

Ambient Assisted Living Joint Programme:

[www.aal-europe.eu/](http://www.aal-europe.eu/)

Telehealth Solutions Ltd.:

[www.thsl.co.uk/](http://www.thsl.co.uk/)

Orbis medical and healthcare group:

[www.orbis.nl](http://www.orbis.nl)

## Conclusions

**Peter Wintlev-Jensen** concluded the workshop by summing up the discussions as follows:

- eInclusion is a wide field, but there is increasing evidence of the impact of investing in ICT for Ageing Well and Inclusion as shown by the examples in the session;
- Regions and local authorities are in a key position to be a driver for change.
- There is a strong need to share the best-practice cases and promote networking across all regions of Europe;
- There are different regional realities across Europe, but ICT solutions can still be shared and adapted to the local needs, thus creating wider market opportunities and lower costs;
- For 'ageing well' there is a need to develop new public policies which stimulate innovation through ICT investments and organisational change
- Structural Funds can be deployed by regions and local authorities to reinforce the future ICT policies and investments to tackle the social necessity and create new economic opportunities;
- The EU Action plan for Ageing Well in the Information Society and the eInclusion Initiative have been launched to support the process.

***“Future regional health and social care strategies needs to be built on ICT solutions and a broad partnership involving economic, public and civil society institutions and organisations.”***



## ICT for sustainable cities

07 October 2008, 9:00-10:45

### Outline

**Manuel Monteiro** opened the workshop by briefly sketching the current situation regarding cities' high consumption of natural resources and energy as well as their production of waste and pollution. He highlighted the necessity to implement sustainable development strategies in cities as they could have a potentially high beneficial impact. He then outlined the workshop objectives of presenting different contributions of ICT to the realisation of urban sustainable development objectives.

### Debate

**Charles Secrett** presented an overview of the integration of ICT solutions in the London climate change action plan launched under Ken Livingston leadership. He insisted that the battle to cut carbon consumption will be won or lost in Cities. He indicated that a modelling tool was used to assess the future of London under a changing climate. He presented, among other programme, the successful London anti-congestion scheme, an integrated approach of public transport, parking & loading enforcement and congestion charging system, ICT powered. This is complemented by various ICT schemes like Walkit or Airtext, enabling people to select the least polluted route or receive air quality information. However the ubiquitous use of ICT raises privacy issues that have not been fully addressed. **Nicola Villa** presented the large scale CISCO programme Connected Urban Development. CISCO is partnering with various cities to pilot different ICT driven urban sustainable development initiatives. In Europe, these initiatives ranges from smart work centre and personal travel assistant in Amsterdam, IP-based smart energy in Lisbon, connected and sustainable urban planning in Madrid, connected and sustainable homes in Birmingham and Intelligent traffic management in Hamburg. These initiatives are coupled with research activities conducted by MIT and financed by CISCO for a 5 years duration. They are building a community of cities. It is challenging to find the right business model for the viable replication of these advanced pilots all over the world. **Maher Chebbo** presented a large panorama of sustainability and ICT, analysing them in the context of different segments, starting with citizens and households, then, enterprises, the environment, cities and finally States. In many cases, ICT plays the role of connecting heterogeneous parts of a complex system making possible its optimisation. As an example, the interactions between different electricity sources coupled with weather information for wind and sun conditions and communicating with energy consumer through smart devices allow the optimisation of electricity provision and pricing, with an overall reduction of green house gas emissions. **Hardy Klömpges** chose the angle of e-government to address sustainability in cities. Cities depend on infrastructure: public authorities set the frame and ICT makes it work. To achieve sustainable objectives in cities, good city governance and good public services are a prerequisite. E-government applications play an important role in this process. He presented Siemens global approach of e-government services in Mumbai. **Ronan Uhel** gave his opinion on the technical solutions presented by the previous speakers. He insisted on the necessity of taking into account potential rebound effect that could jeopardise all the gains brought by the presented solutions. ICT driven solutions show great potential of optimisation; however eco-efficiency by unit is not enough because it is easily offset by the increased volume of activities. We need to adopt a broader approach of these issues and aim at eco-effectiveness rather than solely eco-efficiency.

### Conclusions

**Manuel Monteiro** concluded the workshop by summing up the discussions as follows.

- Reducing the environmental footprint of Cities is essential in view of the ambitious carbon reduction objectives set for Europe and the overall sustainable development objectives;
- ICT-enabled systems and applications enhance the capacities of our cities to deal efficiently with these tasks, as evidenced from the examples of projects presented;
- Stakeholders from regions and cities can largely benefit by engaging in future pilot actions to support the take-up of innovative ICT solutions (for instance, in the context of the ICT Policy Support Programme);
- We need to bring together ICT service providers, utilities builders and managers, local authorities, Academia and citizens to move forward this important issue.

### Organiser:

European Commission, Information Society and Media DG

### Chair:

**Manuel Monteiro**,  
European Commission, Information Society and Media DG

### Speakers:

**Charles Secrett**,  
Advisor on climate change and sustainability,  
London, Development Agency

**Nicola Villa**,  
Global Director Connected Urban  
Development, Cisco Systems International

**Maher Chebbo**,  
Vice President Utilities Industry, SAP A.G.

**Hardy Klömpges**,  
Siemens IT Solutions & Services

**Ronan Uhel**,  
Head of Spatial Analysis Group at the  
European Environment Agency, Copenhagen

### More information

London Development Agency :

[www.lda.gov.uk](http://www.lda.gov.uk)

CISCO:

[www.connectedurbandevelopment.org](http://www.connectedurbandevelopment.org)

SIEMENS:

[www.siemens.com/sustainablecities](http://www.siemens.com/sustainablecities)

EEA:

[www.eea.europa.eu/themes/urban](http://www.eea.europa.eu/themes/urban)

ICT for Sustainable Growth Unit:

<http://ec.europa.eu/ictforsg>

*“Information and Communication Technologies (ICT) will enable our cities to meet their ambitious carbon reduction and sustainable development objectives.”*



## eGovernment for regions

07 October 2008, 11:15-13:00

### Organiser:

European Commission, Information Society and Media DG and Regional Policy DG

### Chair:

**Mechthild Rohen**, European Commission, Information Society and Media DG

### Speakers:

**Rocio Rubio Centeno**,

ERNACT EEIG, Ireland

**Juan Gonzalez Mellizo**,

European Commission, Information Society and Media DG

**Jean-Francois Junger**,

European Commission, Information Society and Media DG

**Aldo Laudi**,

European Commission, DG DIGIT, Belgium

**Jeremy Millard**,

Danish Technological Institute, Denmark

### More information

eGovernment in Europe:

[ec.europa.eu/egovernment](http://ec.europa.eu/egovernment)

ICT Policy Support Programme:

[ec.europa.eu/ict\\_psp](http://ec.europa.eu/ict_psp)

eParticipation:

[ec.europa.eu/eparticipation](http://ec.europa.eu/eparticipation)

Good practice exchange portal:

[eppractice.eu](http://eppractice.eu)

Semantic Interoperability Centre – Europe:

[semic.eu](http://semic.eu)

PIKE project:

[www.ernact.eu](http://www.ernact.eu)

*“eGovernment has developed significantly in recent years and is now seen as a tangible reality by millions of citizens.”*

## Outline

The workshop was opened by **Mechthild Rohen** who outlined its context within the wider remit and activities of DG INFSO ICT for Government and Public Services Unit. In the recent years eGovernment has developed notably and a strong political commitment is in place to move forward to realise the practical benefits that eGovernment can bring to EU citizens, economy and business and society at large. The i2010 eGovernment Action Plan maps out the way ahead for eGovernment in Europe and presents the EC programmes, initiatives and policy-making from 2006 to 2010. To achieve the five focused priority objectives strong efforts by Member States and European Commission are being made. Several EC funding programmes support concrete initiatives to improve public services. One of the main themes of the ICT Policy Support Programme is to focus on efficient and interoperable eGovernment services. eParticipation initiative promotes the development and use of ICT in legislative decision-making processes.

## Debate

**Jean-Francois Junger** introduced the opportunities for regions in the Information and Communication Technologies Policy Support Programme (ICT PSP) which is a major component of the EU's Competitiveness and Innovation Programme (CIP, 2007-2013). Mainly this programme aims at stimulating innovation and competitiveness through wider uptake and best use of ICT by citizens, governments and businesses. Several funding instruments are of high relevance to the regions. In the policy context, i2010 eGovernment action plan which was adopted by European Commission in 2006, is a key to accelerate the efficient uptake of eGovernment services for all. **Jeremy Millard** focused on the initiatives of eParticipation funded by European Commission, stressing eParticipation role in regional and local development. eParticipation Preparatory Action (2006-2008), one of the main initiatives, aims to demonstrate how modern ICT applications and tools ease the participation of people in decision-making and contribute to better legislation. eParticipation is being supported through CIP ICT PSP and Framework Programmes. Currently ongoing European eParticipation study intends to identify the appropriate roles of eParticipation at European level and the barriers to adoption. **Juan Gonzalez Mellizo** gave an interesting presentation on the web2.0 based good practice exchange portal [eppractice.eu](http://eppractice.eu). It is a European Commission initiative which provides a broad range of services for eGovernment, eInclusion and eHealth professionals. ePractice portal has almost 1,000 good practice cases and more than 14,000 members, with some 3,000 news items and over 700 events per year, involving more than 40 countries. The library has over 800 publications. The portal provides prominent opportunity for regions to have their own forum on ICT related issues ensuring the visibility at EU level. **Aldo Laudi** presented the [semic.eu](http://semic.eu) which stands for Semantic Interoperability Centre – Europe – which is one of the IDABC programme activities. It is a collaborative tool permitting the sharing and re-use of syntactic and semantic assets between European public administrations. Additionally it serves as a communication platform for the creation of expert communities for the sharing of information and experiences. **Rocio Rubio Centeno** introduced the participants to PIKE project, supported by the INTERREG IVC initiative. It aims to improve innovation and knowledge economy policies. The project consortium consisting of 10 regional partners is working together to transfer eGovernment and wireless broadband good practice pilots and tools, share the identified good practices and develop an Action Plan to transfer them into the mainstream of structural Funds programmes.

## Conclusions

Nowadays it is evident that eGovernment helps to make public services more efficient, easier to access, saves time and money for citizens, businesses and governments. At the same time it strengthens the democracy enabling citizens to become more involved in the activities of their government. At a great extent the implementation of the eGovernment services by the public administration takes place at regional and local level. Therefore the transfer and exchange of good practice services between regional actors and the deployment of cross-border solutions is of high importance and needs further encouragement.





## Regions working for sustainable health systems: A shift towards preventive care

07 October 2008, 9.00-10.45

### Outline

European healthcare systems are under mounting pressure to respond to the challenges of ageing populations, changing patterns of diseases, citizens' rising expectations, mobility of patients and a shortage of health professionals. Policy-makers and users can clearly benefit from innovative technologies – such as e-health – in order to improve the quality of outcome and reduce overall costs.

All EU citizens should live in healthy conditions and have easy access to high-quality health care services. But the current reality is quite different: There are major health inequalities across the EU, which call for higher investment in health in order to close the gaps.

This requires mobilising funds for health improvement, particularly to enhance health promotion activities. As a matter of fact, health systems in Europe invest very little in prevention, ranging from 0.5 % of their total health budget (in Italy) to just over 6% in Hungary or 5% in Finland and the Netherlands. Member States and regions need to do more, but not all of them have the means to do this on their own. So, what can the EU, the Member States and the Regions can do?

### Debate

Commissioner **Androulla Vassiliou** underlined that the Commission is committed to helping bridge health inequalities to help all citizens in all EU regions enjoy a high level of health and well-being and that this is a driving principle of the EU Health Strategy. The Commissioner explained that the EU is helping regions invest in health by channelling the Structural Funds to health investment, by supporting cross-regional projects under the Health Programme, and by putting forward initiatives to support dynamic health systems, including the proposal for a Directive on patients' rights in cross-border healthcare. The Commissioner advocated the need to focus investment on prevention and promotion to maximise healthy life years; and emphasised that population health is an asset for the economy and that therefore investment in health needs to be positioned as part of a broader agenda for enhancing regional growth and competitiveness. She highlighted that regions play a key role in tackling these issues. **Sandro Sandri**, Veneto Health Minister and current Chairman of EUREGHA highlighted the importance of cross-border cooperation as a way to face the mounting demands of EU citizens for an ever-improving quality and underlined that regions are the best place to discuss and compare challenges, benchmark performances and share best practices. **Marina Geli i Fàbrega** described the Public Health Reform implemented in Catalonia Region, which is focused on the importance of health promotion, prevention and on monitoring health in all policies. The reform has been implemented by the new Public Health Executive Agency of Catalonia. **Steven Vanackere** illustrated the health promotion strategy of Flanders, based on the "Health for all" strategy of WHO. The priorities of the Flemish Ministry of Health concerning prevention and promotion were set out in 1998 as 5 health targets concerning tobacco control, healthy diet, effective breast cancer screening, fatal injuries in the private environment and on the roads, and prevention of infectious diseases. **Heinrich von Wulfen** highlighted that to increase the efficiency of health systems it was fundamental both to prevent adverse events and also to accomplish a paradigm shift from high quality curative care to preventive care.

Recommendations to improve prevention processes are:

- 1) Give priority to keep people healthy rather than to cure them, when they are ill;
- 2) Focus on early detection and prevention;
- 3) Consider the comprehensive care process;
- 4) Reimburse continuous processes rather than fee for service;
- 5) Link the interest of care providers and payers to keep people healthy;
- 6) Help patients learn to manage their own illness.

**Organiser:** DG Health and Consumer, EUREGHA, COCIR

**Chair:**  
**Patrice Lefeue**,  
Director, Europe + Foundation

**Speakers:**  
**Androulla Vassiliou**,  
EU Commissioner for Health  
**Sandro Sandri**,  
Health Regional Minister, Veneto Region  
**Steven Vanackere**,  
Health Regional Minister, Flanders Region  
**Marina Geli i Fàbrega**,  
Health Regional Minister, Catalonia Region  
**Heinrich von Wulfen**,  
President, COCIR  
**Cornelius Erbe**,  
Senior President, DAK Germany  
**Josep Figueras**,  
Director, European Observatory for Health Systems and Policies  
**Robert Madelin**,  
Director General, DG Health and Consumers, European Commission





### More information:

European Commission, DG Health and Consumers:

[http://ec.europa.eu/dgs/health\\_consumer](http://ec.europa.eu/dgs/health_consumer)

EUREGHA :

<http://www.euregha.net>

COCIR :

<http://www.cocir.org>

***“By working together we can increase the efficient use of resources for health throughout Europe and make important strides towards strengthening the economy and social cohesion.”***

(Androulla Vassiliou, European Commissioner for Health)

**Cornelius Erbe** described the pilot projects that DAK Germany has implemented to face the growing problems from demographic change and increasing medical costs for chronic patients. The lessons learned from the projects are:

- 1) Health care policy and legal framework need to be supportive;
- 2) Adaptation of the programme to the specific cultural context is crucial;
- 3) Integration of all stakeholders needs attention;
- 4) Public reaction is not always positive but it's necessary;
- 5) Don't lose sight of customers' needs and interests.

**Josep Figueras** focused on the economic implication of socio-economic inequalities with regard to health in European Countries. As a matter of fact there is clear evidence of the contribution of health to the economy, both from a microeconomic and macroeconomic perspective. The cost of ill health in terms of burden for the health systems and in terms of loss of productivity cannot be ignored. Member States and regions must try to close the gap caused by health inequalities through the adoption of a “health in all policies” approach. **Robert Madelin** emphasised the need for a structural dialogue between the EU and the regions and invited regions to take part in Europe-wide projects and partnerships (for example the EPODE network to fight childhood obesity). Mr Madelin recommended that regions select their political priorities for co-operation with the EU by Easter. He underlined how different players – the EU, national and regional authorities and the private sector - have a role to play in promoting healthy lifestyles and highlighted that EU funds available for health are not being fully spent.

### Conclusions

To improve the health of citizens across the EU, health concerns must be at the heart of policy making at all levels: Local and regional authorities have a key role to play in developing and implementing policies to promote health and provide healthcare to citizens. Experiences, lessons learnt, needs from researchers, private companies, regions and European institutions have been discussed during the session. There is great attention to promotion from all different government levels and many best practices in health promotion have already been implemented. But a lot of work still needs to be done in terms of developing new technologies, new communication approaches and innovative initiatives. The collaboration among regions and among institutions is fundamental to avoid duplication and waste of time and resources.



## Community programmes in the field of health: first results and future challenges

07 October 2008, 14:30-16:15

### Outline

During the first Public Health Programme 2003-2007, the Community co-funded 329 projects, which have contributed to promoting health, countering threats to health and disseminating information on health in a coordinated and coherent way. Some of these projects are still in progress. The second Health Programme (2008-2013) is part of a broader Health Strategy and aims at improving and protecting health, developing an integrated approach towards effective co-operation with the Member States and a dialogue with key partners interested in health.

Promotion is vital to disseminate the aims of the Programmes and results of the projects to a wide audience and to show good examples to potential applicants. Three projects which have been particularly influential in shaping policy at European level or in sharing good practice were presented in the session. The workshop was accompanied by poster exhibition presenting other successful co-funded projects.

### Debate

**Ms Donata Meroni** presented the first and second Community Health Programmes. She gave an outline of the legal basis for the two programmes, and presented the results of the first programme in terms of financed projects and calls for tender. She addressed the objectives, the areas of action and the key actors of the new Programme, which also has a broader range of financing mechanisms, including e.g. operating grants for non-government organisations or specialised networks. **Ms Henriette Hansen** presented the project Healthy Regions – when Well-being Creates Economic Growth. A change of mindset and the strategic view on health investments from “something we have to do deal with because citizens do get sick from time to time” to “something we want to deal with because the well-being of our citizens makes our region grow and develop” supports the overall philosophy of the Healthy Regions project; namely that health in many ways can become a factor to create economic growth. The project is therefore focused on the development, the trial out and dissemination of methods, tools, guidelines and policy recommendations that support regional development consultants, health practitioners and policy makers to manage and carry through a regional strategic process and development, where health becomes an important factor and where health aspects are mainstreamed into other policy areas. **Dr André Ochoa** presented the ISARE project, which defined health indicators at regional level. It developed a methodology to define health regions and, in 23 countries, studied the availability and use of data at regional level. ISARE pointed out the feasibility and interest of health indicators at regional level to help decision making in the field of health policies. Health professionals have a key role to promote the use of regional data. **Dr Silvia Declich** presented the EpiSouth Network for Communicable Disease Control in Southern Europe and Mediterranean Countries, co-funded by EU Public Health Programme and by Italian Ministry of Health. So far 25 out of the 27 Mediterranean and Balkan countries joined this unique Network that covers all sides of the Mediterranean. It provides an opportunity to create strong links between the EU and non-EU participating countries and is a source of information for strengthening health security in the Mediterranean basin. A critical challenge is the sustainability of the Network after the Episouth project's end in 2010.

### Conclusions

**Mr Christophe Bertrand** concluded the workshop by summing up the discussion:

- Creating links with other policy areas and harnessing them for a common aim can increase the impact of a project.
- Reliable data is vital for sound policy making at all levels.
- The sustainability of a project is a key element and needs to be considered early on in developing a proposal.

### Organiser:

European Commission, DG Health and Consumers

### Chair:

Christophe Bertrand, Head of Unit, European Commission, DG Health and Consumers

### Speakers:

**Donata Meroni**,  
DG Health and Consumers, European Commission

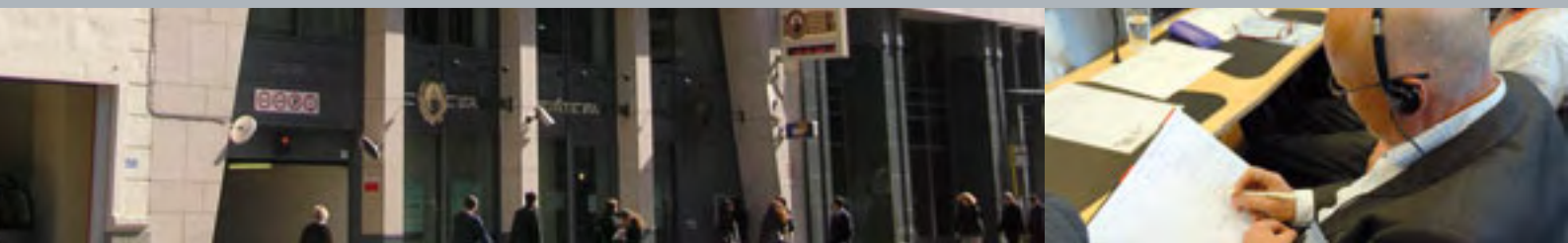
**Henriette Hansen**,  
South Denmark European Office

**André Ochoa**,  
Fédération Nationale des Observatoires Régionaux de la Santé, France

**Silvia Declich**,  
Istituto superiore di sanità, Italy

### More information:

Healthy Regions:  
<http://www.healthyregions.eu/>  
Isare:  
<http://www.isare.org/>  
Episouth:  
<http://www.episouth.org/>  
Community Health Programme:  
[http://ec.europa.eu/health/ph\\_programme/pgm2008\\_2013\\_en.htm](http://ec.europa.eu/health/ph_programme/pgm2008_2013_en.htm)  
EU Health Portal:  
<http://ec.europa.eu/health-eu/>



## Regional innovation for a healthier Europe

08 October 2008, 14:30-16:15

### Organiser:

BIRTH Conglomerate, West Midlands in Europe

### Chair:

**Sir Albert Bore,**

Councillor and Member of the Committee of the Regions, Birmingham, United Kingdom

### Speakers:

**Rob Chesters,**

Medilink, West Midlands Region, United Kingdom

**Anne Ferreria,**

Member of the European Parliament and Vice-President of the Regional Council of Picardie, France

**Pierre Lamy,**

Brussels Enterprise Agency, Belgium

**Emmanuel Lamazurier,**

French National Institute for Industrial Environment and Risks (INERIS), France

**Petr Saha,**

Tomas Bata University, Zlin, Czech Republic

**Zoltán Szekanez,**

University of Debrecen, Hungary

### More information:

West Midlands:

[www.westmidlandsineurope.org](http://www.westmidlandsineurope.org)

Tomas Bata University:

[www.UTB.cz](http://www.UTB.cz)

University of Debrecen:

[www.ud-mhsc.org/](http://www.ud-mhsc.org/)

Belgium Enterprise Agency:

[www.bea.irisnet.be](http://www.bea.irisnet.be)

Medilink project:

[www.MedilinkWM.co.uk](http://www.MedilinkWM.co.uk)

*“Open Days was designed to bring people and partners together. That has certainly worked for us in the West Midlands. Today West Midlands in Europe was buzzing – lots of people, different member states and huge interests in the projects discussed. Our visibility has risen and that is important.”*

### Outline

The workshop commenced with a networking lunch, addressed by Malcolm Harbour, MEP for the West Midlands, which provided the opportunity for Health experts, researchers, public administrators, businesses and other delegates to exchange ideas and find potential partners for future collaboration. The workshop was chaired by **Sir Albert Bore** who opened the seminar with an introduction to the BIRTH consortium, explaining its background and the innovative ideas and objectives which the conglomerate wished to share with its participants. The seminar illustrated how new technologies are revolutionising health care, providing a platform for several regions to showcase innovations and best practice. The seminar showcased a number of success stories from participating regions including; Eszak-Alfold, Hungary, Picardie, France, Zlin, Czech Republic, and Brussels, Belgium. The sharing of first hand practical experience enabled delegates to gain an insight and investigate future transnational cooperation.

### Debate

**Rob Chesters** took the opportunity to present the i-house, a real home which, for the first time in the UK, pioneers new technologies for assisted living, monitoring and ensuring the wellbeing of the resident. This demonstration project is helping create a demand-led market for innovative technologies. **Emmanuel Lemazurier** gave a stimulating presentation outlining the ANIMEX research network. The ANIMEX research network evaluates chemical product impact on patient health, while reducing the level of animal experiment during clinical trials. **Anne Ferreira** highlighted that innovation in healthcare was a policy that affects all citizens. Advances in self-medication, mobility of patients and health professionals and on-line health facilities were all different aspects of a wider proposal that was currently being debated within the EU institutions. Anne Ferreira therefore strongly supported the Open Days seminar which helped provide a platform to showcase particular regional ground-breaking initiatives. **Pierre Lamy** gave an informative presentation on innovations in tele-diagnostics and telemedicine. Mr Lamy gave an overview of the telemedicine market in Belgium with a focus on Brussels. In particular he stated that the Brussels capital region represents 15% of the global healthcare activity in Belgium (hospitals, private doctors, universities and industries) and that the region works in close collaboration between universities, the industry and the support of the regional authorities. He also described the current trends in the market. **Petr Saha** discussed the innovative use of polymer technologies in the health sector. The presentation gives an insight to the innovative products that the Polymer centre and the medical research centre produce including; medical polymer gels, medical biomaterials, medicals composite materials and catheter, tube and container production. **Zoltan Szekanez** spoke about innovative use of thermal water for health care and heating. Professor Szekanez illustrated that thermal water can be used in many different forms including; physiotherapy, thermotherapy, phototherapy, electrotherapy, balneotherapy and climatotherapy. He concludes that thermal water can be used for healing in a medicinal form and has proven therapeutic efficiency.

### Conclusions

- Transregional cooperation is vital to improve research and innovation in Europe.
- Local and Regional involvement is key to the success of structural funding opportunities;
- The ‘Innovative Medicines Initiative’ in terms of health is becoming a key input to regeneration strategies and the fight against increasing inequality within the EU.





## Trends in maritime transport innovation: How can regions take advantage?

07 October 2008, 10:00-12:30

### Outline

The seminar was opened by **António Fonseca Ferreira** who welcomed the participants and described the objectives of the Water-based Competitiveness Network, participating in Open Days for the second time this year. This network joins nine regions from five European countries, all with one thing in common: their potential and resources for Innovative Maritime Economy – Maritime Transport, Energy, Tourism and Leisure. He also stated the importance of Maritime Economy for Lisbon Region and Portugal and announced the seminar being prepared in Lisbon about these issues.

### Debate

**Heloísa Cid** explained why Lisbon Region has a pioneer importance in Maritime Economy and described the new national Strategic Guidelines defined by the Government (2006-2015) for the Maritime and Port Sector as well as the implications of Lisbon 2020 Regional Strategy. She also focused on innovative projects being carried in Lisbon Region, as the Development of New Maritime Transport Services, the Project PORTMOS – Motorways of the Sea and Pilot Initiatives for ports of the region. **Ignacio Álvarez-Ossorio**, Director of the Transport Unit of Andalusian Public Ports Authority described the strategic geographical situation of this region regarding world trade: It is on the main deep sea routes, in the intersection of freight traffic flows of Europe with Far East, with America and Africa and is a Mediterranean Gateway for maritime traffics and joint point for European and African continents. He also analysed the strengths and weaknesses of the logistic networks and described the participation of Andalusia in Motorways of the Sea project. **Dimitris Kalogeropoulos**, President of the Association of Local Authorities of Attica, spoke about the role of Local and Regional Authorities' in the EU Maritime Policy, now the Blue Paper is approved and being implemented. **Alexandros Theofanopoulos** talked about 'The perspectives of European shipping policy'. He noticed that European is the leading territory in this sector that Greece has a growing merchant fleet which ranks first in Europe and sixth in the world. However, there are three crucial conditions that need to be secured to develop the welfare of European coastal regions in conjunction to maritime transport: an efficient ports environment, the implementation of the maritime cluster concept and the human element. **Stamatis Dimitrios**, Secretary General of East Macedonia and Thrace, stated the importance of this region in international cargo traffic, connection with the Egnatia Motorway and with the reconstructed National Airport 'Democritus'. He also described the European, national and regional measures taking place in the region to develop the maritime potential, as the support to the short sea shipping facilities, the 'Integrated Coastal Zone Management' and the beach protection measures for the sustainable development of Mediterranean coastal areas (BEACHMED-e program; INTERREG IIIC). **Tiago Pitta e Cunha** made the final speech, stating that there is a growing proximity between the Commission and regions in the definition of maritime policy. He recalled the strong public participation in the Blue Paper for EU Maritime Policy and the growing concern in EU for strategic planning of sea uses, as energy, aquaculture, fisheries and transportation.

### Conclusions

The main conclusions of the seminar were:

- The regions of this network have a strong potential in Innovative Maritime Economy, but there are still great changes to make in the transport and logistic sector;
- there are still problems in the logistic/transport networks. Weak modal integration and great percentage of road transportation;
- the Motorways of the Sea project is a great achievement, but it has to be developed;
- the EU gives a great importance to maritime affairs, and regions have a growing participation in this issue;
- it is urgent to have a strategic plan for maritime activities in Europe, or Europe is going to lag back in this area and these activities will be conflicting with each other.

### Organiser:

Commission for Coordination and Regional Development, Lisbon and Tagus Valley, the 'Water-based Competitiveness Network conglomerate'

### Chair:

**António Fonseca Ferreira**,  
President of the Commission for Coordination and Regional Development, Lisbon and Tagus Valley, Portugal

### Speakers:

**Heloísa Cid**,  
on behalf of Natércia Cabral, President of the Portuguese Institute for Ports and Maritime Transports, Portugal  
**Ignacio Álvarez-Ossorio**,  
Andalusian Public Ports Authority, Spain  
**Dimitris Kalogeropoulos**,  
Association of Local Authorities of Attica (TEDKNA), Greece  
**Alexandros Theofanopoulos**,  
Ministry of Mercantile Marine, The Aegean and Island Policy, Greece  
**Stamatis Dimitrios**,  
East Macedonia and Thrace, Greece  
**Tiago Pitta e Cunha**,  
European Commission, Member of the Cabinet of Commissioner Joe Borg, Fisheries and Maritime Affairs

### More information

Commission for Coordination and Regional Development, Lisbon and Tagus Valley:  
[www.ccdr-lvt.pt](http://www.ccdr-lvt.pt)  
Portuguese Institute for Ports and Maritime Transports:  
[www.imarpor.pt](http://www.imarpor.pt)  
Agencia Publica de Puertos de Andalusia:  
[www.eppa.es](http://www.eppa.es)

*"If we don't develop a strategic planning of maritime activities, they will be not competitive but conflicting uses of the sea."*





## Innovative maritime regions: Which bets for tomorrow?

09 October, 10:00-12:30

### Organiser:

Commission for Coordination and Regional Development, Lisbon and Tagus Valley, the 'Water-based Competitiveness Network conglomerate'

### Chair:

**Miguel Sequeira,**  
Task Group for Maritime Affairs

### Speakers:

**Manuel Frasquilho,**  
President of the Port of Lisbon Authority

**Emmanouil Alexakis,**  
Vice-Mayor of the Municipality of Heraklion, Greece

**Harry Van Waveren,**  
Provincie Zeeland, The Netherlands

**Toon Peters,**  
Zeeland, The Netherlands

**Monica De Vast,**  
Marina Port Zeeland

**Ricardo Serrão Santos,**  
Director of the Department of Oceanography and Fisheries, University of the Azores, Portugal

**Giando Maniscalco,**  
Director of the Regional Department of Territorial Environment, Ministry of Territory and Environment, Sicily

### More information

Portuguese Task Group for Maritime Affairs:  
[www.emam.com.pt](http://www.emam.com.pt)  
Web sites, publications: Port of Lisbon:  
[www.portodelisboa.pt](http://www.portodelisboa.pt)  
Sustainable Watersport Tourism:  
[m.devast@mpz.nl](mailto:m.devast@mpz.nl)

***“Regions must support their maritime strategies on recent technological breakthroughs, people’s creativity and cooperation in order to perform well in a world in constant mutation.”***

### Outline

**Miguel Sequeira** started the session outlining the importance of innovation in the regional strategies of maritime development. In our globalising world, regions have to find alternative wise ways to surpass the challenges imposed by a growing competitiveness environment. Creativity is an essential tool for making a good use of maritime and coastal resources, exploring efficiently technological advances, settling new organisational models and making a better use of energy, in order to avoid economic stagnation and to improve the sustainability of European regions. It is essential to foster the triple helix of innovation and to improve governance in the maritime sector in order to have a coordinated approach able to take the best advantage of the geographical location of our regions.

### Debate

**Manuel Frasquilho** highlighted the need of a new approach to the traditional supply chain in the maritime sector and the importance of the transport concept transformation, moving to dynamic processes based on partnerships and synergies. He outlined the main role of port authorities and public institutions - the promotion and facilitation of the integration process - and explained how the strategy of the Port of Lisbon and the actions foreseen can foster regional development. **Emmanouil Alexakis** gave the example of an integrated project for the development and the promotion of cruise tourism in Crete and Cyprus. He showed the importance of a coordinated approach in a maritime region, able to improve tourism strategies in order to strengthen regional competitiveness. **Harry Van Waveren, Toon Peters** and **Monica De Vast** gave a good contribution to the debate with a presentation on Sustainable Watersport Tourism. The speakers outlined the importance of the port activities in Zeeland concerning employment, presented the Maya 2 Project (main objective: the expansion of coherent transnational network of Marinas in the Southern Northsea and the Irish Sea) and presented an innovative way to clean boats allowing the increase of boat owners’ satisfaction. **Ricardo Serrão Santos** started his presentation giving an overview of the main recommendations of the European Maritime Strategy. He gave the interesting example of LabHorta – research station for the experimental study of deep sea organisms and presented its main practical results. He also explained how the research related to the sea bioprospection placed the Azores as a leader in the studies of the Biology of Extreme Ecosystems. **Giando Maniscalco** presented the evolution of the Sicilian coast in the last 40 years. He mentioned its ecological value and its main present threats. He also gave an interesting example on how the use of structural funds can promote maritime sustainability and presented the main interventions in favour of the coastal defense.

### Conclusions

**Miguel Sequeira** concluded the seminar referring that including innovation in regional strategies is inevitable to improve the performance of maritime regions. He also put emphasis in the diversity of creative options that regional and local policy makers have in order to foster competitiveness. The involvement of population, as well as initiatives that promote the exchange of experiences and opening of new perspectives, as the Open Days, are vital to allow the efficient implementation of policies.



## Creative innovation in creative industries

07 October 2008, 14:30-16:15

### Outline

The workshop was organised as a combination of plenary presentations followed by panel discussions and contributions from the audience where regional examples have been showcased. The focus of the first work shop is on creative industries and the creative sector as an emerging business sector with large potential and added value for the local-regional economies. Furthermore, members of the European Institutions will give some background into the strategic research agenda's of different DG's that focus on the topic of the workshop.

### Debate

With presentations and best practices from the participating regions, the session explored the characteristics of the creative industries: the business approaches, product development processes, etc. which distinguish them from other sectors and make them creative. Further, the session puts up for discussion local-regional framework conditions supportive of the creative sector as well as the question of what and how the sector adds value to the local-regional economies. It should be emphasised that at the regional and local level in the innovation & creativity process, the governance has a link to the growth and jobs strategy, especially, although not exclusively, through their contribution to the National Reform Programmes and these work differently in the different regions. Numerous regions with different types of partners and different approaches towards 'creativity & innovation' are showcased and we define the innovation & creativity process differently – as 'creativity based innovation' and 'technology based innovation'.

### Conclusions

The creative industries are emerging as a business sector with large potential and added value for local and regional economies. This workshop was linked with workshop 07A22 exploring how creativity can be a strategic tool for innovation and how to establish synergies between creative and traditional industries. The session explored the characteristics of the creative industries and the business and product development processes which distinguish them from other sectors and make them creative. How can regions and cities link education and training with social and entrepreneurial innovation? It requires creative regions, creative people with artistic works and new technologies. In the light of the 2009 European Year of Creativity and Innovation, this workshop focused on new ideas in education and training for a more creative, skilled society and showcase best practice examples from representatives of the arts and creative industries.

#### Organiser:

Liaison Agency Flanders Europe

#### Chair:

**Eddy Hartog,**

European Commission, Regional Policy DG

#### Speakers:

**Luc Van den Brande,**

President of the Committee of the Regions

**Sheamus Cassidy,**

European Commission, DG Education and Culture

**Katja Reppel,**

European Commission, Regional Policy DG

**Hans Robertus,**

Philipps Design, The Netherlands

**Peter Andersson,**

Citilab, Norrköpping, Sweden

**Pavel Makarewicz,**

Poland-East Science and Technology Park, Poland

**Susanne Kraus-Winkler,**

Loisum Hotel, Austria

**Peter Pringle,**

Reid Kerr College, United Kingdom



## Creative innovation in 'ordinary' and existing industries

07 October 2008, 16:45-18:30

### Organiser:

Liaison Agency Flanders Europe

### Chair:

**Eddy Hartog,**

European Commission, Regional Policy DG

### Speakers:

**Pascal Cools,**

Flanders DC, Belgium

**Lasse Paananen,**

Creative Tampere Programme, Finland

**Frans Carstens,**

Radboud Medical Centre, NL

**Gunther Brouke,**

Brussels Philharmonic-the Orchestra of

Flanders, Belgium

**Bjarne E. Jensen,**

RegLab, Denmark

**Harald Bleier,**

Ecoplus, Austria

**Anna Rogut,**

EERDI Institute, Poland

### Outline

Building upon workshop 07A16, this workshop shifted focus from the creative sector to one on creative innovation in 'ordinary' and existing industries. It explored how creativity can be a strategic tool for innovation and how to explore and establish synergies between creative and traditional industries. The workshop was organised as a combination of plenary presentations followed by panel discussions where regional examples will be showcased and contributions from the audience.

The plenary presentations set the scene for the regional showcases by presenting different approaches to the theme 'creativity & innovation' and by bringing into play overall and essential questions such as driving forces and framework conditions for bringing creativity and innovation into play in the local-regional economies.

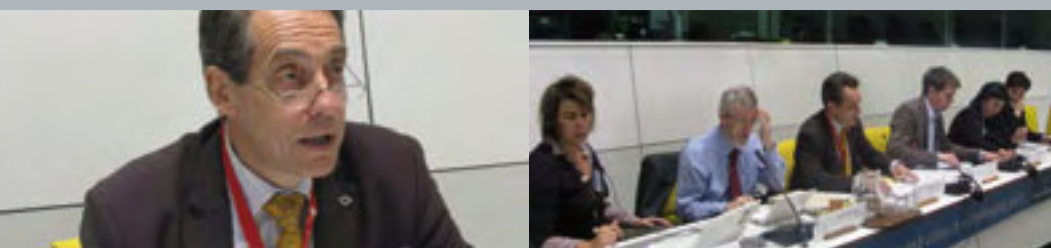
### Debate

Thematically, the two sessions built logically upon each other. The explicit link between the two workshops thus lay in exploring and demonstrating the potential arising from synergies between creative and traditional industries and the common denominator for both workshops essentially became how to unleash fully the potential of creativity and creative industries; not merely for the development of the sector itself, but for innovation in regions and across business sectors.

### Conclusions

This workshop explored how creativity can be a strategic tool for innovation and how to establish synergies between creative and traditional industries. Topics included the characteristics and driving forces within the creative and traditional sectors, how entrepreneurial creativity can enhance companies' innovation capacity and competitiveness, and the role of municipalities and regions in supporting the creative sector as well as cross-sector synergies and the use of creativity in innovation.

How can regions and cities link education and training with social and entrepreneurial innovation? It requires creative regions, creative people with artistic works and new technologies. In the light of the 2009 European Year of Creativity and Innovation, this workshop will focus on new ideas in education and training for a more creative, skilled society and showcase best practice examples from representatives of the arts and creative industries.



## Arts, technology and business: the role of the regions in providing a link

09 October 2008, 11.15-13.00

### Outline

The workshop was opened by **Gerd Harms**, offering the participants a background to the work of the Committee of the Regions on the issues of culture, education, innovation and creativity. He gave some food for thought to the members of the panel by asking them to think about creativity and what it means. According to him, it means to innovate, to come up with solutions to topical challenges. If this is done, we have a resulting competitiveness in the regions. This workshop highlighted the relationship between creativity and innovation with a view to fostering growth and development in Europe's cities and regions. With presentations and best practices from different regions, the session explored the characteristics of the creative industries.

### Debate

**Roger O'Keefe** introduced the participants to the proposal to make 2009 the European Year of Creativity and Innovation. The communities of creativity and innovation – those of the arts on the one hand and technology and business on the other – are often not well connected. Therefore the overall objective of the European Year is to promote creativity for all as a driver for innovation and as a key factor for the development of personal, occupational, entrepreneurial and social competences through lifelong learning. **Clymene Christoforou** gave an interesting presentation of the association 'ISIS Arts' situated in Newcastle in the North East of England. It is an artist-led, visual and media arts organisation with an international programme that employs 200 artists. It has a track record of providing quality arts projects to benefit individual artists, schools and communities alike, whilst promoting the professional status of the artist. ISIS has a digital facility serving artists in the region and promotes an interdisciplinary approach to the use of new media in the arts. ISIS supports artist residencies across the Northern Region. **Daniel Stürzebecher** outlined the CReATE project which looks at using innovative IT solutions in growing areas of the creative sector – such as advertising, digital media, gaming and interactive design – opening up competitive advantages for research, development and business. CReATE aims to link European players from research, business and the public sector to develop a joint research agenda. Led by project coordinator MFG Baden-Württemberg, partners from four European regions have joined forces in a strong network. **Miloslava Baraniková** outlined the transition and conversion from the typically agricultural region of Nitra Self-Governing Region into a dynamically developing industrial region by innovation mechanisms. She presented the way regional clusters are the key to the successful promotions of research, technological development and innovations in the region. She presented a number of partnerships for growth and jobs: the Slovak Plastic Cluster, the Project Saint Cyril & Methodius Route INTERREG IV.C and the Hungary – Slovakia Cross-border Cooperation Programme 2007 – 2013.

### Conclusions

**Mr Harms** concluded the workshop by summing up the discussions as follows

- Regional and local authorities can stimulate creative potential and technological innovation;
- at regional and local level, innovation and creativity are a very important means to allow regions and cities to occupy a prominent place in the economic reality of a globalising world;
- the exchanges of local and regional best practices are crucial in this field;
- local and regional authorities are important providers of the necessary infrastructure for setting up SMEs and other business enterprises. Regional and local authorities also have valuable experience to offer in supporting innovation and offering investment programmes.

### Organiser:

Committee of the Regions, EDUC Secretariat

### Chair:

**Gerd Harms**,  
Member of the Committee of the Regions,  
President of the EDUC Commission

### Speakers:

**Roger O'Keefe**,  
European Commission, DG Education and  
Culture,

**Clymene Christoforou**,  
Member of the Board of Culture North East,  
United Kingdom

**Daniel Stürzebecher**,  
CReATE project, Public Innovation Agency for  
Information Technology and Media, Baden-  
Württemberg, Germany

**Miloslava Baraniková**,  
Foreign Relations and Tourism Department of  
Nitra, the Self-Governing Region, Slovakia

### More information

European Year of Creativity and Innovation  
2009:

[www.ec.europa.eu/culture](http://www.ec.europa.eu/culture)

ISIS Arts:

[www.isisarts.org.uk](http://www.isisarts.org.uk)

CReATE project:

[www.lets-create.eu](http://www.lets-create.eu)

Nitra Self-Governing region:

[www.unsk.sk](http://www.unsk.sk)

*"In Europe's cities, towns and regions, culture and creativity are major sources of growth, jobs and investment and have a fundamental role in promoting social cohesion and in contributing to the objectives of the Lisbon strategy."*





# Sustainable development: Regional responses to climate change



The social, economic and **territorial dimension of climate change** will continue to affect Europe's regions and cities in an uneven way. Regional responses to climate should complement international, European and national policy orientations while building on exchange and cooperation between regions faced with similar threats and opportunities. Mitigation and adaptation to climate change can only be successful when all levels of government become involved.

The **EU has taken the world's lead** in developing policies to fight against climate change. These include encouraging innovative clean technologies, fostering efficient energy use, building up eco-tourism, or simply by natural habitats enhancing the attractiveness of areas. European eco-industries are very competitive representing about a third of the world's turnover and 3.4 million jobs.

The total amount of Structural and Cohesion Funds allocated to environmental investments between 2007 and 2013 amounts to around **EUR 100 billion** (30% of the total allocation). Half of this amount will be devoted to infrastructure investments while the other half will go to environmental investments such as eco-innovation, energy efficiency and renewable energy.

During the OPEN DAYS, a total of **38 events** focused on 'regional responses to climate change'. Themes varied between renewable energy, satellite-based information systems, sustainable tourism, and the contribution of cities and municipalities in the fight against climate change. Seminars were organised by the European Commission, the Committee of the Regions, the European Investment Bank, the European Environment Agency, civil society organisations such as the World Wildlife Fund, local environmental centres, private companies and banks such as Veolia, Siemens, McKinsey and Dexia engaged in research, development and financing sustainable development projects. "Greenenergy", an EU-wide network of regions presented examples in sustainable regional energy management.



## Climate change's impact on our shores: Meeting the challenges posed by extreme weather conditions

07 October 2008, 10:00-12:30

### Organiser:

Celtic Connections Consortium

### Chair:

**Jane Davidson**

AM, Minister for Environment, Sustainability and Housing, Welsh Assembly Government, United Kingdom

### Speakers:

**Prof Paulo Gomes,**

Vice President of CCDR-N, Norte Region, Portugal

**Nieves Roqueni Gutiérrez,**

Director of the Office for Sustainability and Climate Change, Department for Environment, Asturias

**Stewart Stevenson**

MSP, Scottish Minister for Transport, Infrastructure and Climate Change, United Kingdom

**Christian Guyonvarc'h,**

Vice-President in charge of European and International Affairs, Regional Council of Brittany, France

**Clr Norman MacDonald,**

Chair of the Environment and Protective Services Committee, Western Isles Council, United Kingdom

**Emilio Fernandez Suarez,**

Ministry of Environment and Sustainable Development, Regional Government of Galicia, Spain

**Duncan Jordan,**

Gloucestershire County Council, United Kingdom

**Mr Tom Leahy,**

Dublin City Council, Ireland

### Outline

The Celtic Connections Seminar on Climate Change was embarked upon to bring together local and regional elected representatives, officials and other stakeholders to discuss recent challenges climate change has brought about and to share knowledge and expertise to address how to tackle these challenges. The Celtic regions and nations are already feeling the effects of changing weather patterns and feel particularly vulnerable as a large part of their economy is dependant on their surrounding environments and healthy ecosystems. Many have reported higher temperatures, increases in rainfall and rising sea levels, all of which are having an impact on net production. Others have experienced severe coastal flooding and freak storms calling for immediate rescue and recovery operations managed at a local level which can prove testing for local authorities. It is in light of these issues that Session One of the seminar focused on the impacts of extreme weather across Europe, followed by a look at case studies of territorial management and extreme weather in Session Two.

### Debate

**Prof Gomez** emphasised the need for an integrated response, approaching all respects at local, regional and national levels in a broad, holistic manner. The Air Quality Assessment, Land and Water Planning (including a Risk Assessment Tool) and 14 Regional Strategic Agendas are examples of how Norte are tackling the problem. Effects of climate change are already being felt and thus a continuous monitoring system will be developed, giving high priority to precaution and prevention. Conclusively, integrating stakeholders and the public at all levels of action taken is fundamental. **Nieves Roqueni** explained that the Asturias economy is sensitive to rising temperatures and sea levels. The Region is preparing a Climate Change Strategy. An expert panel is looking at the impacts of climate change and developing methodologies and adaptation strategies. A Coastal and Maritime Development Strategy for Asturias is being developed, bringing together environmental, economic and socio-cultural objectives. Solutions, best developed at the local level, must be integrated into all policies and at all levels. Increased knowledge of the impacts is needed. EU Networks are part of this. **Stewart Stevenson** called for an efficient response where adaptation is integrated into the policy and planning at all levels and informed that Scotland was achieving this through National Adaption Objectives. Although general weather trends show higher temperatures and increased rainfall, effects vary across geographical regions strengthening the need for a localised approach to reinforce the capacity of a localised response. The battle against climate change is a long term challenge that requires commitment and can only be achieved through strong leadership, strong partnerships and joint action. **Christian Guyonvarc'h** explained that Brittany is already seeing the effects of climate change- in the increase in air and sea temperature, coastal erosion and disturbances in biodiversity. Brittany is taking action on two fronts. A 'Brittany Climate Action Plan' to reduce CO2 emissions and develop a strategy for marine energy production. A 'Charter of Breton Coastal Areas' to adapt to climate change, to better understand the effects, assess the impact and create sustainable policies for coastal development. An Energy Plan has been adopted, with ambitious targets and investments for the region. **Norman MacDonald** explained that the Western Isles are already witnessing rising sea levels, land loss, flooding and erosion. An extreme storm in 2005 caused severe damage. The Local Authority put in place a response programme. Repairs and new constructions were made and an ICZM forum established. Information was gathered to understand the impact of climate change and find cost-effective solutions that will enable adaptation. 'Holding the line' is not an option. A range of methods and technologies must be used. EU networks such as the Interreg 'CoastAdapt' project can be used for research and knowledge transfer. **Fernandez Suarez** highlighted that Galicia's long coastline makes it extremely vulnerable. Rising sea levels, a reduction in the strength and length of coastal upwelling and a decrease in water renewal rates have led to significant decline of net production. An action plan to combat the effects of climate change will comprise of four areas: Mitigation;



Observation and Research; Impacts and Adaptation; Education, Information and Cooperation. All government departments are actively participating in achieving a sustainable environment and it is being ensured that local authorities and citizens play a strong part. **Duncan Jordan** spoke of the heavy flooding in the Gloucestershire region of July 2007. He explained that the physical damage is being repaired, although this is timely and expensive. However, the physiological impact is longer-lasting. Confidence in a region can only be regained if the local government shows leadership. Climate Change is a reality and here to stay. Mitigation alone is not enough. Regions need to adapt. Local Authorities need new ways of looking at the problems and opportunities. There is a need to work together to be more prepared.

**Tom Leahy** explained that having already felt the harsh effects of climate change -experiencing heavy coastal flooding in 2002 and pluvial flooding in 2008- Dublin City Council recognises the gravity of changing weather patterns and the need to act to minimise impacts and effects both short and long term. Placing a strong emphasis on European partnerships, the SAFER project was born bringing together expertise and intelligence to examine issues and to develop better flood prevention and management systems. Through SAFER Dublin now has a Tidal Forecasting & Monitoring System which it is keen to expand to other parts of Ireland. **Helen McCarthy**, European Commission, DG Environment, commented by saying that the Commission is working on an EU Framework on Adaptation, to be adopted in 2009. From today's debate she understands the need to/for: strengthen the data base; increase awareness, research and knowledge transfer; a coherent response; involve stakeholders; the local level is best; socio-economic impacts; funding; partnerships as initiated by Interreg. The Commission's adaptation paper therefore needs to look at short and medium term actions, a process to involve stakeholders and to share the information.

## More information

Wales EU office in Brussels:  
[euofficebrussels@wales.gsi.gov.uk](mailto:euofficebrussels@wales.gsi.gov.uk);  
phone: +32 (0) 2 5064481

*“Adapting to the impact of climate change can not be delivered by one agency, one organisation, or one action. And it will not be addressed in a day, a week, or a month. It is a long-term issue that requires a ongoing commitment that crosses political, economic, geographic and country boundaries.”*

## Conclusions

**Wesley Shannon** from the Department of the Environment for Northern Ireland concluded the seminar with the following observations:

- Climate change is real and already here;
- Old politics will not address the problem, innovative solutions are needed;
- There is broad agreement that a holistic approach, with risk assessment and monitoring is needed;
- Local Communities must be involved and the exchange of information, knowledge and best practice is vital;
- In response to real cases of the effects of climate change, there are the hard elements- flood defences and prevention, but also the 'soft' effects- the effect on people and communities, which must also be addressed.





## Baltic Sea Region - an environmentally sustainable place: Political strategies and technical solutions

07 October 2008, 10:30-13:00

### Organiser:

Baltic Sea Group

### Chair:

**Esther Davidsen**, Baltic Sea Group

### Speakers:

#### **Prof. Hans von Storch**,

Institute for Coastal Research, GKSS,  
Geesthacht, Schleswig-Holstein, Germany

#### **Dagmar Gormsen**,

Environmental Department, City of Malmö,  
Sweden

#### **Esa Halme**,

Regional Council of Päijät-Häme, Finland

#### **Piotr Lampart**,

Institute of Fluid Flow Machinery, Polish  
Academy of Sciences, Gdansk, Poland

#### **Mikael Sloth**,

Business development manager at H2 logic,  
Herning, Denmark

#### **Christian Theel**,

Region of Zealand, Denmark

#### **Rainer Scheppelmann**,

Authority for urban development and  
environment, City of Hamburg, Germany

### Outline

The workshop was organised by 11 regions in the Baltic Sea Region under one of the four priorities of the Baltic Sea strategy: To make the Baltic Sea Region an environmentally sustainable place. The aim of the workshop was to give an overview of how the regions of the Baltic Sea are meeting the climate change challenge, and to discuss regional approaches. Showcases of political strategies and technical solutions served as practical examples of how renewable energy and multi-stakeholder policy are empowering the regions to find innovative solutions on climate change.

### Debate

**Hans von Storch** gave a brief outline of the recent research regarding the environment in the Baltic Sea. In the last 150 years the average temperature have risen by 0,7 C. During the 21<sup>st</sup> century the temperature is expected to rise between 4 and 6 C, the ice in the north is melting; all this will lead to massive changes in the ecosystem. If actions are taken today, it will be possible to reduce the rise in temperature, but not to turn the trend around. The climate change will also have some profound effects like rising water and the society must decide how to respond. **Dagmar Gormsen** presented climate mitigation and adaptation in Malmö. Malmö is working with large projects around the western harbour which is being transformed from heavy industry to an environmentally neutral housing area and also they are working on sustainable energy sources throughout the city. They have focused on networking, cooperation with a number of different stakeholders and political support. At the same time they promote the idea of environmental sustainability, and aim to make the environmental actions taken by the city visible to the public. **Esa Halme** presented the Regional Council of Päijät-Hämes approach to environmental sustainable regional development. The main approach to the sustainable development question can be summed-up in the saying 'work smarter not harder'. The main question is 'what can I do different?' The Regional Council of Päijät-Häme is working on three prime policy strategies: Customer based innovations models, environmental technologies and design knowledge. The prime condition for obtaining a sustainable structure is to include environment, economy, social parameters and culture. **Piotr Lampart** presented trends in Poland on renewable energy. One of the most significant ventures is the development of biomass plants. Poland has large areas of uncultivated land capable of delivering the biomass material. At the same time there is a large project going on about developing a cluster on biomass energy. Furthermore, sustainable energy in the region concerns wind energy to local customers, transition from coal power plants to biomass and the philosophy of poly-generation. **Michael Sloth** presented the Scandinavian hydrogen fuel cell initiative for the transport sector: In Denmark, the company H2-Logic works on new technology enabling cars and heavy duty vehicles to run on both hydrogen and electricity. In Scandinavia a wider network of hydrogen stakeholders is coordinating the construction of a station network for refilling with fuel cells. The next decade is the marked window determining if the hydrogen car will be the car of the future. With political support Michael Sloth



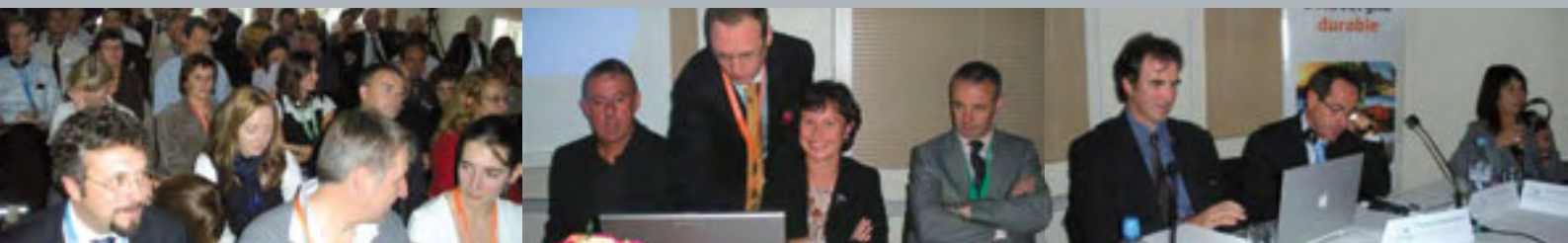
predicts that it is possible to make half of the European car fleet run on hydrogen by 2050. **Christian Theel** presented the initiatives made in Zealand regarding the environmentally sustainable solutions: In Kalundborg, an already existing network of companies use each others' waste products. This is both environmentally friendly and economically sound. The island of Lolland is able to produce 180% of their own energy consumption through renewable energy production. At the same time the municipality has made an innovative partnership with renewable energy actors who can rent public plants to make experiments with new kinds of renewable energy. End-objective: to construct an eco-industry zone. **Reiner Scheppelmann** addressed the problems of political decision-making. When the environment is being disused it's often not the lack of solutions that is the problem but rather the lack of political action. He argued that there needs to be a connection between the national and European legislation, the regional coordination and the local actions. Hamburg has been working with a problem concerning flooding. The regional and local actors have been forced to work together in a common board, and have been able to build an common identity regarding the environment. At the end of the seminar **Oliver Baudalet**, European Commission, Regional Policy DG, took the floor for a short briefing on the Baltic Sea strategy. The Baltic Sea Region contains a lot of challenges but also a wide variety of opportunities. The strategy will address both challenges and opportunities and help coordinate the effort to make the Baltic Sea area a better and more coherent area. The Baltic Sea strategy is the first among a range of strategies for different macroregions within the EU.

### More information

Baltic Sea Group:  
[www.balticseagroup.org](http://www.balticseagroup.org)

## Conclusions

The Baltic Sea Region confronts a range of serious environmental challenges. The knowledge to confront many of the problems exists but often the political will to make a difference is lacking. Fortunately the Baltic Sea Region shows a lot of initiatives to counter the challenge and seize the opportunities. There is a need for better coordination and cooperation within this European macroregion and the Baltic Sea Strategy will have a key role to play for this to happen.



## Regional strategies to tackle climate change

07 October 2008, 14:30-16.15

### Organiser:

Conglomerate 'Meeting the targets of climate change'

### Chair:

**Hubert Plateaux,**

Editor of the French magazine 'Energy and sustainable development', France

**Speakers: Andrew Mullaney,**

Lancashire County Council, United Kingdom

**Vincenzo Santochirico** and **Vincenzo Cuomo,**  
Basilicata Region, Italy

**Agnès Thibal,**

Centre Regional Council, France

**Nicole Rouaire,**

Auvergne Regional Council, France

**Jean-Bernard Damines,**

Limousin Regional Council, France

### Outline

Regions have a major role to play in helping the EU to meet climate change targets. While global warming issues arise on the international scene, action at the local level is often more efficient than programmes imposed by central governments. Five Regions from three different Member States explained how they implement strategies that take into account environmental priorities through a range of innovative programmes based on the best use of local resources and renewable sources.

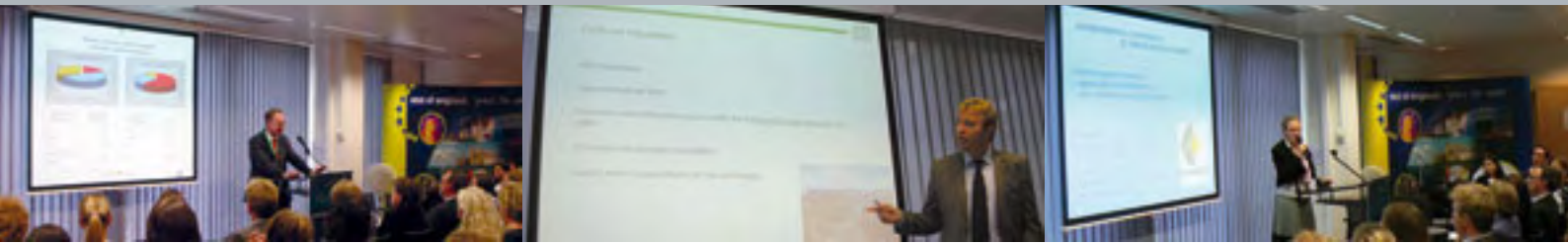
### Debate

**Andrew Mullaney** introduced Lancashire strategy on climate change; he also explained why climate change is a priority and what impacts it can have in Lancashire. **Vincenzo Santochirico** made a brief political introduction on Basilicata Earth Observation's sector. Then, **Vincenzo Cuomo** presented the Global Monitoring for Environment and Security (GMES) Initiative and the TERN Consortium' experience on technologies and environmental access.

**Agnès Thibal** explained how the climate change is both a chance and a challenge for Regions and introduced the Region Centre's experience about energy efficiency strategies and renewable energies. **Nicole Rouaire** gave a presentation about the Agenda 21, not only the most important regional document for sustainable development, but also a reference instrument for a better coherence among all regional policies. **Jean-Bernard Damians** introduced the Limousin regional plan for climate, by presenting diagnostic, strategy and actions in his region.

### Conclusions

Experts' and practitioners' reports on the outcome of their projects gave the opportunity to exchange best practices and to draw lessons from other regions' experiences.



## Will our generation be forgiven? Local solutions to global climate challenges

07 October 2008, 14:30-16:15

### Outline

Regions are both the first to experience the effects of climate change and the first to develop solutions. Flooding, high tides and freak waves have blighted our regions in recent times as a consequence of our climatic shifts. Similarly some of our most significant industries face the need to clean up and increase energy efficiency whilst remaining competitive. Are present regional counter-actions sufficient to protect us in the future? Complementary approaches to minimise and reverse the effects are underway across all of our regions, however, will such actions be sufficient to help solve this global problem?

### Debate

**Tor-Geir Engebretsen** presented the 'Diesel Fuel Cells Power Pack', a major environmental improvement with significantly reduced fuel consumption and CO<sub>2</sub> emissions compared to conventional power systems based on diesel or petrol combustion engines. Using bio diesel, the system operates on a renewable CO<sub>2</sub> neutral basis. Based on proprietary technology for fuel reforming and fuel cells, Nordic Power Systems supplies efficient and sustainable fuel cell power generators. One major shareholder is the Høyanger municipality, where an assembly plant is under construction. The importance of local involvement in developing such solutions was underlined. **Ulla Tapaninen** presented a real-time system for measuring ship emissions. With this system and knowledge in place, decisions can be made on the routing of ships, the speed of travel and the efficiency of journeys in order to be able to reduce the impact of the industry. The system could easily be transferred to other sectors including air and rail transport. **Agnieszka Pawlicka** spoke about the ENCORE Network and the Water Management and Flood-Risk Prevention in Warmia and Mazury. Switching to issues of adaptation to climate change, she spoke about the flood protection systems established in Zulawy. This included not only redevelopment of flood banks and pump houses, but also the crucial biodiversity issues concerning fish migration and forest conservation. Finally, Agnieszka spoke of an Interreg project called ENCORE which they are actively involved in. **Prof. Socher** presented 'Flood Risk Management – First Results for the Saxon Part of the Elbe River Basin'. The discussion focused on issues common to many EU regions: Handling conflicting interests between landowners upstream and the downstream population in vulnerable areas with regard to dyke shifts, dam and reservoir construction or non-structural measures; integrating emerging knowledge of the effects of climate change on flooding into adaptation and mitigation strategies; ascertaining the most appropriate ways to reach a common understanding via a new paradigm of Flood Risk Management instead of classical strategies; success has already been achieved through a State Flood Centre providing comprehensive alerts and forecasts.

### Conclusions

These presentations demonstrate how regions have acted successfully to reduce global environmental problems. Fuel cell power technology and the monitoring of emissions in maritime transport show hi-tech progress initiated and developed locally. Likewise, flood prevention measures have local importance, enhancing the search for new solutions as it concerns the public very ostensibly. Despite this, it is not sure if current efforts are sufficient. The exchanges of opinion revealed that people find environmental protection very important and that it is crucial to find good solutions. One substantial question remains – is it enough? This in itself should encourage regions and individuals to maintain efforts in this field, since more can always be done.

### Organiser:

Sustainable Energy Regions III

### Chair:

**Mark Atherton,**

Northwest Regional Development Agency  
and Northwest Climate Change Partnership,  
United Kingdom

### Speakers:

**Tor-Geir Engebretsen,**

Nordic Power Systems, Norway

**Ulla Tapaninen,**

University of Turku, Centre for Maritime  
Studies, Finland

**Agnieszka Pawlicka,**

Department of Environment, Marshal Office  
of the Warminsko Mazurskie Voivodeship,  
Poland

**Prof. Socher,**

Saxon State Ministry for Agriculture and  
Environment, Germany

### More information

Nordic Power Systems:

[www.nordicpowersystems.com](http://www.nordicpowersystems.com)

ShipNODeff:

[www.shipnodeff.org](http://www.shipnodeff.org)

Encore Network:

[www.encoreweb.org](http://www.encoreweb.org)

Free State of Saxony:

[www.sachsen.de/](http://www.sachsen.de/)

Conglomerate Page:

[www.east-of-england.eu](http://www.east-of-england.eu)





## Sustainability: Obstacles and solutions for SMEs

07 October 2008, 16:45-18:30

### Organiser:

Conglomerate 'Working together for innovation and sustainability'

### Chair:

**Michele Pasca Raymondo**,  
European Commission,  
Regional Policy DG and  
**Emmanuel Berck**,  
European Commission,  
Enterprise and Industry DG

### Speakers:

**Iris Flacco**, Abruzzo region,  
Italy

**Anne E. Bliëk-de Jong**,  
Deputy Queen's  
Commissioner, Flevoland, The  
Netherlands

**Viera Dulinova**,  
Košice Region, Slovakia

**Lamberto Tizi**,  
Lazio region, Italy

**Julien Jimenez**,  
Conseil régional d'Aquitaine,  
France

**Jerome Soto**,  
Institut Catholique des Arts et  
Metiers, Nantes, France

**Luciano Calvarese**,  
Marche region, Italy

### More information

<http://www.retecarterio.it>

### Outline

The workshop was opened by **Michele Pasca Raymondo**, Deputy Director-General for Regional Policy, who started offering the participants a few thoughts-provoking questions and statements on the main issues to be discussed. The session focused on sustainability in regional development and in regional responses to climate change. **Emmanuel Berck** opened this second workshop of the consortium, presenting the different speakers. Thus he outlined the diversity of the interventions, made by regional policy maker, researchers and regional experts. Such a panel aimed at showing that the issue of sustainable development is addressed through different regional policies and different SMEs approaches, according also to the specificities of territories (geography, history, natural resources...). SMEs make up 99% of all enterprises in Europe, and so the environmental impact of their economic activities is important. In order to contribute to a sustainable development, SMEs have to improve their environmental performance, they need help by regional authorities that are acting local in order to respond to this global challenge that is threatening their territories: the climate change.

### Debate

**Anne Bliëk** outlined the Flevoland regional responses to climate change with opportunities for SMEs. The climate adaptation approach focuses on the creation of nature and wetlands combined with water storage as well as sustainable housing. The climate mitigation approach focuses on the target of 60% sustainable energy in 2013, mainly from wind, biomass and the housing sector. Flevoland is the leader of the Dutch windenergy market; 40% of all onshore windenergy is produced in this region. Apart from given examples on these themes, Ms. Bliëk mentioned the attenuation of agricultural residues and biomass from woods and greenings as interesting opportunities for SMEs. Lastly, she introduced the More4NRG 2008-2011 project. This Interreg IV C project aims to share best practices, develop new policy strategies and a toolkit for monitoring in the field of sustainable energy. The project will be developed with 11 European regions and the Assembly of European Regions with the Province of Flevoland as lead partner. **Lamberto Tizi** presented Lazio Region actions to promote environmental management in SMEs and reduction of impacts on the environment. He illustrated the Lazio Regional Operating Plan FERS 2007-13 which overall objective is promoting an environmentally compatible development. He then illustrated the Network CARTESIO (Regioni Emilia Romagna, Liguria, Lazio, Lombardia, Toscana) aiming at promoting sustainable management of Clusters, territorial areas and homogeneous entrepreneurial systems strengthening local paths towards sustainability. **Julien Jimenez** introduced the participants to the Aquitaine's experience in green and social procurement. He outlined that the SME's ability to implement sustainable development strategies is a key target for the Aquitaine regional Council, which therefore implements a policy aiming at fostering regional markets for eco-innovation. However, there remain some significant gaps to fill. He concluded that green and social procurement in public purchase and subsidies brings as well strong leverage to the regional policy. **Luciano Calvarese** outlined that Region Marche wants to meet the challenge and will soon realize modern high efficiency systems. What M. Calvarese pointed out, in his speech, as Marche Region coordinator for the Energy sector of Italian regions, is the strong engagement of Italian authorities in the environmental challenge, particularly in the field of green and renewable energy, which have traditionally been represented in Italy by the hydroelectric sector. The Region Marche is aware that such an ambitious objective requires a smart mix of innovation and administrative measures. On one hand it will achieve the installation of last generation wind-powered generators as well as other high-tech projects. On the other hand the Region Marche is studying the way to overcome all constraints and help SMEs to develop their own renewable installations. **Iris Flacco** said that Regione Abruzzo has been committed for years in many actions in the field of information, training and development of renewable energies, enhancing sustainable development for the protection of the environment. The objective for 2015, through the Regional Energy Plan, is to cover 51% of energy need producing renewable energy. Among the most important activities carried on by Regione Abruzzo it is important to mention the guidelines for the creation and assessment of wind energy parks 'sviluppo idrogeno', energy enhancement of biomass and the plan for air quality.

### Conclusions

The seminar was concluded after the summing up of the discussions underlining how there is no one solution fitting all in affording the theme of sustainable development and the challenge of climate change, nor "one standard recipe" for success. Thus it has illustrated how different the solutions can be in regional responses to climate change linked to promotion of development. It illustrated how the issues of sustainable development can be addressed through different regional policies and different SMEs approaches.



## Regions as a catalyst for change: How EU regions are responding to the challenges of climate change

08 October 2008, 9:30-13:00

### Outline

Regions and cities have a significant role to play in addressing the challenges posed by climate change. However, the regional response to climate change must take account of the international, European and national context. Regional and local public authorities, society and industry must work together if they are to contribute to the achievement of the '20 20 by 2020' targets and the Kyoto Protocol. The workshop debated issues in an interactive forum stressing the costs of action and inaction, and the importance of a regional and local response to climate change. The workshop focused on the implementation of actions relating to the Energy-Climate Package, representing real challenges that regions will have to translate on the ground. The workshop also emphasised the importance of regional and local authorities in educating and communicating climate change issues to the wider public. Finally, the workshop highlighted the diversity of approaches across regions and offered participants an opportunity to discuss issues with a range of regional experts in the field of climate change policy development.

### Debate

**Wolfgang Gibowski** welcomed the speakers and audience and outlined the importance of the regional response in dealing with climate change. He argued that the automotive industry was not the only contributor to climate change and that the workshop should consider the role and responsibility of the construction and housing development industries in contributing to climate change. **Pedro Ballesteros** outlined the current challenges facing Europe in relation to climate change and energy use. He emphasised the need for an open debate at the regional and local level on public engagement in tackling these issues and urged regional/local authorities to advance the agenda. Mr Ballesteros also highlighted the importance of strengthening regional/local capacity to address climate change. **Inaki Morcillo** outlined Navarra's partnership approach to tackling climate change. In order to achieve real results, partnerships must be established across all regional actors. Key elements of Navarra's climate change strategy are energy efficiency in public buildings and the concept of becoming self-sufficient in terms of energy generation. The speaker emphasised the need for increased investment in new sectors in order to develop technologies that address climate change. **Alexander de Roo's** speech focused on translating European targets into national and regional policy and action plans. The East Netherlands action plan focuses on energy efficiency and energy reuse in homes, the reduction of CO<sub>2</sub> emissions from households and the creation of "climate neutral" neighbourhood development. The East Netherlands is also working to establish an Energy Transition Centre which will develop new technologies to reduce the effects of climate change. **Detlev Heinemann's** speech focused on the skills required to implement climate change targets on a regional and local level. The opportunity to exploit new business is limited by the lack of skills, knowledge and expertise within the renewable energy sectors. Mr Heinemann stressed the importance of research and industry collaboration to achieve climate change targets and noted that renewables must play a role in the future energy mix. **Boris Kreuzberg** highlighted the difficulty in achieving climate change targets whilst ensuring that areas of natural beauty remain unspoilt. He outlined the conflict between non-intervention and the sustainable management of parks and mountainous regions in order to ensure conservation is maintained. The choice of renewable energies should be specific to the region and the impact of these choices on natural environments should be considered before action is taken. **Rory Palmer** explained how in order to better understand climate change and its impact on the region, the East Midlands has commissioned a regional Climate Change Impact Study. This study takes into account the impact of climate change on the natural environment, the economy and social behaviours. A regional Programme for Action on Climate Change is currently being drafted in order to identify actions that may reduce the impact on the region. The speech emphasised the need for strong regional and local partnerships between all actors.

### Conclusions

- Regions must develop common messages and shared visions on climate change solutions and approaches;
- strong partnerships are crucial to the development of successful solutions to climate change;
- education, communication and the engagement of citizens is key to achieving our targets;
- regional and local authorities must develop practical solutions that achieve results – these must be inexpensive and accessible to all;
- transport and its contribution to climate change - there is further work to be done to identify the role of regions/localities in address this issue.

### Organiser:

Advancing regions for sustainable development conglomerate

### Chair:

**Rob van Eijkeren**,  
House of the Dutch Provinces,  
Brussels

### Speakers:

**Wolfgang Gibowski**,  
Secretary of State, Lower  
Saxony, Germany  
**Pedro Ballesteros**,  
European Commission, DG  
Transport  
**Inaki Morcillo**,  
Navarra, Spain  
**Alexander de Roo**,  
East Netherlands  
**Detlev Heinemann**,  
Lower Saxony, Germany  
**Boris Kreuzberg**,  
Pilsen, Poland  
**Rory Palmer**,  
East Midlands, United  
Kingdom

### More information

[www.eastmidlandseurope.org](http://www.eastmidlandseurope.org)  
[www.kr-plzensky.cz](http://www.kr-plzensky.cz)  
[www.stk.niedersachsen.de](http://www.stk.niedersachsen.de)  
[www.nl-prov.be](http://www.nl-prov.be)  
[www.navarra.es](http://www.navarra.es)  
[www.ec.europa.eu/transport](http://www.ec.europa.eu/transport)

***"Regions and localities must educate and communicate with the wider public to convey the importance of tackling climate change. Only then can we ask the public to take action."***



## Eco-innovation: regional responses to a global challenge

08 October 2008, 9:30-12:00

### Organiser:

Conglomerate 'Meeting the targets of climate change'

### Chair:

Marie-Paule Eskénazi, Tourisme autrement, Belgium

### Speakers:

#### Ivana Juric,

Project Manager, Regional Development Agency of Slavonia and Baranja, Croatia

#### Jean-François Jobert,

Technical Director of the Regional Tourist Board of Auvergne, France

**Marc Carballido**, Vice President of the Regional Council of Midi-Pyrénées in charge of Environment and Sustainable Development

*Environmental performance of tourist infrastructures in Midi-Pyrénées*

### More information

Tourism Development of Auvergne:

[www.auvergne-tourisme.info](http://www.auvergne-tourisme.info)

Regional Development Agency of Slavonia and Baranja:

[www.slavonija.hr](http://www.slavonija.hr)

Région Midi-Pyrénées:

[www.midipyrenees.fr](http://www.midipyrenees.fr)

Tourisme autrement:

[www.tourisme-autrement.be](http://www.tourisme-autrement.be)

### Outline

The workshop was opened by **Marie-Paule Eskénazi** giving examples of issues and challenges which might be addressed by tourism: in 2010, there will be 1.1 billion tourists over the world, more than a half of world tourists are currently European, but there is a boom of tourists from new tourists' providers countries. These facts might increase some current negative consequences of tourism and make them worse, as regard environmental, economical and social impacts. In this respect, sustainable tourism is an answer for which local and regional authorities have a role to play.

### Debate

**Jean-François Jobert** introduced the participants to the tourism statistics in the French Region Auvergne and the role of the Regional Committee for Tourism Development of Auvergne, as a background for the sustainable tourism project 'Nattitude'. Based on the trends of the European behaviours for the 20 next years, the values of Auvergne and its identity, and the necessity of a sustainable development of the territories, this project aims at making Auvergne more attractive, developing the tourist economy, and upgrading the tourist positioning of Auvergne Region thanks to a wide range of tools. **Ivana Juric** introduced to the tourism figures in the Croatian region Slavonia and Baranja, and presented the sustainable tourism projects in this region which is part of the Euroregion Danube-Drava-Sava and directly bordering with Hungary and Serbia. Among these projects is to be noticed the project 'Via Pacis Pannonia' (Pannonian Peace Path), a cross-border peace bicycle path aimed at fostering reconciliation and economic development of bordering Croatian and Serbian local communities. **Marc Carballido** introduced the participants to the Midi-Pyrénées policy in support of the environmental performance of tourist infrastructures in Midi-Pyrénées. He reminded that Midi-Pyrénées exercises its competences respecting sustainable development, and underlined the importance of tourism in the regional economy (6.7% of the regional income). The development of sustainable tourism is thereby an important opportunity to make Midi-Pyrénées an even more attractive tourism territory. This was agreed by the French MEP from Midi-Pyrénées and member of the committee for Transport and Tourism, Michel Teychenné.

### Conclusions

**Mrs Eskénazi** concluded the workshop by presenting her association 'Tourisme autrement' which promotes sustainable tourism. Then she introduced the coming 'Salon du tourisme autrement, éthique et équitable', the European fair for another, ethical and fair tourism which takes place every year in Brussels.





## Sustainable CULTOURISM – Let's share what works

08 October 2008, 14:30-16:15

### Outline

The objective of this seminar was to give some examples of how tourism and culture can be sustainability combined by respecting territorial and protective areas in the relevant regions.

### Debate

**Luciana Zanier**, Director, presented 'The Hotel Lodging Network System' as best practice model for sustainable tourism in the Friuli Venezia Giulia Region. **Joanna Zielińska** gave an insight into the Center of Contemporary art in Torun by showing its sustainable, cultural and economical objectives. **Manuela Pegoraro** presented the 'sustainable energy project enertour©', which is a set of excursions for experts in this field to selected power plants and buildings in the field of renewable energy production and efficiency in South Tyrol. **Meglana Parvin**, Archaeologist, spoke to the audience about two main projects under the name of 'The Valley of the Thracian Rulers'. These projects have the aim to develop tourism in an environmental-friendly and responsible manner. **Mr. Milan Hagovský**, Director, reported about sustainable development and tourism in mountain areas in the Presov region.

### Conclusions

The following discussion between the panel and the audience was moderated by Mrs **Miranda Bird**, Director of EROCCO. The discussion showed that people were especially interested in fully environmentally integrated projects, like the 'Hotel Lodging Network System', which is a scheme for sustainable development in mountain areas of Friuli Venezia Giulia, with impact on local population and traditional lifestyle. The sustainable energy project enertour©, also attracted the attention of the audience. The discussion demonstrates the growing interest of people in the field of renewable energies and energy efficiency.

### Organiser:

Conglomerate 'A sustainable alliance'

### Chair:

**Miranda Bird**,  
Director EROCCO

### Speakers:

**Zanier Luciana**,  
Centre for Forestry Services and Activities in  
the Mountain Areas, Italy  
**Joanna Zielińska**,  
Centre of Contemporary Art in Torun, Poland  
**Manuela Pegoraro**,  
TIS innovation park, Italy  
**Meglana Parvin**,  
Museum of History Kazanlak, Bulgaria  
**Milan Hagovský**,  
TIRA - Tatra Information and Development,  
Slovakia

### More Information

Center of Contemporary Art:  
[www.csw.torun.pl](http://www.csw.torun.pl)  
Museum of History 'ISKRA' – Kazanlak:  
[www.muzei-kazanlak.org](http://www.muzei-kazanlak.org)  
Presov Region:  
[www.vucpo.sk](http://www.vucpo.sk)  
TIS innovation park:  
[www.tis.bz.it](http://www.tis.bz.it)

*"Tourism that builds up on local cultural characteristics can contribute to combat environmental problems, but it also helps developing new sources of income, promoting regional competitiveness and preserves an important sense of local pride."*





## Regions acting on climate change: The contribution of satellite information and services

07 October 2008, 14:30-16:15

### Organiser:

Eurisy

### Chair:

**André Jol,**

Climate Change & Energy, European Environment Agency, Copenhagen, Denmark

### Speakers:

**Francesca Feller,**

London Borough of Barking and Dagenham, United Kingdom

**Ulrich Haspel,**

Bavarian Road Administration, Munich, Germany

**Henri Retali,**

Provincial Agriculture and Forestry Directorate of Northern Corsica, Bastia, France

**Mathieu Fichter,**

European Commission, Regional Policy DG

### More information

Eurisy:

[www.eurisy.org](http://www.eurisy.org)

European Environment Agency:

[www.eea.europa.eu](http://www.eea.europa.eu)

London Borough of Barking & Dagenham:

[www.barking-dagenham.gov.uk](http://www.barking-dagenham.gov.uk)

Bavaria:

[www.bayern.de](http://www.bayern.de)

Corsica:

[www.corse.fr](http://www.corse.fr)

DG Regional Policy:

[http://ec.europa.eu/dgs/regional\\_policy/index\\_en.htm](http://ec.europa.eu/dgs/regional_policy/index_en.htm)

***“Satellite information and services represent an innovative solution for regions to cope with climate change.”***

### Outline

Regions face many challenges with regard to climate change. However, they have leverages for climate change mitigation and adaptation measures in very diverse fields such as agriculture, forestry, transport, industrial activities, water supply or managing natural disasters such as floods, droughts, storms, fires, etc. Satellite information and services, as tools at the service of regions, can provide added-value in each of these fields. During this Workshop, regional representatives shared their experience in using innovative satellite solutions for tackling the causes and effects of climate change in the areas of new building compliance, road traffic management and forest fire protection. These non-technical presentations showed participants practical examples of how to tackle climate change in their regions. The workshop was opened by **André Jol** who set the context of the workshop by giving an introductory presentation on the causes and effects of climate change and the key role of satellite information and services for analysing them.

### Debate

**Francesca Feller** showed that the London Borough of Barking & Dagenham is facing serious challenges linked to climate change mainly due to the high risk of flooding in the region and the high number of elderly people residing in the borough. With the help of satellite imagery the borough's climate change officers can identify the suitable location and orientation for wind turbines and solar panels as well as organise the community heating system in order to reduce the carbon footprint. Concerning adaptation, it is possible to assess the flood risk level and better structure urban planning. **Ulrich Haspel** outlined how satellite information and services help Bavaria to improve its road traffic management, by enhancing static data (integrating bicycle paths, sights, parking facilities, etc.), dynamic data (long/short-term roadworks, sport events, concerts, georeferenced weather messages, etc.) and services (intermodal route guidance to enable the use of all existing transport infrastructure [car, public transport, pedestrian, bicycle etc. and all combinations], delivery of static and dynamic data for commercial service providers, test of data distribution from gantries to vehicle communication). **Henri Retali** presented Corsica's high vulnerability to forest fires due to its highly inflammable vegetation combined with a hilly relief. He then showed that the use of satellite imagery represents a significant improvement compared to manual fire mapping since fires can now be mapped completely, accurately and much faster. In 2008, the environment office of Corsica concluded a contract with Infoterra on the delivery of satellite images. These help to reliably reinforce administrative and legal procedures, to improve the database on forest fires and to save time: Corsica's agents can use the extra time for additional preventive actions.

### Conclusions

**Mathieu Fichter** concluded the workshop by presenting the added-value of satellite information and services for tackling climate change as an opportunity for regions and the role of Cohesion Policy to help regions using these technologies.

- Satellite applications can be used in various fields: land management, spatial planning, transport, energy, risk management, and they are a business opportunity and a potential for growth and jobs;
- Cohesion Policy could be one of the frameworks for further implementing satellite information and services;
- ‘Climate change’ and ‘Innovation’ are the thematic fields for regions to obtain the possible co-financing of projects linked to satellite applications (2007-2013: EUR 85 billion for ‘Innovation’);
- The ‘Regions for Economic Change’ initiative is an excellent network opportunity among leading regions.



## Climate change and the role of regions

07 October 2008, 16:45-18:30

### Outline

The workshop was opened by **Stefan Agne** who introduced speakers and presented the topic of the workshop. He noted that both mitigation and adaptation to climate change are of a significant challenge at present and for the future. The speakers invited to the session discussed this challenge from different perspectives: European action against climate change and EU works on adaptation to climate change as well as the role of regional centres on the example of a Caribbean region and support for adaptation provided for Africa.

### Debate

**Martin Weiss** held presentation about EU's Climate and energy package which was proposed by the European Commission in January 2008 and is a comprehensive package of policies to implement the climate and renewable energy objectives endorsed by the European Council in 2007. The package includes an enhanced emissions trading scheme, fair contributions to emission reductions from Member States, the promotion of renewable energies and a framework for the application of carbon capture and storage. In bridging differences among Member States the package can serve as a blueprint for international negotiations. **Claudia Olazabal** presented EU approach to adaptation to climate change. The presentation covered the Green Paper which was adopted by the Commission in 2007 as well as current works on the White Paper. Objectives for adaptation framework include: improvement of the resilience of social and economical systems as well as ecosystems across Europe and in other parts of the world, reduction of their vulnerability to the impacts of climate change, which will ensure that crucial areas such as food security, human health, ecosystem protection, economic and social cohesion and energy supply are guaranteed. **Carlos Fuller** presented activities carried out by The Caribbean Community Climate Change Centre (CCCCC) which is a regional intergovernmental organization serving the Member States of the Caribbean Community (CARICOM). Its creation was endorsed by the CARICOM Heads of Government in July 2002 in an effort to institutionalize the region's response to the challenges posed by climate change. CCCCC has been involved in several projects funded by different donors. These projects help in capacity building, taking up adaptation measures and strengthening the regional monitoring network. The Caribbean Community Climate Change Centre has been a success within the region. **Jo-Ellen Parry** presented a project 'Integrating Vulnerability and Adaptation to Climate Change into Sustainable Development Policy Planning and Implementation in Eastern and Southern Africa' (ACCESA) which seeks to reduce the high vulnerability of rural Africans to the projected impacts of climate change through community- and policy-level actions. Working in Kenya, Mozambique and Rwanda, it is demonstrating measures that enhance resilience in the short- and long-term and encouraging knowledge sharing between and within countries in eastern and southern Africa.

### Conclusions

The presentations were followed by a discussion with the participants. Conclusions from the session could be summarised as follows:

- Integration of climate change into regional development strategies is crucial;
- Cooperation at different levels is needed;
- Actions taken up in Caribbean Region and Africa constitute a good example to follow.

### Organiser:

European Commission, Environment DG

### Chair:

**Stefan Agne,**

European Commission, Environment DG

### Speakers:

**Marin Weiss,**

European Commission, Environment DG

**Claudia Olazabal,**

European Commission, Environment DG

**Carlos Fuller,**

Caribbean Community Climate Change Centre, Belize

**Jo-Ellen Parry,**

International Institute for Sustainable Development, Canada

### More information

EU climate package:

[http://ec.europa.eu/commission\\_barroso/pr esident/focus/energy-package-2008/index\\_en.htm](http://ec.europa.eu/commission_barroso/pr esident/focus/energy-package-2008/index_en.htm)

EU works on adaptation:

[http://ec.europa.eu/environment/climat/ada ptation/index\\_en.htm](http://ec.europa.eu/environment/climat/ada ptation/index_en.htm)

CCCCC:

<http://www.caribbeanclimate.bz>

ACCESA project:

<http://www.iisd.org/climate/vulnerability/ad aptation.asp>

***“Challenges and opportunities related to climate change mitigation and adaptation are often unique to different regions. Therefore, they play an important role in policy development and international cooperation.”***



## Adapting to climate change via ICT-enabled response to emergencies

07 October 2008, 14:30-16:15

### Organiser:

European Commission, Information Society and Media DG

### Chair:

**Manuel Monteiro**,  
European Commission, Information Society and Media DG

### Speakers:

**Martine Couturier**,  
EADS Defence and Security, France

**Dave Harmer**,  
Thales Research & Technology Ltd.,  
United Kingdom

**Guy Weets**,  
Public Safety Communication Europe  
Forum

**Patrice Simon**,  
EADS Secure Networks, France

**David Esterhazy**,  
Thales Alenia Space, France

**Jose Gricar**,  
University of Maribor, Slovenia

### More information

OASIS project:

[www.oasis-fp6.org](http://www.oasis-fp6.org)

EUROPCOM project:

[www.ist-europcom.org](http://www.ist-europcom.org)

CHORIST project:

[www.chorist.eu](http://www.chorist.eu)

PSCE Forum:

[www.publicsafetycommunication.eu](http://www.publicsafetycommunication.eu)

Living Labs:

<http://eLivingLab.org>

ICT for Sustainable Growth Unit:

<http://ec.europa.eu/ictforsg>

***“Information and Communication Technologies enable effective management of emergencies, thus contributing also to faster adaptation to climate change.”***

### Outline

The workshop was opened by **Manuel Monteiro** who presented the context of DG INFSO research activities on Environmental risk and disaster management. He then outlined the workshop objectives and the opportunities for regions and cities to be engaged in future pilot activities by serving as test beds for innovative ICT applications. Examples of tasks and achievements of such EU co-funded projects were then presented by **Martine Couturier** (OASIS project), **Dave Harmer** (EUROPCOM project) and **Patrice Simon** (CHORIST project). **Guy Weets** presented the activities of the PSC Europe Forum where 500 stakeholders from industry, research, standardisation bodies and end users, meet and discuss to improve the provision of public safety communication services. **David Esterhazy** outlined an initiative to set up a centre for environmental risk management in the Euro-Mediterranean region. **Jose Gricar** presented the activities of the Living Labs network aimed at facilitating disaster response in cross-border regions.

### Debate

**Martine Couturier** presented a structured set of data, called Tactical Situation Object, which was developed and tested in the context of the OASIS project. The TSO can be shared by civil protection agencies (fire, police, ambulance, etc.) for exchanging information during emergency operations, thus permitting reduction in voice communication, coordination of operations, and savings in resource usage and human lives. A video from one of the project trials was shown which provided evidence of potential benefits for authorities in regions and cities. **Dave Harmer** gave an interesting presentation on how to improve situational awareness for emergency services inside buildings. This is made possible via UltraWideBand (UWB) radio communication technology which permits positioning of first responders inside buildings without necessitating a pre-installed infrastructure. A video was shown from the demonstration of a prototype in a fire service college, pointing to the life and time saving potential of such a system for civil protection personnel. **Guy Weets** introduced participants to the PSC Europe Forum which involves policy makers, communication professionals, industrialists, researchers and users from 49 countries who are working together with the aim to improve public safety communication practice. This entails actions to enhance interoperability of equipment and applications, to harmonise requirements for efficient emergency communication technologies to/from the public, and to improve citizen safety. **Patrice Simon** explained how regions could protect people with early warning tools and integrated solutions, some of which are being explored in the CHORIST project. He stressed the need for citizens to be warned early enough in case of disasters and to be informed of the situation and the exact actions to take. The target for authorities should be to warn most of the affected population by the proper medium within a very short time. **David Esterhazy** presented a new initiative to set up a Euro-Mediterranean centre on environmental risk and land vulnerability management, which draws experience from activities of 2 French regions and from scientific co-operation of institutes in 6 countries. Interoperable environmental monitoring systems are aimed at, providing access to services in charge of specific types of risk (fires, floods, urban risks, coastal water quality, etc.), thus offering support to national, regional or local authorities in terms of prevention or crisis management. **Jose Gricar** highlighted the potential which the European Network of Living Labs -EnoLL- offers for an innovative response in cross-border regions, with emphasis on the Slovenian country-wide initiative. He stressed the momentum which has been created for cross-border disaster response in the eRegion –an area of some 200-500 km around a point of observation- and the opportunities for further collaboration in South-East Europe.

### Conclusions

**Manuel Monteiro** concluded the workshop by summing up the discussions as follows

- There is a growing need to be better prepared against climate-induced incidents, to ensure rapid response and efficient resource management;
- ICT-enabled systems and applications enhance the capacities of our regions and cities to deal efficiently with these tasks, as evidenced from the examples of the research projects presented;
- Stakeholders from regions and cities can largely benefit by engaging in future pilot actions to support the take-up of innovative ICT solutions (for instance, in the context of the ICT Policy Support Programme);
- Regions and cities can this way increase their competitive edge, maximise resource efficiency, enhance societal benefits and contribute to climate change adaptation.





## How to measure climate change in Cohesion Policy Operational Programmes – a comparison of experiences across the EU

08 October 2008, 14:30-16:15

### Outline

The workshop was opened by **George Kremlis** who noted that using the Cohesion Policy as a way of reducing our contribution to climate change had become a priority in many Operational Programmes (OPs). It was remarked that while negotiating the National Strategic Reference Framework and OPs some of them either introduced a requirement for carbon neutrality (France, Malta) or proposed to measure the reduction of greenhouse gases (England, Italy). It was noticed that if challenges are global, objectives must be global too (planet/Kyoto type & EU level), but solutions are best tackled at local/regional levels. The purpose of this session was to compare such experiences and come up with operational conclusions for common approaches at EU level, including the further development of environmental management systems for OPs. Mr. Kremlis expressed his intention to see as a result of this session a follow-up project for example through the Regions for Economic Change (RfEC) under the theme "Moving to a low carbon economy", allowing mainstreaming of good practice across the whole EU and indeed beyond.

### Debate

**Gottfried Lamers** explained how in Austria, in the 2000-06 period, European Regional Development Fund (ERDF) co-financing has increased the national environmental funds by more than 10%. The Ministry of Agriculture and Environment has evaluated the CO<sub>2</sub> impact for programmes and each individual project since 1996. The total environmental effect of the ERDF contribution (over 6 years) was about a reduction of 4 million tonnes of CO<sub>2</sub> through less use of fossil fuels and an increase in renewable energies. At the same time, good economic results were achieved – an ERDF funding of EUR 29.3 million brought in EUR 244 million through leverage. This increased the national net income by EUR 156 million and created 2,600 jobs. **Garry White** underlined how in the UK, environmental sustainability is a key horizontal theme throughout all 2007-13 OPs and climate change is identified as a key issue to be addressed. OPs have identified specific activities to help combat climate change but measuring climate change impacts is not a straightforward issue, it needs development of useful sets of indicators in terms of outputs, results and impacts. He also added that the English Environment and Structural Funds Group would be reactivated soon. **Pascal Mignerey** presented how France has a commitment in its National Strategic Reference Framework (NSRF) 2007-13 to develop climate neutrality across all its OPs. He introduced a model called NECATER which essentially converts monetary amounts into CO<sub>2</sub> emissions, and in particular evaluates the greenhouse gas emissions impact of programmes that are co-financed by the EC or France. It is a relatively simple tool which in addition to fulfilling its policy-monitoring purpose, has educational benefits and allows statistical comparisons between regional and national data. **Aldo Ravazzi** presented the Italian NSRF 2007-13 setting out the quantification of the contribution to the reduction of greenhouse gas emissions at the national level. The NSRF foresees a significant concentration of resources for energy savings and renewable energies; it has one of the highest shares in Europe and a remarkable increase compared to the period 2000-06 for which less than EU 0.8 billion had been planned. The new programming period had witnessed a reduction in environmental integration in the Cohesion Policy due to a weakening of the roles of the Environmental Authorities; however, this has been accompanied by self-environmental integration on the part of the Managing Authorities. **Paolo Cagnoli** from Emilia-Romagna in Italy presented the results of an Interreg III C project called GROW which attempted to create regional environmental accounts (RAMEA) following the United Nations statistical framework for environmental accounts (NAMEA). The RAMEA tool can be useful in regional state of the environment reports and environmental assessment of OPs. He stated that it would be possible to have a twin approach – using RAMEA to determine the statistical baseline and NECATER for modelling purposes. **Ruslan Zhechkov** of the Regional Environmental Center (REC) introduced the working group on Climate Change and Cohesion Policy within the European Network of Environmental Authorities (ENEA). The ultimate objective of the Group is to discuss ways to manage

### Organiser:

European Commission, Environment DG

### Chair:

**George Kremlis**,  
European Commission, Environment DG

### Speakers:

**Gottfried Lamers**,  
Federal Ministry Agriculture, Forestry,  
Environment and Water Management, Austria

**Garry White**,  
Department for Communities and Local  
Government, United Kingdom

**Pascal Mignerey**,  
Interministerial Delegation for Regional  
Development and Competitiveness, France

**Aldo Ravazzi**,  
Ministry of Environment, Land and Sea, Italy

**Paolo Cagnoli**,  
Regional Environmental Protection Agency,  
Emilia Romagna Region, Italy

**Ruslan Zhechkov**,  
Regional Environmental Centre, Hungary



## Sustainable development: Regional responses to climate change



### More information

DG REGIO:

[http://ec.europa.eu/regional\\_policy/index\\_en.htm](http://ec.europa.eu/regional_policy/index_en.htm)

DG ENV/ENEA:

[http://ec.europa.eu/environment/integration/cohesion\\_policy\\_en.htm](http://ec.europa.eu/environment/integration/cohesion_policy_en.htm)

REC:

<http://www.rec.org>

Italy:

<http://www.dps.tesoro.it/>

ARPA Emilia Romagna:

<http://www.arpa.emr.it/>

***“CO2 impacts of Cohesion Policy programmes and projects can be estimated and can help European Countries to better achieve their Climate Change targets. Good experiences are already coming from France, Italy, UK and Austria.”***

the Cohesion Policy in order to achieve carbon neutrality and reduction. The environmental focus of the Group is on climate change prevention, mitigation and adaptation.

### Conclusions

Mr Kremlis concluded the workshop by summing up the discussions as follows:

- The priorities of the Community Strategic Guidelines may be reviewed in 2009 to highlight the importance of climate change and energy, leading to a revision of some Ops;
- The current allocation for renewable energy and energy efficiency is too limited. Mitigation and adaptation measures need to be considered. At the same time, the French Presidency wishes to obtain political agreement on the climate change and energy package. Thus the need to measure climate change in the OPs becomes all the more essential;
- The environmental authorities in Member States need to be more present in the daily operations of the Cohesion Policy and act as a catalyst for developing carbon neutral and even better low carbon OPs. The case for the environment as an economic driver needs to be made more strongly;
- Member States and regions could work together to develop a common methodology for estimating greenhouse gases at programme level across the EU27 e.g. bringing together the French NECATER model with the more indicator-based English and Italian approaches. RAMEA could be spread to all EU27 Member States as a monitoring tool with the support of Eurostat and the European Environment Agency. The Austrian model on estimation of economic benefits of greenhouse gas reduction could also be extrapolated to the other Member States as a good practice. Future SEAs and updates could use a common methodology for estimating greenhouse gas emissions;
- How this will be done? Maybe a RfEC network, a Cooperation Interreg IVC project? Using the ENEA Working Group on Climate Change?



## The European Social Fund and the environment: Learning from the past, building for the future

08 October 2008, 17:00-18:30

### Outline

The session was opened by **George Kremlis** who mentioned there have been many examples where the ESF has been used for environmentally-beneficial purposes in the past. The current 2007-13 rules for the ESF now provide for specific possibilities to improve capacity-building in public administrations in Convergence Countries and Regions, including in the environmental area. Mr. Kremlis drew also attention to creating networks of the environmental authorities, which would help to strengthen their capacity in terms of implementing the environmental *acquis* and policy in a more consistent manner. **Thomas Bender** underlined that the ESF Regulation for the 2007-13 period is broad enough to allow embracing the new challenges of climate change and energy. The ESF does not restrict its interventions to certain sectors only, but provides for cross-sectoral support, for example to update or develop workers' skills according to newly emerging needs. In addition to supporting the reform of public administration in Convergence Regions, the ESF can also co-finance assistance to NGOs and social partners for capacity building.

### Debate

**Dirk Niewohner** described how the Voluntary Ecological Year has grown up over the last 15 years into a major vocational training scheme in Mecklenburg-Vorpommern (Germany). The ESF 2000-6 OP earmarked EUR 7.5 million for the scheme. They enrol over 130 volunteers each year and promote 'learning-by-doing', based on a pedagogic programme and practice in a real working environment. The voluntary service is based on a dedicated law, which also provides the necessary visibility and recognition of the scheme. A cooperation framework with neighbouring German regions was set up, and the scheme is likely to expand further. There are also exchanges with Polish regions. **Sonia Castañeda** outlined how in Spain, the Biodiversity Foundation is one of many non-profit institutions that have managed ESF projects across two OPs: 'Business Initiative and Permanent Training' in 2000-6 and "Adaptability and Employment" in 2007-13. Specific projects have been: sustainability and employment in protected areas where some 17 000 people benefited; and environmental training for SME workers with some 40 000 participants. **Tarja Tammia** presented the Great Teuravuoma Mire Countryside Project co-financed through the ESF 2000-6. This has led to new opportunities for business activities related to nature. The project involved training and development and was geared toward entrepreneurs in tourism who are from the villages in the region. **Duncan Carnie** presented how in England the evolution of sustainable development theme was presented for the programme period 2000-6 as well as the lessons learnt in preparation for the period 2007-13. Of high interest was an interactive toolkit developed to help project applicants undertake a self-assessment on their likely contribution to sustainable development. The new programme 2007-13 includes a transnational strand of funding to support a small range of specialists project in the regions – including projects which support skills for climate change. **Venelina Varbova** addressed the necessity to strengthen the capacity of environmental authorities, especially in the new Member States. Environmental capacity-building was initially identified in 2005 by the European Network of Environmental Authorities (ENEA) as a key issue, leading to the establishment of a Working Group. The ESF has provided an opportunity for supporting activities related to capacity strengthening of public administrations in the environment field. The outcomes of the ENEA Working Group could assist the Member States to develop programmes for ESF funding and to implement them through cooperation and exchange of expertise; it would be timely now to make an update.

### Conclusions

**Mr Kremlis** and **Mr. Bender** concluded the workshop by summing up the discussions as follows:

- The examples presented show that the ESF is supporting a variety of different interventions of the ESF in the field of the environment and sustainable development. There is probably much more happening in Member States than is currently known.
- For the middle of 2009, DG EMPL will have results of a study that will show the achievements of ESF in this field for the period 2000-6.
- Capacity-building through the ESF for the environmental sector can be a high priority in the Convergence Regions. The environment must be seen as a vertical and horizontal opportunity for integration.
- Given current challenges in the area of climate change and energy, the ESF can use its potential to support forecasting the need for new jobs and new skills, and provide training to acquire these. The Commission will shortly issue a Communication on 'New skills for new jobs'. Within this, demands for new skills in the environmental field will also play a role, and the ESF will be one of the supporting tools. The ESF can help in the better application of the environmental *acquis*.
- The priorities of Community Strategic Guidelines may be reviewed in 2009 to highlight the importance of climate change and energy; Member States and regions could then revise some OPs accordingly.

### Organiser:

European Commission, Environment DG and Employment, Social Affairs and Equal Opportunities DG

### Chair:

**George Kremlis**, European Commission, Environment DG and **Thomas Bender**, Employment, Social Affairs and Equal Opportunities DG

### Speakers:

**Dirk Niewohner**, Ministry of Environment of the Land of Mecklenburg-Vorpommern, Germany  
**Tarja Tammia**, University of Lapland, Finland  
**Sonia Castaneda**, Biodiversity Foundation, Spain  
**Duncan Carnie**, Department for Work and Pension, United Kingdom  
**Venelina Varbova**, Regional Environment Centre, Hungary

### More information

European Commission, DG Employment:  
[http://ec.europa.eu/dgs/employment\\_social/index\\_en.htm](http://ec.europa.eu/dgs/employment_social/index_en.htm)  
European Commission, DGF Environment:  
[http://ec.europa.eu/environment/integration/cohesion\\_policy\\_en.htm](http://ec.europa.eu/environment/integration/cohesion_policy_en.htm)  
Regional Environment Centre Hungary: <http://www.rec.org>

*"There is a clear case for fully integrating environmental issue when making use of the ESF, more so than any time in the past."*

# Sustainable development: Regional responses to climate change



## Life without gas and oil?

07 October 2008, 11:15-13:00

### Organiser:

European People's Party Group in the Committee of the Regions

### Chair:

#### Gordon Keymer

CBE, Vice-President of the Committee of the Regions

### Speakers:

#### Patrick Brocorens,

University of Mons-Hainaut, Belgium

#### Christine Lins,

European Renewable Energy Council

#### Herbert Reul,

Member of the European Parliament

#### Helen Donoghue,

European Commission, DG Energy

#### Michel Lebrun,

Vice-President of the Regional Parliament of Wallonia, Member of the Committee of the Regions

### More information

EPP:

[www.epp.cor.europa.eu](http://www.epp.cor.europa.eu)

DG Energy:

[www.ec.europa.eu/energy](http://www.ec.europa.eu/energy)

European Renewable Energy Council:

[www.erec-renewables.org](http://www.erec-renewables.org)

Committee on Industry, Research and Energy:

[www.europarl.europa.eu/committees/itre\\_home\\_en.htm](http://www.europarl.europa.eu/committees/itre_home_en.htm)

***"The European Union cannot reach the targets of 20% for renewable energy by 2020 without taking into account the role of local and regional government. This is why the Covenant of Mayors is encouraging local authorities to pay their part in responding to these challenges."***

### Outline

**Gordon Keymer** introduced the subject by giving some statistics to demonstrate the extent to which we are dependent on oil and then explained that the current demand for oil and gas are exceeding the supply, which calls for the need of a common approach. Furthermore, increasing prices mean that it is time to consider alternatives to these energy resources. The chair then introduced the key note speakers for the seminar, who represented the European Institutions and experts in the field.

The fragility of the European Union's energy supply together with the current financial crisis made up the backbone of discussions during the seminar. Facts and opinions were put forward on the necessity to coordinate the EU energy strategy with Europe's efforts to combat climate change and improve energy efficiency. Moreover, local and regional authorities are responsible and must be included in the debate, because they are prime users of energy and can contribute to saving energy and employing renewable alternatives. Secondly, these authorities are perfectly located to promote good practice via their planning powers through education and information services for their citizens.

### Debate

**Patrick Brocorens** stressed that there will be a peak in the world's oil production and this may not come at the time that experts expect due to the fact that they are forecasting with an average level of production, which in reality, is not always consistent. "The production increases rapidly when there is a new oil well up to a peak and then it slowly declines over several years" he explained. Furthermore, "prices are going to become ever more unstable due to the physical lack of oil." **Caroline Lins** discussed the necessity to find substitutes to oil and gas production. She believes that "renewable energy resources, combined with energy efficiency, can replace oil and gas... or at least contribute to it." She picked up on the importance of local and regional authorities as they are close to citizens and can therefore translate policy into practice. She concluded by saying that Europe is the leader in the world market when it comes to renewable energy and therefore "this [target of reducing energy consumption by] 20% is ambitious, but can be achieved and can be implemented." **Herbert Reul** argued that it is difficult to predict how much oil is left and more importantly how dependent we will be if we focus on these resources. However, he said it is too easy to come to the conclusion that renewable energy is the only possibility for the future. In his opinion, it is more important to develop infrastructures, promote innovation and to look towards a mixture of energy sources. He added "there is a huge potential in energy saving. Especially at the local level, politicians can take the necessary decisions to promote this... at the moment, everyone is looking at different possibilities and this needs to be speeded up." **Helen Donoghue** noted that "we all know the direction that we have to go in energy; one based on high energy efficiency and low in carbon. Therefore the question is not so much where we are going, but how are we going to get there." She then continued to outline the steps that the European Union has already taken in terms of developing a truly comprehensive European climate and energy policy. "There is a role for Europe, but this is alongside the Member States, regions and cities" she added. **Michel Lebrun** presented two case studies, which both led to the conclusion that production will exceed demand therefore and prices will increase dramatically and added that "it is our role, as politicians, to foresee these problems and to take the necessary measures in order to ensure that citizens' expectations are fulfilled." In concrete terms, he also announced the creation of an oil and gas peak committee, made up of all relevant authorities in Wallonia, which aims to raise awareness of the situation, whilst offering advice and possible solutions to the problem.

### Conclusions

**Gordon Keymer** concluded the seminar by summing up the discussions as follows:

The shortage of gas and oil within Europe demands the immediate coordination of efforts from all stakeholders concerned.

A combination of alternative and renewable energy resources is essential.

The key to success lies in involving Europe's cities and regions and for them to work together to take action at a local and regional level.

Authorities at the local and regional level play an essential role in this field as they are ideally placed to encourage the development of renewable energy sources, which can be sustained by the local environment. Immediate efforts must be made to combat climate change in order to achieve the targets set out by the EU.





## Make the switch now! With a simple switch to energy saving lighting you can make a difference

07 October 2008, 16:45 – 18:30

### Outline

The session addressed the potential contribution of lighting in public buildings and streets to achieving the EU's objective of reducing energy consumption by 20% by 2020. Best practices from cities and regions which have already made the switch will be presented. The session will also focus on how much CO<sub>2</sub>, electricity and money can be saved in specific situations.

### Debate

**Roger Léron:** Energy consumption is alarmingly increasing in some sectors. This increase could considerably undermine the efforts realised for energy savings and the growth of renewable electricity production. Electricity consumption increases for various and intricate reasons: lifestyle evolution, new working methods, new manufacturing processes in industry, etc. This increase is not limited to a specific sector, affecting domestic and non-domestic (construction, industry ...) consumption alike. Knowing that indoor lighting could represent 15% of the households electricity bill and public lighting represents 40% of the cities electricity bill; regional and local authorities and agencies as well as lighting industry will present energy efficiency solutions that allow reducing energy consumption and reduce energy bill, as well as to fight against climate change. **Guido Frederix:** The EU ambition is to achieve 20% energy reduction by 2020. A way to achieve this ambitious target is to switch old energy inefficient lighting to the latest energy efficient lighting technology and save an average of 40% in energy consumption and related CO<sub>2</sub>-emissions. This switch is not only beneficial for the environment but also a profitable investment because saving electricity is saving money on the running costs of your lighting systems! A triple win for the end-user, the environment and European competitiveness. The saving potential of lighting is huge because two third of the European lighting systems are outdated and Lighting is with 14% a significant consumer of electricity in Europe. The switch will also be accelerated by upcoming legislation such as the "Energy Using Products Directive" (EuP) that will phase out on short term various old fashioned and energy inefficient lighting products. So, get yourself informed about the most easy and economical way to save energy and prepare yourself to make the switch now!

**Berno Ram:** Lighting is one of the most efficient ways to save energy, particularly in offices. There are several options: up-lamping (simply changing the lamp for a better one) and up-gear (changing the ballast) are already saving energy, but will not bring the total potential benefits. Renovation (a whole new system, preferably including controls) will bring the maximum savings. The total initial investment will be a little higher, but the running costs will be much lower. The total Cost of Ownership over the lifetime of these new lighting systems is much lower compared to the old situation. Several examples are given during the presentation. **Danielle Poliautre:** The city of Lille is working with an 8 year contract (2004 – 2012) to renovate street lighting in Lille. The renovation is paid by the lower electricity costs of the new systems. The objective is to realize 42% saving in 8 years and 32% has been achieved already. This is saving 3,5 million Euros on the municipality budget of Lille. Light quality has been improved, while light pollution, power usage and CO<sub>2</sub> emissions have been decreased. This experience is also shared with other cities in France and elsewhere. **Annette Jung:** One of the barriers to make the switch now is the lack of awareness for financing options to finance the initial investment or renovation for energy efficient lighting. Although energy efficient lighting technologies cost a little more initially, they have fast paybacks and save a large amount of electricity and money during their lifetime. This presentation will give an overview of the various financing options for cities and regions, including some practical examples: EU structural funds for infrastructure, Carbon trading, Bank loans, PPP / PFI, Export Finance Solutions for "emerging" markets, Leasing, Supplier's credit, Structures involving ESCOs, Concessional loans for developing countries. **Miriam Eisermann:** Cities and regions are at the heart of a rising movement towards the achievement of the EU 2020 energy goals. Many of them are carrying out outstanding projects related to energy-efficient public lighting. Inhabitants and local actors would certainly be very proud of their city and would participate in local initiatives, if only they knew that they are taking place! That is why the communication of local efforts is at least as important as the measures themselves. An effective communication involving stakeholders and building on a positive message pushes a city's credibility, education, inspiration and the creation of the common vision. Original actions and successful communication tools exist. Experiences from European cities such as Heidelberg, Varna, Grenoble, which are members of the Energie-Cités network, can inspire other local authorities. European initiatives such as the Display Campaign, MODEL or the IMAGINE exhibition can make a significant contribution to the promotion of such local successes.

### Organiser:

Philips Lighting, Energie-Cités, Fedarene

### Speakers:

#### Roger Léron,

Vice-president for Energy and Climate Change, Former President of Fedarene

#### Guido Frederix,

CEO BU Luminaires Europe, Philips Lighting

#### Berno Ram,

Green Marketing Manager, Philips Lamps Europe

#### Danielle Poliautre,

Vice-major of Lille

#### Annette Jung,

Business Finance Philips international

#### Miriam Eisermann,

Communication Manager Energie-Cités

### More information:

Philips:

[www.philips.com/](http://www.philips.com/),

[www.asimpleswitch.com/](http://www.asimpleswitch.com/)

Energie Cités:

[www.energie-cites.org/](http://www.energie-cites.org/)

Fedarene:

[www.fedarene.org/](http://www.fedarene.org/)

*"Energy Efficient lighting can make a huge and immediate contribution to EU carbon savings. Today, 14% of all electricity in the EU is used for lighting. New technology from Philips can reduce this by 40% whilst providing higher-quality light and cost savings of 24 billion Euros per year. It's a simple switch to make." Rudy Provoost, CEO Philips Lighting.*



# Sustainable development: Regional responses to climate change



## Red lights to green energy? Overcoming the barriers to renewables

08 October 2008, 09:00-12:00

### Organiser:

Sustainable Energy Regions III

### Chair:

**Mark Atherton,**

Northwest Regional Development Agency  
and Northwest Climate Change Partnership,  
United Kingdom

### Speakers:

**Ricardo Gonzalez Mantero,**

Energy & Mines and Regional Energy Agency,  
Castilla y Leon, Spain

**Gerhard Rabensteiner,**

KIOTO Clear Energy, Carinthia, Austria

**Cristina Santos,**

Forest Resources Directorate General, Central  
Portugal

**Johan Hustad,**

Center for Renewable Energy, Mid-Norway

**Steve Clarke,**

Offshore Renewable Energy, Renewables East,  
United Kingdom

### More information

#### Carinthia:

Kioto Clear Energy AG:

[www.kioto.com/](http://www.kioto.com/)

#### East of England:

Renewables East:

[www.renewableseast.org.uk](http://www.renewableseast.org.uk)

#### Central Portugal:

Ministry of Agriculture, Development and  
Fisheries:

[www.portal.min-agricultura.pt](http://www.portal.min-agricultura.pt)

#### Mid-Norway:

Centre for Renewable Energy NTNU – SINTEF  
– IFE:

[www.sffe.no](http://www.sffe.no)

#### Castilla y Leon:

Regional Ministry of Economics and  
Employment:

[www.eren.jcyl.es](http://www.eren.jcyl.es)

#### Conglomerate Page:

[www.east-of-england.eu](http://www.east-of-england.eu)

### Outline

Climate change is not someone else's responsibility. Adequate, rapid and cost-efficient responses to the assortment of financial, pragmatic, demographic and legislative challenges facing the sector are essential in meeting national and EU targets. Some of our regions have greater ambitions than those set by the EU and their governments. The chair provided the welcome by outlining the key issues for regions in tackling climate change and through posing thought-provoking questions to the audience. An emphasis was placed on the barriers that need to be overcome in order to redress these environmental concerns. Do we possess the right technology? And is it sufficiently available or cost-effective? If not, why not? What are the greatest barriers to implementing renewable technologies?

### Debate

**Ricardo Gonzalez Mantero** presented the 'Bio Energy Action Plan' of Castilla y León. Bio energy appears as the main objective for the region, since it is crucial for agricultural and rural development. Energy from forest biomass is the most important resource, however barriers do exist particularly where traditional markets are concerned. A regional strategy is now in the final planning stage, containing a wide range of measures, including communication and awareness, compulsory regulation and establishing standards. **Gerhard Rabensteiner** presented Carinthia's largest renewable energy source, hydro-electric power, and underlined the need for a clear commitment to tackling solar energy. The main barrier to achieving success is political, with only 1% of the total European demand concerning solar sources. However, since it is technologically feasible, more of the energy needs of the continent could be met through this form with greater motivation from decision-makers. **Cristina Santos** gave a brief description of the composition of biodiversity and vegetation productivity related to energy production from forest biomass. Two main problems were highlighted; ownership structure, in that the property is too small for economic viability, meaning forest biomass represents a marginal income and, secondly, the risk of forest fire is significant. The implementation of new fuel management techniques is the principal tool in attempting to surmount these challenges. **Johan Hustad** gave a general assessment of the current situation - less hydro, more gas - and outlined two notable hindrances: a lack of education and support for traditional practices. As a result, the creation of innovate learning networks that promote interdisciplinary research has been emphasised, along with the participation of universities and enterprise. Four clusters have been established and are working with the educational field to ascertain optimum energy projects. **Steve Clarke** elaborated on the limited supply chain which poses the principal challenge for renewable energies in the region. A detailed analysis illustrates that if the East of England had fully developed its inherent capacity, it could have made approximately £24million compared to the current £12.8 million. It has to be ensured that all the links in the supply chain have access to this fast growing industry of wind and wave renewable energy sources. Therefore, stakeholders should strengthen regional power and renew the objectives, as well as capitalising on the expertise of specialised agencies.



## The challenge of increasing renewable energy use to 20% by 2020: The contribution of regions

08 October 2008, 9:00-13:00

### Outline

Regions throughout Europe will be increasingly confronted with the impacts of climate change, as well as new challenges in terms of energy provision and efficiency. The new regional policy programmes give more support than ever to the development of renewable and alternative energies (over 7 billion euros in the 2007-13 period), meaning that there are opportunities for European businesses to benefit. The main goals of the workshop are therefore to show examples of the use of renewable energy sources, by means of the meaningful and innovative experiences of the regions of the consortium, and to launch a debate on the issues linked to the proposal for a Directive which will confront the challenge of increasing the share of renewables in energy use to 20% by 2020.

### Debate

**Ms. Delhaye** introduced the opening session with an emphasis on the Euroregion Alpes-Mediterranean and the way the five member Regions can tackle together the problem of Energy saving, preserving the environment and sustainable development by sharing good practices on these subjects and especially on renewable energies. **Mr. Benezzoli** focused on biomass in agriculture in the Lombardy Region, one of the key figures exposed is 490,000 tons of CO<sub>2</sub> spared per year from Agriculture-applied biomass plants (year 2005-2008). **Mr. Righini** presented the Federation of Renewable Energy Producers (FIPER) that brings together the majority of Italian producers of electrical energy and heating from renewable sources. FIPER priority is the creation of agro-energetic districts and short production chains, therefore creating positive community and environmental impacts. FIPER's short chain positive impacts include: Towns can improve energetic autonomy; the use of local renewable resources encourages social cohesion; the involvement of local wood producers assures an extra income and creates new employment opportunities. **Ms. Ducourtil** presented the dynamic stance the Region Rhône-Alpes has taken on renewable with a large investment from the region. The focus was on solar energy as best regional practice. **Ms. Badalato**, from the Liguria Region has focused on "Cold Ironing" project: combining solar and wind energy for electricity-supply in ports, with the Genoa's port as an example of best practice. **Mr. Degiorgio**, from the Piedmont Region focused his best regional practice on the Reuse of degraded areas for the production of renewable energy, using two very accurate examples of the Barricalla landfill and the Balangero Asbestos mine. **Mr. Escobar** exposed the regional energy strategy consisting of two key actions for improving energy efficiency: the cluster and the government agreement. The cluster for fostering energy efficiency and the government agreement for improving energy efficiency and renewable in regional public buildings. **Mr. Vis** exposed the Climate Action package and the proposal for a Directive on Renewable Energies. The 'Climate action and renewable energy package' sets out the contribution expected from each Member State to meeting these targets and proposes a series of measures to help achieve them. Central to the strategy is a strengthening and expansion of the Emissions Trading System (EU ETS), the EU's key tool for cutting emissions cost-effectively. Emissions from the sectors covered by the system will be cut by 21% by 2020 compared with levels in 2005. A single EU-wide cap on ETS emissions will be set, and free allocation of emission allowances will be progressively replaced by auctioning of allowances by 2020. **Mr. Turmes**, rapporteur of the European Parliament on the proposed Framework Directive for Renewable Energy Sources, voted on the 11<sup>th</sup> of September 2008 by an overwhelming majority, exposed the report that aims at the 20% goal and asks for binding interim targets for Member States up to 2020. "That is necessary to guarantee national action before 2020", said Mr Turmes. The report also demands penalties for Member States that do not fulfil their objective. Presentations were followed by a structured debate with a panel of experts (Mr. Olivier Pol, Concerto Project; Mr. Mauro Brolis, CESTEC, Regione Lombardia; Mr. Roger Leron, FEDARENE; Mrs Cecilia Hellner, General Secretary of ETSO) discussing on barriers (technological, environmental, economic and legislative) and ways forward on the development of the renewable energies. Among the issues considered during the debate, energy efficiency of buildings was one of the most important: it is necessary to prevent costs from falling excessively on citizens and it is a contradiction that producers and distributors of energy should promote energy efficiency, it must be the political level to address in this sense. It was also stressed that European Union must have clear objectives so that action can be really effective. In this regard, the proposed directive will give useful guidelines to the Member States and the regions.

### Organiser:

Green motors for Growth

### Chair:

**François Greaume**,

French Environment and Energy  
Management Agency, Brussels

### Speakers:

**Annick Delhaye**,

Vice-President of the Provence-Alpes-  
Côte d'Azur region, France

**Umberto Benezzoli**,

Regione Lombardia, Italy

**Walter Righini**,

Italian Federation of Renewable Energy  
Producers, Italy

**Brigitte Ducourtil**,

Région Rhône-Alpes, France

**Lidia Badalato**,

Regione Liguria, Italy

**Salvatore Degiorgio**,

Regione Piemonte, Italy

**Joan Josep Escobar**,

Catalan Institute of Energy, Generalitat  
de Catalunya, Spain

**Peter Vis**,

European Commission, Member of  
Cabinet Commissioner Piebalgs

**Claude Turmes**,

Member of the European Parliament,  
Committee on Industry, Research and  
Energy

### More information

Committee on Industry, Research and  
Energy:

[http://www.europarl.europa.eu/committees/it\\_re\\_home\\_en.htm](http://www.europarl.europa.eu/committees/it_re_home_en.htm)

Euroregion AlpMed:

[http://fr.wikipedia.org/wiki/Euroregion%20Alpes-A9gion\\_Alpes-M9C3%A9diterran%20C3%A9](http://fr.wikipedia.org/wiki/Euroregion%20Alpes-A9gion_Alpes-M9C3%A9diterran%20C3%A9)

Regione Lombardia:

<http://www.regione.lombardia.it>

<http://www.cestec.it/>

Commissioner for Energy Website:

[http://ec.europa.eu/commission\\_barros/0/piebalgs/index\\_fr.htm](http://ec.europa.eu/commission_barros/0/piebalgs/index_fr.htm)

[http://ec.europa.eu/energy/index\\_es.html](http://ec.europa.eu/energy/index_es.html)



## GREENERGY – sustainable energy management

08 October 2008, 10:30-14:30

### Organiser:

A sustainable alliance

### Chair:

**Tony Long,**

WWF European Policy Office, Brussels

### Speakers:

**Matja Derk,**

Međimurje Regional Development Agency,  
Croatia

**Wolfgang Jilek,**

Energy Commissioner of Styria, Austria

**Tamás Tóth,**

Hungarian Energy Office, Hungary

**Árpád Nagy,**

Regional Development Agency, Hungary

### More Information

Hungarian Energy Office:

[www.eh.gov.hu](http://www.eh.gov.hu)

Land Steiermark:

[www.umwelt.steiermark.at](http://www.umwelt.steiermark.at)

Regional Development Agency Medjimurje,  
REDEA Ltd.:

[www.redea.hr](http://www.redea.hr)

South Transdanubian Regional Development  
Agency:

[www.deldunantul.com](http://www.deldunantul.com)

*“Climate change is the greatest environmental, social and economic challenge we are facing in this century. It will affect all of us and it is gaining a prominent place both on the global and the EU policy agenda. Regions will have to play a key role in mitigating negative impacts of climate change and in implementing adaptation measures.”*

### Outline

The seminar focused on three topics: climate change, promotion of renewable energy resources and better energy efficiency. **Wolfgang Jilek** introduced the audience into the energy concept and its successes for Styria, with a special focus on renewable energies (solar, district heating, hydro power) and facilities which are using these energies (hotels, private houses). **Matja Derk**, Director, spoke about the wind, biomass and geothermal potential of Međimurje County. **Tamás Tóth** presented Hungarian support schemes for renewable energy resources (geothermal, solar, biomass, biogas) and their utilisation in the West Pannon Region. **Árpád Nagy**, senior manager, presented sustainable energy management strategies of South Transdanubia, fostering the better use of alternative energy resources (biomass, solar, district heating) and waste recycling for energy production.

### Debate

The following discussion between the panel and the audience was moderated by **Tony Long**. During the discussion the panel underlined the importance of transnational cooperation in this field. Such cooperation contributes to knowledge and experience exchange as well as to networking. Also social and economic aspects (e.g. tariffs imposed on renewable energy sources as well as renewable energy related shortages of food supply) regarding the 'real' sustainability of renewable energy use was emphasised in the discussion. The panel also stressed the fact that most of end-consumers of renewable energies are private households, whereas companies and enterprises are not significantly represented.

### Conclusions

The objectives of the use of renewable energy sources have changed in comparison to previous decades. Especially from the eighties until the nineties the objectives were to increase the share of renewable energy sources within an energy-mix. Now, following the new millennium goal, the main benefit of renewable energy is to enhance the energy efficiency. Such action is desired to lead to annual decrease of energy consumption.





## Impact of the Green Energy Package on major European utilities

09 October 2008, 09:00-10:45

### Outline

By implementing a 'Green Energy Package' the EU Commission wants to cut the EU CO<sub>2</sub> emissions by at least 20% until 2020, improve energy efficiency by 20% and raise the share of renewable energy to 20%. These European aims are broken down into specific country objectives. But in the end the utilities sector has to realize these objectives. Will this be achieved by the Green Energy Package and how will this objective be achieved? Will the EU member states commit the incumbents to realize these objectives? And what about pan-European utilities? Will the Green package and the EU Member States develop the right economical incentives for them? Further topics of this workshop were the impacts of the Green Energy Package on major utilities in Europe and their potential reaction to the Green Energy Package. Main topics tackled in this workshop concerned climate change and environmental policy within EU Member states; Current status climate change strategy of major European utilities; impacts of the Green Energy Package on their business. Energy-saving objectives will ultimately have to be realised by the energy utility companies. Will this be achieved by the EU's Green Energy Package? Will the EU Member States oblige the incumbents to reach these objectives? Will the Green Energy Package and the EU Member States develop the right incentives for pan-European utilities?

### Debate

**Piotr Tulej** introduced the energy and climate change package to the participants. He gave an overview about the package and its three major pillars of reducing carbon-dioxide emissions by 20 percent until 2020, raising the share of renewables up to 20 percent by 2020 and improving energy efficiency by 20 percent by 2020. He emphasizes, that the Commission is in the middle of a discussion with the EU parliament about the details. One major discussion point is the further development of the EU ETS beyond 2012 including the issue of full auctioning of allowances to the power sector. **Helmut Edelmann** emphasized in his presentation on the proposed renewables directive as one measure to implement the energy and climate change package. From his point of view the mandatory targets for the EU Member States will cause challenging targets for the future renewable electricity generation in some European countries. Without structural changes the targets are unlikely to be achieved. Such changes include freely and fully trading of renewable certificates and a stable, predictable legal and regulatory framework for investors. **Matthias Dürr** explained the position of RWE. Renewables are only one measure to fight against climate change. Other elements of the RWE strategy are 'improving energy efficiency', utilizing 'CDM and JI projects' as well as developing power plants based on CCS (carbon capture and storage). Afterwards he focused on the proposed adaptations of the EU ETS. Envisioned full auctioning of emission certificates withdraws investment capacities from German power companies and preserves "windfall profits" for companies which are highly involved in nuclear energy. Therefore he requested for: Unlimited acceptance of JI/CDM and 'linkage' with further regional trading systems in order to achieve cost efficiency; free allocation of certificates for new facilities on the basis of fuel specific benchmarks; phasing-in for the auctioning of emission allowances for the energy industry (as proposed for selected industrial installations); starting with 30% auctioning in 2013 to 100% in 2020. **Daniel Kreiss** focussed on the role of emerging countries like China, India and Ukraine in fighting against climate change. He pointed out that those countries possess a huge potential to reduce emissions. But the administrative barriers to realize these potentials are high. By cooperation between small project developers with large utilities the potential could be utilized.

### Conclusions

The targets of the renewables directive are not realistic in practice. Some Member States are not at the same degree of progress for using renewable energy, and this is not taken into account by the EU package. A fully free trading system should be set up, with more focus on efficiency. The mandatory targets represent a huge opportunity for the utilities sector, but will also be an additional burden for the industry and the consumers. Energy costs for the EU citizens will arise. The task for the politicians is therefore to assess how to redistribute the costs to avoid the consumer paying all of those. Further on the current financial crisis could influence the political discussion process about the energy and climate change package within the EU negatively. **Mr Gazzo** concluded the workshop by summing up the discussions as follows: Current discussions on the adoption of the EU's energy and climate package will be key in shaping the European energy landscape. Several measures such as the introduction of auctioning for emission allowances could lead to very high costs for large emitters such as energy generation utilities. Despite concerns about its possible cost, the energy and climate package will also drive new technology developments (in the field of carbon capture and storage, for example) and probably holds a strong job potential. The next years will show how the sharing of costs and also of benefits related to technological innovations will influence the competitiveness of European energy utilities.

### Organiser:

Ernst & Young

### Chair:

**Alexis Gazzo**,  
Ernst & Young

### Speakers:

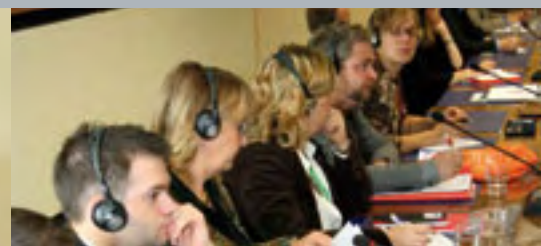
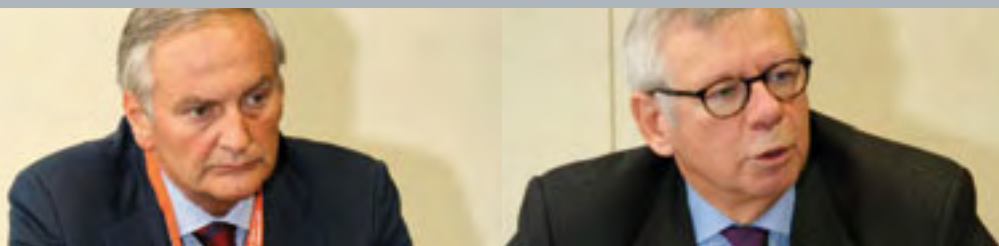
**Piotr Tulej**,  
European Commission, DG  
Environment  
**Helmut Edelmann**,  
Global Power and Utilities Center,  
Ernst & Young  
**Matthias Dürr**,  
RWE AG office, Brussels  
**Daniel Kreiss**,  
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*"The directive will lead to a new era for renewables in Europe. Large utilities will dominate and the business will lose its romantic."*





## Toward energy sustainable transport

07 October 2008, 11:15-13:00

### Organiser:

European Commission, Regional Policy DG

### Chair:

**Raoul Prado,**

European Commission, Regional Policy DG

### Speakers:

**Heather Allen,**

Union International du Transport Publique

**Ennio Cascetta,**

Regione Campania, Italy

**Nina Renshaw,**

European Federation for Transport and Environment

**Peder Jensen,**

European Environmental Agency

**Maurizio Maggiore,**

European Commission, DG Research

**Marcel Rommerts,**

European Commission, DG Transport

### More information

SMR Campania:

<http://www.enteautonomovolt.urno.it/pages/it/SMR/SMR.htm>  
CIVITAS:

[www.civitas-initiative.eu](http://www.civitas-initiative.eu)

ELTIS: - European Local Transport Information Service:

[www.eltis.org](http://www.eltis.org)

UITP:

<http://www.uitp.org/>

Transport&Energy – T&E:

<http://www.transportenvironment.org/>

EEA (transport):

<http://www.eea.europa.eu/themes/transport>

Sustainable surface transport:

(DG RTD):

[http://europa.eu.int/comm/research/transport/index\\_en.html](http://europa.eu.int/comm/research/transport/index_en.html)

### Outline

The energy consumption of the transport sector is steadily increasing, and is almost entirely dependent on oil import. New ambitious policy have to be defined in order to reverse this trend and leading toward the achievement of the striving targets set by the European Policy for Energy (and even the medium term Kyoto target), so as to ensure the economic and environmental sustainability of the sector, and to avoid potential drawbacks on economic development. To be successful this effort requires a mix of technological development (that can activate local clusters), policies at urban, metropolitan and regional level (to curb transport demand as well as to develop collective and clean transport), and massive synergic investment to boost sustainable modes of transport, notably on TEN. All these actions can benefit from the intervention of Structural funds in synergy with other EU interventions (inter alia 7FP, TEN-T, Civitas initiative). This event will be built on the experience gathered by the exploitation of different EU tools, can act as a showcase for successful example of projects implementation and help EU Regions and Member States to focus on development of the policy mix that best suit them.

### Debate

**Ms Heather** put out the critical role of road transport on energy consumption, hydrocarbon dependency and greenhouse gas emissions; Public transport enhancement, synergic with soft mobility modes, has a huge potential in making towns attractive and sustainable – altogether these modes can achieve shares in passenger transport in metropolitan areas higher than 60%! **Professor Cascetta** presented the ambitious project of the metropolitan transport system for Naples area – a success case both in terms of environmental sustainability and in terms of social cohesion and urban rehabilitation, which fully exploited, inter alia, the potential of existing railways. Besides, an integrated ticketing system (such as UNICO Campania) provides to be an effective tool to enhance the Public Transport and the co-mobility, sharply increasing users on an integrated network. **Ms Renshaw** showed the perspectives and the first cases on the ground of applying the polluter pays principle (“getting the price right”) to road freight transport in order to curb non efficient transport demand. Some positive examples of ad hoc tariffs and shift in fiscal charges from CH, DE, AT, CZ – Stockholm, London; the measures appeared to be successful in making road transport more efficient (more tons/trip), fleets less pollutants, reducing energy consumption and pollutant emissions, while encouraging the modal shift. **Mr Jensen** described the path toward the energy climate package and the role of enhancing vehicle efficiency and developing alternative fuels – the presentation showed that biofuels, whose carbon efficiency may vary from 45% to 90%, can play a role, but are not the only solution and harmful effects on the environment have to be assessed, as well as other efficient use of biomass that can compete with them. **Mr Maggiore** presented a wide range of research programmes related to enhancing transport efficiency and some outcomes – all the modalities benefits from these research activities (also the most efficient maritime transport has seen its efficiency increased by some point % through new propellers); moreover EU research deals with Intelligent Transport Systems, new fuels/engines including fuel cells for electric engines, lighter vehicles (which might contribute significantly in the years to come to reduce consumption per km) and new transport systems. **Mr Rommerts** presented the positive experience gathered through CIVITAS in developing a new culture for urban mobility adopting a comprehensive approach including integrated planning, the promotion of public transport, walking and cycling, demand management tools (access restrictions,..) and eco-driving. This approach requires the involvement of local communities and actors and has big implications on safety, social as well as environmental issues. Diffusion of best practices and experiences gathered through CIVITAS has potentially high implications in transport management across EU.

### Conclusions

Transport sector play a key role in the environmental sustainability and economic performances of the EU. So far its performances have been deceiving, and road transport has significantly contributed to an increase in greenhouse gas and pollutant emission, energy (hydrocarbon) consumption, congestion and decaying metropolitan areas. In order to reach an efficient transport pattern a number of measures has to be assessed and implemented, ranging from charging pollutants modes (wide area policies), to tailored local policies aimed at enhancing the share of public transport and non motorised transport modes, though new infrastructures and rehabilitation of existing ones, in synergy with urban planning and Intelligent Transport Systems.

Exchange of best practices is fundamental in order to find the appropriate policy mix.

From a technological point of view, RTD and innovation will play a key role in introducing more efficient transport systems (including ITS) and vehicles. Biofuels can contribute as well in enhancing the sustainability of transport, but their contribution is limited and must be assessed in comparison with other, more efficient, use of biomass such as CHP.



## Ecomagination in the cities of the future

07 October 2008 14:30-16:15

### Outline

The workshop focused on the needs of and potential solutions for sustainable cities of the future. The formal announcement of the climate change package in a few months time will place new responsibility on actors at a local level and energy efficient cities will be a key success factor in reaching the EU's 20-20-20 targets aimed at reducing CO<sub>2</sub>, increasing efficiency and boosting renewables by 2020. Funding for projects on energy efficiency and the sustainable development of cities and regions will be an essential element in reaching national targets. During the workshop, we were presented a holistic view of cities of the future by a world-renowned architect. Representatives of four major European cities and two speakers from the European institutions then discussed the major obstacles to sustainable development in the coming years and decades and current efforts to mitigate the effects of climate change. Although the issues vary widely, the major concerns of every city were centered on environmental protection, energy efficiency and sustainable development.

### Debate

**David Fisher** opened the workshop with an amazing video of his new project to be constructed in Dubai. It is the greenest building ever designed which produces its own energy and enough energy to power 5 other similar sized buildings. This innovative dynamic skyscraper design employs novel greener and safer construction methods that will allow the dynamic building to be completed in less than 20 months instead of 36 months required for a similar sized skyscraper. **Jussi Pajunen** presented some ongoing projects in Helsinki. Helsinki and other cities in the region have drawn up action plans to drive the Baltic Sea Challenge, which is a priority initiative to clean up and otherwise contribute to the improvement of the Baltic Sea. Helsinki's climate change plan, in line with its Covenant of Mayors commitment, contains ambitious environmental targets. By involving state and local actors in an integrated approach (combining land use, transport, construction and energy production), they aim to achieve the 2020 emissions' target and reach a 39% by 2030. **Ian Clement** described the unique challenges that London is facing in the next few years. As the host for the 2012 Olympics, the city has set itself the target of being the greenest games yet. The body in charge of construction and design will employ sustainable construction methods and will aim for low waste levels, low carbon emissions and make green transportation a priority. Mr. Clement noted that the city is already planning the redevelopment of the Olympic park after the games. He also touched on energy policy and the importance of improving the city's energy mix. **Bernard Betto** considered the dilemmas facing cities that are trying to meet the sustainable development challenge when, at the same time, their budget is being squeezed by the need to fund other critical policies. One such item is healthcare. Grenoble is currently experiencing a unique challenge where increasing life expectancy is putting pressure on healthcare infrastructure. Mr. Betto believes that cities need financial assistance in the area of green procurement to ensure that long term sustainable planning is not sidelined by more immediate budgetary obligations. **Erik Freudenthal** had some insights on sustainable city living arising from a successful project in Hammarby in Stockholm. This brownfield area was developed as a PPP in line with the "Symbiocity" concept, which promotes holistic and sustainable urban development. Integrated planning included investments in good transport links, underground waste systems, efficient buildings and heating systems. The results have been remarkably successful and Hammarby now boasts a 30-40% environmental impact reduction with 70% of residents commenting that they have embraced some behavioural changes. **Cristina Gutierrez-Cortines** reflected on the obstacles to developing sustainable policies at European level. Sustainability is a moving target and the EP cannot always effectively target critical issues (like an integrated approach to water and agriculture) due to its structure and size. Cities, however, offer the opportunity to apply systemic thinking. Only at this level can we manage complexity. Benefiting from technological improvements and research while strengthening local economies through historic restoration is key to community responsibility, identity, development and competitiveness. **Stina Soewarta** gave an update on the Covenant of Mayors - a commitment by certain European cities to go beyond the objectives of the EU energy policy on the reduction of CO<sub>2</sub> emissions through enhanced energy efficiency and cleaner energy production and use. Over 150 cities have expressed interest in joining the Covenant, which has many formal signatories already. It is a simple strategy aimed at involving local actors and cutting down on regulatory burden. A secretariat is currently being established to facilitate the exchange of information and best practice with benchmarks of technological excellence across this network of cities.

### Conclusions

In recent years, cities and regions have become more empowered and significant efforts are being made at local level in the fields of energy efficiency and sustainable development to tackle climate change. EU Regional Policy can be an effective tool for local actors to improve infrastructure facilities and networks as it allows investment in best practice and technologies. Green and qualitative procurement and the effective use of PPPs, for example, can provide key benefits to citizens as can be seen in Stockholm. Only by working together to deploy the best available technologies that reach the highest environmental standards can we move towards increased European competitiveness without compromising our commitments on climate change.

#### Organiser:

GE (General Electric)

#### Chair:

**Francis Bailly**,  
Senior Business Executive, GE

#### Speakers:

**David Fisher**,  
Dynamic Architecture

**Jussi Pajunen**,  
Mayor of Helsinki, Finland

**Ian Clement**,  
London Deputy Mayor,  
United Kingdom

**Bernard Betto**,  
Grenoble Deputy Mayor,  
France

**Erik Freudenthal**,  
Director for Environment,  
Stockholm, Sweden

**Cristina Gutierrez-Cortines**,  
Member of the European  
Parliament

**Stina Soewarta**,  
European Commission,  
Member of the Cabinet of  
Commissioner Piebalgs

#### More information

GE:

[www.ge.com](http://www.ge.com)

GE (Ecomagination):

[www.ge.com/ecomagination](http://www.ge.com/ecomagination)

Covenant of Mayors:

[http://ec.europa.eu/energy/climate\\_actions/mayors/index\\_en.htm](http://ec.europa.eu/energy/climate_actions/mayors/index_en.htm)

Dynamic Architecture :

[www.dynamicarchitecture.net](http://www.dynamicarchitecture.net)

*"The European Regional Policy is the perfect opportunity for cities and regions to access innovation and technology for the benefits of their citizens."*



## Sustainable cities - ensuring quality of life of all Europeans now and in the future

08 October 2008, 9:00-10:45

### Organiser:

European Commission, Regional Policy DG;  
European Environment Agency

### Chairs: Corinne Hermant-de Callatay,

European Commission, DG Regional Policy,  
and Birgit Georgi, European Environment  
Agency

### Speakers:

#### Emilio D'Alessio,

Comune di Ancona, Italy

#### Eric Alauzet,

Ville de Besançon, France

#### Tatiana Bosteels,

Hermes Real Estate Investment Management  
Limited, United Kingdom

#### Ronan Uhel,

European Environment Agency

### Outline

**Birgit Georgi** enroled the question 'What do we understand by quality of life?' and pointed to the manifold personal and societal interpretations and perceptions of this concept. These add even more complexity to the broad range of areas related to quality of life - economy, social, environmental, cultural etc. A sustainable development balanced between all these areas is an important cornerstone to ensure quality of life for all groups of people and in the long-term. The question of the workshop is 'How cope municipalities with these problems in practice?' **Corinne Hermant-de Callatay** underlined the many domains which are part of what makes our quality of life, inter alia having good job and housing. Referring to the European Urban Audit ([www.urbanaudit.org](http://www.urbanaudit.org)), she explained that it provides a high number of indicators which can be used to approach the many facets of quality of life. However, quality cannot only be measured by quantitative indicators. We also have to consider cities like 'living organisms', following a comparison made by the anthropologist Claude Lévi-Strauss. Therefore, perception is, to some extent, as important as hard facts. This is why the European Commission contracted two surveys on quality of life in European Cities. It is now recognised by urban designers that we also need to understand people's emotions (nostalgia, fear, hope) to build liveable and attractive cities. Coming back to one of the workshop's questions 'How to use structural funds in an effective way to foster quality of life in cities?', she gave the floor to the workshop's participants.

### Debate

**Emilio D'Alessio** stressed that the topic is very central and apart from a top down approach also a bottom up approach is necessary. He sees the major problem of today's urban development in speed - the current speed of growth in population, economy, urban sprawl, transport - and the problem of planners to catch up with the fast changes that occur in contemporary urban life. He calls for an integrated urban management considering analysis, target setting, political commitment, implementation, monitoring and evaluation. Ensuring a high urban quality attracts people to stay in a more compact city, which has the potential to function more efficient and sustainable and provide a good communication structure, important for social cohesion. In this regard many Mediterranean cities perform partially very well. However, considering the complexity of the task he asks if we are facing a 'mission impossible'. **Eric Alauzet** gave a presentation about three very practical European programmes, which have been implemented in Greater Besançon and its suburbs: The suburban agriculture project (SAUGE) is part of an "EQUAL" project for equality of chance between men and women that is shared with a city in Calabria and the Lisbon region; the mobility and health project (VIA NOVA) is supported by the 'Interreg III B/Alpine space programme' in collaboration with seven other European cities: the energy efficiency project (REVE) is an 'Interreg III A France - Switzerland' project centred on the Jura and Lake Lemman regions that has resulted in the distribution of the 'European Energy Award (EEA)' label in France under the name of "Cit'ergie".





### More information

Ancona :

[www.comune.ancona.it](http://www.comune.ancona.it)

Besançon:

[www.besancon.fr/](http://www.besancon.fr/)

London :

European Environment Agency:

[www.eea.europa.eu/themes/urban](http://www.eea.europa.eu/themes/urban)

Urban Audit and Perception Survey:

[http://ec.europa.eu/regional\\_policy/themes/urban/audit/index\\_en.htm](http://ec.europa.eu/regional_policy/themes/urban/audit/index_en.htm)

The strength of these projects lies in the broad partnership approach which goes far beyond the city borders. **Tatiana Bosteels** illustrated the case of London sustainability vision. We are witnessing a culture shift, whereby citizens, politicians, businesses, and the media have started to change their understanding of the need to focus on and act upon sustainable development and climate change. This prepared the ground for partnership approaches which are fundamental in delivering London's ambitious goal of a 60% CO<sub>2</sub> reductions by 2025. A major focus is existing buildings emitting up to 80% of London CO<sub>2</sub> emissions and programmes like the Better Buildings Partnership are crucial to improve their sustainability while facilitating community integration. London vision includes among others the aim to create good quality space and low carbon neighbourhoods. Important drivers like communication, the regeneration of deprived areas and the Olympic Games should be used proactively. Further, Tatiana Bosteels believes cities have the responsibility to act but also sees the important potentials of cities social as well as financial and technological capital to deliver change. A crucial support to cities government ambitions will come from public-private partnerships. **Ronan Uhel** presented a lot of facts and examples underlining that the current challenges are tremendous and European cities provide a valuable asset but are at high risk to lose it at the same time due to cities' current organisation. The historical compact cities are being replaced by a scattered development across the countryside; the space per inhabitant has doubled. The situation is different – the environmental problems have changed from hygienic problems to major health problems due to air pollution, noise and climate change, which are connected to economic losses and social inequities. Our current lifestyle focuses more on individual achievements than solidarity with other groups. Although known the situation has not changed over the years due to a still piecemeal and exclusive local approach instead of a wider regional approach considering the interventions in all policy domains and levels.

### Conclusions

**Corinne Hermant de Callataj** concluded that quality of life in our cities is a complex task which definitely requires a broad integrated approach to what makes life's quality, a holistic view of sustainable development looking forward to foresee the needs of future generations. The situation of cities is more than a local issue. We need to build on partnerships and use more the social and cultural assets of our cities and of those who live in cities.





## Working with municipalities in the framework of the Covenant of Mayors

08 October 2008, 11:15-13:00

### Organiser:

ManagEnergy

### Chair:

**Roman Doubrava,**

European Commission, DG Transport and Energy

### Speakers:

**Pedro Ballesteros Torres,**

European Commission, DG Energy and Transport,

**Seán Burke,**

ManagEnergy Support Team

**Nick Morris,**

Leicester City Council, United Kingdom

**Carmen Castells Ramón,**

Energy Agency of La Ribera, Spain

**Lyana Adjarova,**

Energy agency of Plovdiv, Bulgaria

**Suvi Holm,**

Energy Agency of Tampere, City of Tampere,

Finland

### More information

European Commission, DG Energy and Transport:

[http://ec.europa.eu/dgs/energy\\_transport/index\\_en.html](http://ec.europa.eu/dgs/energy_transport/index_en.html)

Covenant of Mayors:

[http://ec.europa.eu/energy/climate\\_actions/mayors/index\\_en.htm](http://ec.europa.eu/energy/climate_actions/mayors/index_en.htm)

ManagEnergy:

[www.managenergy.net](http://www.managenergy.net)

Sustainable Energy Europe:

[www.sustenergy.org](http://www.sustenergy.org)

Agencia Energetica de la Ribera:

[www.aer-ribera.com](http://www.aer-ribera.com)

Leicester City Council:

<http://www.leicester.gov.uk>

Energy Agency of Plovdiv:

<http://www.eap-save.dir.bg>

E-tream Project:

<http://www.e-tream.eu>

Tampere Energy Agency:

[www.ekokumppanit.fi](http://www.ekokumppanit.fi)

***“Solutions are best to be managed at local level and this bottom-up approach could ensure a holistic, integrated, long-term and based on stakeholders and citizens participation approach.”***

### Outline

The workshop was chaired by **Roman Doubrava** and opened by **Pedro Ballesteros Torres** who presented the Covenant of Mayors – the first and most ambitious EC initiative targeting directly the European cities and their citizens to take the lead in the fight against global warming. It consists of the commitment by the cities to go beyond the EU objectives regarding reduction of CO<sub>2</sub> emissions through enhanced energy efficiency and cleaner energy production and use. To reach this objective, they will develop Sustainable Energy Action Plans within the year following adhesion. Mr Ballesteros Torres underlined the commitment of the EC to provide technical assistance and networking support, political recognition and visibility directly to cities, negotiate the contribution of third parties, negotiate with territorial authorities their support for smaller cities and mobilise finance.

### Debate

**Sean Burke** introduced the participants to the tools and services offered by ManagEnergy since 2002, to local and regional energy actors throughout the EU, such as partner search facility, training sessions, workshops, Sectoral Information Kits, case studies and good practices. A particular attention was raised to the ‘Kids Corner’ containing relevant information for education of youth and tools for teachers. He also highlighted the work of 3 Thematic Groups on Buildings, Education, Transport and Mobility. **Carmen Castells Ramón** stressed how local and regional energy agencies (LEA) have their activities better recognised by local authorities. The main objective of the LEA being to provide services to citizens, she underlined the necessity to establish contacts with municipalities and to inform them about LEAs services. She has also presented an example of a successful project developed by their LEA, namely “La Ribera en Biodiesel” – a project that consists of collecting Waste Cooking Oil and converting it into bio diesel, finishing on the supply at the petrol stations. **Nick Morris** introduced the participants to the “twenty five-year vision” of Leicester municipality. It consists of reducing their carbon footprint and becoming “Britain’s Sustainable City”. Mr Morris outlined that Leicester City Council has already reduced CO<sub>2</sub> emissions from its own estate by 24% and that the new challenges are to increase the use of renewable energy and low carbon technology, provide security of energy supply through increased local generation, tackle fuel poverty amongst low-income households and integrate major regeneration initiatives. **Lyana Adjarova** described, in the context of cooperation and networking, the E-tream project, that combines the forces of energy agencies in nine European countries to address mobility issues such as the need to reduce energy consumption in transport and to promote alternative fuels and more sustainable transport modes. **Suvi Holm** presented the particular situation of Tampere where the heating is on for nine months per year, due to low main temperature (+4°C) and where the commitment to reduce energy use and increase energy efficiency is one of the main challenges of the Energy Efficiency Agreement 2008-2016, signed with the Ministry of Labour and Economy. In the context of the Covenant of Mayors, LEAs’ role is to provide technological and educational expertise, networking and European cooperation.

### Conclusions

- Cities accept their share in the fight against global warming;
- right for every citizen wherever he may live to call on their elected to take measures to fight climate change;
- integrated approach and citizen’s involvement are essentials;
- Covenant of Mayors not restricted to large cities: several small municipalities have signed the Covenant;
- need to help smaller municipalities with few resources to undertake sustainable energy actions;
- role of local and regional energy agencies to offer their services to cities and municipalities and in particular towards the smaller ones.



## Tackling climate change in cities: What practical assistance can the EU provide?

08 October 2008, 14:30-16:15

### Outline

The workshop organised by Veolia Environment brought together several high level panellists around the central theme of climate change and cities. The debate was held in three phases: Cities' view of climate change challenges: what are the main challenges faced by cities to address climate change and how do they assess the progress that has been made to-date? EU views of cities role in pursuit of EU climate change objectives: what in practise does the EU expect from the cities in terms of its climate change policy and do cities have a strong enough voice at the EU level to influence the policy? Possible approaches to facilitating the initiatives of cities: what more can the EU do to help cities devise and implement effective climate policies. Is it simply a matter of fostering exchanges of best practises - and how best can this be done?

### Debate

In his introduction, **Henri Proglie** highlighted the fact cities have a key role to play, both as economic agents and as localities where citizens have to adapt to the constraints of sustainable development. He raised a number of issues linked to the assistance that cities might require in order to meet their climate change objectives: do cities need financial incentives? Could the EU facilitate the emergence of a set of performance indicators and related methodologies that would allow to gauge the climatic impact of their decisions? He also highlighted the need to evolve towards a "bottom-up" approach that would encourage the emergence of a new territorial governance based on consultation between stakeholders and decision-making processes that optimise the trade-off between economy, ecology and sustainable development. **Alain Juppé** explained that Bordeaux aims to reduce emission by 38% by 2014 and was consequently extending the tramway network as a first step to develop an integrated public transport system. In terms of energy efficiency, he highlighted the multiple difficulties associated with the uptake of climate-friendly behaviours. The city started by implementing an energy-saving scheme within the city's public services (low-consumption bulbs for street lighting). He insisted on the importance of effective communication and capacity-building at all levels, starting with schools. This importance of communication was also highlighted by **Michel Delebarre**: Dunkerque provides citizens with a thermal infrared map of the city which informs them on the insulation performances of their individual buildings. Although environmental awareness is increasing, he believes that it is necessary to come to an agreement on a common approach. **Ryszard Grobelny**, who will host the UN climate Conference in Poznan in December, stressed that the voice of cities was not sufficiently heard at national and EU levels. He believes that two priority areas, for which particular assistance is needed, are transport and the energy performance of buildings. **Gino Van Begin**, representing the world's biggest association of local governments, strongly agreed with previous comments and insisted on the fact that cities do not have enough resources at their disposal to satisfy their ambitions and responsibilities. Representing the Belgian Minister for Climate and Energy, **Elisabeth Hellegaarde** highlighted that many cities have already outlined ambitious plans to tackle climate change (e.g. Charleroi), some of which include more ambitious targets than those agreed at EU level. In this context, she believes that common monitoring tools would be useful to enable cities to assess the effectiveness of actions that are being put into place. According to **Fabrizio Barbato**, governments' privileged access to EU decision-makers limits cities' access to financing instruments that are fundamental if they are to effectively address the climate change challenges that are imposed upon them. But he hopes that initiatives such as the Covenant of Mayors will act as catalysts and will help by providing a kind of "beauty contest" based on exchange and competition between cities. He added that any benchmarking needs to be done in a fair manner, making allowance, for example, for their primary energy sources. According to **Gisela Kallenbach**, Member States fail to adequately take the needs of cities into consideration when developing their strategic programmes for the use of structural and cohesion funds. She added that they also fail to establish a clear link between EU aid and sustainability: European funds should be allocated only if their use strictly complies with EU environmental policies. In this respect, she believes that common

### Organiser:

Veolia Environnement

### Moderator:

**Jacki Davis**, European Policy Center

### Speakers:

**Fabrizio Barbato**,

European Commission, DG Transport and Energy

**Gino van Begin**,

ICLEI

**Hans-Jörg von Berlepsch**,

Frankfurt traffiQ, Germany

**Luc Van den Brande**,

President of the Committee of the Regions

**Michel Delebarre**,

Mayor of Dunkerque, Vice-President of the Committee of the Regions

**Ryszard Grobelny**,

Mayor of Poznan, Poland

**Elisabeth Hellegaarde**,

Belgian Federal Ministry for Climate and Energy

**Alain Juppé**,

Mayor of Bordeaux, former French Prime Minister

**Gisela Kallenbach**,

Member of the European Parliament

**Henri Proglie**,

CEO Veolia Environment

# Sustainable development: Regional responses to climate change



## More information

Veolia Environnement :  
[www.veolia.com](http://www.veolia.com)

Brussels Office : Rue des Deux Eglises 26, 1000  
Brussels, Belgium  
Tel : +32-2-2801850 Fax : +32-2-2801623  
Email : [cedric.demeeus@veolia.com](mailto:cedric.demeeus@veolia.com)

***“There is a need for a ‘bottom-up’ approach leading to territorial governance based on consultation and cooperation between stakeholders and decision-making processes at relevant territory levels that optimise the trade-offs between economy, ecology and sustainable development.”***

indicators would add value. **Hans-Jörg von Berlepsch** underlined the importance of promoting integrated transport management within cities as well as competition for the operation of public transport infrastructure, as both enable cities to tackle climate change efficiently. Frankfurt was the first significant German city to have called upon the market. He explained how through this process, the Transport Authority was able to impose environmental performances and how the city benefits now from a more efficient and competitive public service which delivers better environmental performance.

## Conclusions

- Although cities are the main actors in the fight against climate change and first interlocutors with citizens, they are not heard at EU and national levels and not sufficiently integrated in the EU policy and decision-making process.
- Although the principle of benchmarking between cities raises interest, a harmonized methodology is not perceived as practical due to the diversity of situations encountered throughout Europe's municipalities.
- However, an approach based on result obligations and methodologies that enable cities to identify the most effective use of resources would be helpful.
- One particular area it is believed that the EU could provide practical assistance is education and awareness-raising.
- The development of an integrated approach linking Member States, cities, policy development and access to financial instruments is necessary to ensure an effective way forward in the fight against climate change.



## Sustainable cities: A 2008 research by McKinsey and Siemens on sustainable development in London

08 October 2008, 16:45-18:30

### Outline

It is increasingly clear that the battle for environmental sustainability will be won or lost in cities. Over half of the world's population now live in urban areas, a figure which will reach almost 60% by 2025. As highlighted in the study Megacity Challenges the large cities of the world recognise these challenges and place a high importance on environmental issues. The research Sustainable Urban Infrastructure conducted by McKinsey & Company together with Siemens describes a series of technological levers of varying effectiveness, and with different cost implications, which can all contribute to greater environmental sustainability in cities, focusing in particular on the example of London.

### Debate

Many cities are struggling with environmental issues concerning energy, water, air pollution and waste. **Sören Buttkeireit** presented the comprehensive research Sustainable Urban Infrastructure carried out by McKinsey and supported by Siemens that has analysed technological levers addressing these challenges regarding their impact, cost and return over time. He also discussed opportunities for overcoming barriers to implementation. **Stefan Denig** gave a presentation on an earlier research titled: Megacity Challenges. The report summarizes the key findings of a unique global research project undertaken by two independent research organizations with the support of Siemens. The goal of the project was to carry out research at the individual megacity level to gather objective data as well as perspectives from mayors, city administrators and other experts on local infrastructure challenges. Over 500 public- and private sector experts from 25 cities were interviewed for this purpose. **Sven-Uwe Müller** presented the Siemens Environmental Portfolio. This contains some outstanding products and solutions that make a direct, verifiable contribution to environmental and climate protection. The products and solutions of the environmental portfolio helped the Siemens customers to reduce their carbon dioxide emissions by around 114 million metric tons in 2007 – over 20 times Siemens' own greenhouse gas emissions in 2007. In fiscal year 2007 the environmental portfolio generated nearly EUR 17 billion revenue, which amounts to nearly one quarter of Siemens' revenue.

### Conclusions

The encouraging message is that many of the technologies needed to reduce energy and water consumption and improve waste management in urban agglomerations are already available. They not only help protect the environment, but also pay back from an economic point of view.

#### Organiser:

Siemens AG

#### Speakers:

**Sören Buttkeireit**,  
McKinsey & Company

**Stefan Denig**,  
Vice-President, Siemens AG

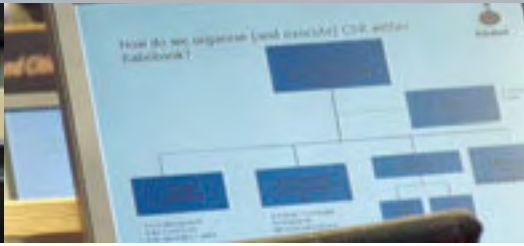
**Sven-Uwe Müller**,  
Vice-President, Siemens AG

#### More information

[www.siemens.com/sustainablecities](http://www.siemens.com/sustainablecities)

*“London can meet international greenhouse gas targets without a massive shift in its citizens' life style.”*





## Green finance and social responsibility

08 October 2008, 9:00-10:45

### Organiser:

European Association of Co-operative Banks

### Chair:

**Raymond Van Ermen,**

European Partners for the Environment, The Netherlands

### Speakers:

**Brigitte Drege,**

Credit Agricole, France

**Hermann Fritzl,**

Austrian Association of Co-operatives, Austria

**Edgardo Maria Iozia,**

European Economic and Social Committee, Italy

**Bart Jan Krouwel,**

Rabobank, The Netherlands

### More information

Cooperative banks:

[www.eurocoopbanks.coop](http://www.eurocoopbanks.coop)

*“The priority has to be avoiding causes of problems instead of fighting with the consequences of our own behaviour/attitude.”*

### Outline

Concerns about the sustainability of economic activity, respect of the environment, anchorage to local economy and responsible business are at the heart of co-operative banks business practices since their origins. This workshop organized by the European Association of Co-operative Banks aims at raising awareness on co-operative banks contributions to green finance and social responsible projects in Europe and future perspectives.

### Debate

**Brigitte Drege** introduced the topic by describing the French situation concerning social responsibility of economic and financial actors, namely in the framework of the 'Grenelle de l'environnement', a political round table on environmental concerns. As advisor in Crédit Agricole, one of the biggest co-operative banks, she depicted the group policies tackling environmental and social challenges. By building a green business process and supporting green finance, the Crédit Agricole is strongly committed in local and global areas and shows its concern to be a responsible bank, which was particularly stressed in the current context of financial crisis. **Hermann Fritzl** is responsible for the Coordination of Marketing and Public Relations in the Österreichischer Genossenschaftsverband (Austrian Association of Co-operatives). He gave an interesting presentation of the Austrian context concerning the cooperative banking sector. The Austrian cooperative banks were portrayed as particularly responsible financial structures in such areas like consumer affairs, corporate governance and regional development. Moreover, the banks were depicted like networks for enhancing the quality of life and like pillars of stability especially the current context of mistrust towards financial institutions. **Edgardo Maria Iozia** is a member of the European Economic and Social Committee and rapporteur on energy issues. He outlined the need for the cooperative sector to gather and to find common responses to the current crisis in the European framework. First by pooling good practices and then by having common products, the banks will enjoy a large credibility in the public opinion. For instance, a single green label for European cooperative banks should bring a high added value in their activities. Mr. Iozia concluded by advising 3 kinds of strategy for the banks: commitment, involvement and action. **Bart Jan Krouwel** is managing director of social responsibility for the Rabobank Group, which has a European leading position in CSR policies. He gave an overview of the internal organisation of the Rabobank in the sector of responsible business. Green finance, sustainable development and ethics are some areas totally integrated in the Rabobank business model and activities. From the executive board to the employees, each stakeholder is involved in responsible and sustainable finance. Mr. Krouwel concluded that CSR and responsible finance being at the heart of the model and are not exclusive of financial and commercial performances.

### Conclusions

**Raymond Van Ermen** concluded the workshop by summing up the discussions as follows:

- 2008 has raised some challenges throughout the numerous crises (food, energy, finance...)
- In this respect, more cooperation between economic, financial and institutional actors, particularly at the regional level, will contribute to more responsible business activities.
- Cooperative banks will play a key role in the current crisis context and they should build on the trust they enjoy in the public opinion thanks to their responsible business model.



## Sub-national public finance and cohesion policy

08 October 2008, 16:45-18:30

### Outline

The objective of this workshop was to offer “a local finance perspective on the issue of EU funding”. Decentralisation and regionalisation have led to the marked increase in the competencies, including public services and infrastructure investment, that sub-national government are responsible for providing. Today, they are the leading public investor, responsible for more than two-thirds of all public investment in the EU. On the other hand, the Community Regional Policy has become steadily more important, taking on a new dimension in 2004. As EU structural and cohesion funds are mainly earmarked for investment, there is clear evidence of their leverage effect on the growth of sub-national capital expenditure, especially in the new Member States. Some issues arise: are these EU subsidies properly channelled to sub-national governments? Do sub-national governments have the know-how required to gain access to them? Do they have the capacity to mobilise co-financing and establish appropriate financial arrangements for projects?

### Debate

In his introduction to the workshop, **Michael Schneider** underlined the considerable added value of EU regional policy. He reminded the audience of the multiplier effect of EU funding which produces leverage effects at different stages and in different combinations. One central element is that the availability of EU funding brings different stakeholders – public, private and non governmental organisations – together to discuss and mutually agree on strategic goals of local/regional/national cohesion policy. Because of its stable financing and multiannual programming, it can promote cooperation between public authorities, international financial institutions and the private banking sector. Financial pooling and public-private partnerships can generate even greater investment over a longer period of time. **Dominique Hoorens** offered a comparative overview of EU sub-national public expenditure, investment and revenues over the 2000-2006 period. He stressed the role of the sub-national public sector as the biggest public investor. In 2006, it further increased its level of investment: +6.6% in volume in the EU on average (the highest since 2000), a remarkable rate which even reached nearly +30% in the new Member States. In these countries, significant infrastructure requirements and the implementation of 2004-2006 community programmes gave momentum to sub-national investments. In several countries, low absorption rates of EU funds can be explained by several factors including sub-national authorities’ lack of experience, the difficulty to propose projects that respond to community needs as well as problems in mobilising complementary local budgetary resources. In order for sub-national governments to fully benefit from the cohesion policy, it appears imperative to build a solid partnership between the central and sub-national governments, to better involve the sub-national level (training, information sharing, management, monitoring, etc.), to ensure a smooth integration of EU funds into national and local public finance and investment systems (compatibility with grants, public procurement, accounting mechanisms, auditing, borrowing framework, etc.) and to work more closely with public and private financial partners (bridge financing, project co-financing, financial engineering, etc.). **Jozef Hazlinger** presented the City of Gbely (Slovakia), a town known, in particular, for its gas and oil fields, and which is confronted with environmental issues. A project entitled “Environment - Common Issues and Common Treasure” and financed in part by EU funds, is addressing these challenges. Mr. Hazlinger spoke of how the city has experienced difficulties of a financial nature such as Euro conversion, fulfillment of requirements, payment delays, consulting and negotiation costs. The city’s new project (a health spa featuring its unique iodine-bromine water) will be financed not only by EU funds but also by other methods including external sources of financing from the private sector. **Piotr Kruczkowski**, presented investments that are currently being made in the city of Wałbrzych, the second largest city in Lower Silesia (Poland). The city takes full advantage of EU funds which are combined with own-source funding, State grants and EIB and private banking to fund several projects including an

### Organiser:

Dexia

### Chair:

**Pascal Becker**,

Vice-Chairman of the Board of Dexia  
Kommunalkredit Bank AG, Austria

### Speakers:

**Michael Schneider**,

Chairman of the COTER Commission of the  
Committee of the Regions, State Secretary for  
Federal Government and European Affairs,  
Saxony-Anhalt region, Germany

**Dominique Hoorens**,

Dexia Crédit Local, France

**Jozef Hazlinger**,

Mayor of the City of Gbely, Slovakia

**Piotr Kruczkowski**,

Mayor of the City of Wałbrzych, Poland

**Jacek Rynski**,

Dexia Kommunalkredit Bank Polska, Poland



### More information

Dexia :  
[www.dexia.com](http://www.dexia.com) - [www.dexia-clf.com](http://www.dexia-clf.com)  
City of Gbely:  
[www.gbely.sk](http://www.gbely.sk)  
City of Wałbrzych:  
[www.um.walbrzych.pl](http://www.um.walbrzych.pl)

***“In order to fully take advantage of the funds which will be at their disposal, local governments need to adopt a proactive approach and not just wait for EU funds”.***

integration center for homeless people, road reconstruction, sports and recreation facilities and a Museum of Industry and Technology aimed at revitalizing the former mine. Mr. Kruczkowski described the obstacles encountered along the way including the numerous procedures, setting up financial arrangements, uncertainties as to the outcome of the application for funding as well as increased competition between cities and regions in obtaining EU funding.

### Conclusions

**Pascal Becker** closed the workshop by summing up the discussions as follows:

- Sub-national governments are the driving force of public investment in the EU;
- in several Member States, EU funding is now the primary external financing source for local investment. On average, it is estimated that EU funding will provide the equivalent of 10% of sub-national capital expenditure per year in the EU 27;
- numerous EU Member States have experienced difficulties absorbing the EU funding, which is most often as a result of insufficient national policy frameworks, a lack of implementation capacity, inadequate cooperation with central governments and trouble finding matching co-funding from domestic sources;
- because of tight budget constraints and sometimes huge investment needs, the financing of local investments poses a substantial challenge. Financial partners can help sub-national governments gain a better understanding of how to access EU funds and build financial arrangements suited to their needs.







# Cooperation and networking: Exchange of best practice in regional development



Cooperation amongst and between regions builds **networks to develop good practice** and facilitates the dissemination of lessons and experiences by successful regions. It showcases what regions do well, to the benefit of those still investing.

Since 2007, the **European Territorial Cooperation** objective, financed by the European Regional Development Fund (ERDF), supports cross-border, transnational, and interregional cooperation programmes with a total of **EUR 8.7 billion** or 2.5% of the total. Since 2006, a new legal instrument to strengthen cooperation across borders exists, the European Grouping on Territorial Cooperation. In addition, a number of new EU instruments to support regional development along the Union's external borders and with candidate and potential countries and third countries have been streamlined. In recent years, the European Commission has developed a structured dialogue with China, Russia and Brazil on regional policy.

During the OPEN DAYS, a total of **55 events** focused on 'cooperation and networking'. The EU Baltic Sea Strategy, cross-border, transnational and interregional cooperation, research in territorial development and the European Grouping on Territorial Cooperation were the themes most featured. A series of seminars organised together with ministries and representatives from Russia, China, Latin American countries, the Black Sea Region, the World Bank and the OECD dealt with exchange and analysis of regional development policies in a global context. Other aspects concerned cooperation between the public and the private sector on themes such as corporate social responsibility and governance. In other seminars, exchange of experiences was organised among public authorities, banks and research institutions on the management and evaluation of infrastructure projects and public-private partnerships, financial engineering and micro-credits in regional development. Sustainable tourism and the creation of a network of European regions was on the agenda of the "European Tourism Day" organised by the Enterprise and Industry DG of the European Commission, 12 workshops dealt with cooperation between regions in the field of job creation and social inclusion, in particular on programmes financed by the European Social Fund.

## Cooperation and networking: Exchange of best practice in regional development



### What can the EGTC be used for? How to set up an EGTC?

07 October 2008, 14:30-16:15

#### Organiser:

European Commission, Regional Policy DG,  
Unit E 1

#### Chair:

**Olivier Baudelet,**

European Commission, Regional Policy DG

#### Speakers:

**Dirk Peters,**

European Commission, Regional Policy DG

**Nathalie Verschelde,**

European Commission, Regional Policy DG

#### More information

[http://ec.europa.eu/regional\\_policy/cooperation/index\\_en.htm](http://ec.europa.eu/regional_policy/cooperation/index_en.htm)

#### Outline

The workshop was opened by **Olivier Baudelet** who gave an introduction offering the participants a first overview about the 'European Grouping on Territorial Cooperation' (EGTC). The EGTC is a new legal instrument on EU level which is filling a gap, because the existing legal framework, especially for cross-border co-operation, does not exist in many countries, is not sufficient or is not efficient. The EGTC is also a strong political signal for regional development. It is an instrument for further vertical integration, where the local, regional and national level can work together and run co-operation projects as an EGTC. The EGTC is a neutral body; it is liable, transparent and sustainable. "Some say it is complicated ... Yes, but this can also be seen as positive, because if you go for it, then it is really for long time. Other advantages: - a single budget, a single taxation and single personnel. In one word – it can make the cross-border business easier".

#### Debate

**Dirk Peters** explained EGTC from a legal point of view. "The EGTC is a new legal instrument under Community law; not under international law like the Madrid Framework Convention. It is a Regulation and therefore directly applicable in all Member States. Thus, the Regulation itself enables regional and local authorities from different Member States, as well as certain bodies governed by public law or associations of all these authorities, to set up joint groupings with a legal personality to implement cooperation programmes and projects. To set up an EGTC the potential members of a future EGTC must draft a convention and statutes, which must be notified to the relevant national authorities. The latter have three months to approve the participation of prospective members and must substantiate any refusals they make. On the day of registration or publication of the statutes, the EGTC will acquire a legal personality. Then the members inform the Member States concerned and the Committee of Regions about the creation of the EGTC. And within 10 days the request to publish notice in the OJ should be sent. An EGTC can implement co-operation programmes, run co-operation projects and do "other" co-operation actions with or without EU funding. An EGTC can not exercise powers conferred by public law to safeguard general interest of State: eg Police, Regulatory powers, Justice or Foreign policy". **Nathalie Verschelde** showed some examples of already existing/planned EGTCs in the European Union. (a) The EGTC to manage a European Cooperation Programme: Belgium, France, Germany, Luxembourg are setting up an EGTC to manage the 'Grande Région' cross-border cooperation programme. (b) The EGTC to manage joint activities with EU funding: Bulgaria and Romania are considering setting up an EGTC to manage jointly two structural funds projects to improve the navigability of the Danube. (c) The EGTC to manage Eurométropole Lille-Kortrijk-Tournai. This was the first EGTC to be created in January 2008. There was a high-level political commitment to jointly develop this very integrated urban area. This composition brings together all levels of government in this complex region. (d) The Spanish-Portuguese EGTC to jointly manage a specific area: 'Galicia-Norte de Portugal'. This EGTC was formally launched in September 2008 in Santiago de Compostela (Galicia/Spain). They have now a Legal Personality to undertake wide range of activities with overall objective of enhancing socio-economic cohesion in the region.

#### Conclusions

Speakers and chairperson concluded the workshop by summing up the discussions as follows

- EGTC opens the door to easier cross-border activities, whether EU financed or not;
- provides a good catalyst to act jointly and manage as one – this is what we all want to see in border regions;
- but – EGTC remains a tool. It will not in itself solve the problems... it only provides a framework in which to tackle joint problems together...



## EGTC: Learning from experience

08 October 2008, 14:00-16:15

### Outline

Regulation (EC) 1082/2006 establishing a new legal instrument, the European Grouping of Territorial Cooperation (EGTC) gives legal recognition and strengthens territorial cooperation among national, regional and local authorities across Europe. The EGTC Regulation has been fully applicable as from 1st August 2007. However, only around half of the EU Member States have implemented national provisions. This Workshop was an opportunity to learn from local and regional experiences in setting up EGTCs. The workshop enabled a presentation of the evidence-based state of play and developments in setting up EGTCs; and a debate on the added value of an EGTC as well as the objectives which can be accomplished by the establishment of an EGTC. During the workshop, the Committee of the Regions presented its activities in support of EGTCs. The workshop was organised as a round table with a panel of experts. The debate brought together regional and local authorities, national administrations, EU institutions as well as economic and social actors.

### Debate

As underlined by **Mercedes Bresso**, the EGTC can be considered a 'success story' to which the Committee of the Regions had contributed extensively. The true success of the EGTC can be found in the 30 or more EGTC-related initiatives across the European Union involving many levels of governance, aiming at different objectives and covering a variety of thematic focuses. In this context Ms Bresso agreed that the EGTC instrument truly respects European diversity, while guaranteeing a modern form of multi-level governance. She urged the EU Member States to adopt national provisions on EGTC as it is key to achieving concrete results. **Laura Bobarnac** commenced her presentation with an outline of the Romanian provisions concerning the EGTC. They were introduced in November 2007 (Romania was the fifth state to adopt national provisions). Ms Bobarnac noticed that it would be important to enhance collaboration between the Notification Authorities from countries where potential EGTC members are located in order to follow up the recommendations issued at national level. **Dr Johannes Maier** gave a historical overview of the Alps-Adriatic Working Community. For thirty years since its foundation, the Community has implemented more than 600 projects. With two partners from the national level (including Croatia as a third country), seven regions with legislative powers and four counties, the Community represents great asymmetrical heterogeneity.

Two key advantages of creating an EGTC were presented by **Elise Blais**: i) as a legal body with its own personality, the EGTC can be part of legal proceedings, hire its own staff, rent offices etc, ii) financial liability is clarified: within the partnership and towards third parties. Ms Blais addressed the crucial and highly debated issue of the participation of third countries in EGTCs. In practice, if national provisions allow it, an EGTC may have associated members - e.g. from third countries - with different rights and obligations. **Ludivine Salambo** started her presentation with the outline of the key features of Mission Opérationnelle Transfrontalière (MOT). The principal objective of MOT is to facilitate the emergence and the execution of cross-border projects at local level, by favouring territorial integration on either side of the borders. In practice, it offered assistance in setting up three EGTCs: West-Vlaanderen / Flandre – Dunkerque- Côte d'Opale (France/Belgium), Eurodistrict Saar Moselle (France/Germany) and Eurorégion Alpes-méditerranée (France/Italy).

### Conclusions

There are several reasons why the EGTC can be already called a 'success story'. Firstly, it embodies the principle of territorial cohesion. Secondly, it allows local authorities to have a stable legal tool as a vehicle for international cooperation. Thirdly, it allows for a longer-term cooperation independent from a political will. Fourthly, it provides possibilities for cooperation in areas not covered by Community co-financing such as health and transport. And finally, an EGTC is also a tool for multilevel governance (MLG) through which important policies from various levels can be coordinated and implemented.

**Organiser:** Committee of the Regions, Networks and Subsidiarity Unit

**Chair:**  
**Pat Colgan**,  
Chief Executive, Special EU Programmes Body

**Speakers:**  
**Mercedes Bresso**,  
CoR Member and Rapporteur on the own-initiative opinion on EGTC

**Laura Bobarnac**,  
Advisor, International Territorial Cooperation Directorate Ministry of Development, Public Works and Housing, Romania

**Johannes Maier**,  
Head of the Unit of European Affairs, Office of the Government of Carinthia, Austria

**Elise Blais**,  
Project Manager INTERACT Point Vienna, Austria

**Ludivine Salambo**,  
Legal Expert, Mission Opérationnelle Transfrontalière, Paris, France

**More information:**  
[www.cor.europa.eu/egtc.htm](http://www.cor.europa.eu/egtc.htm)

*"The EGTC can be already considered a 'success story' to which the Committee of the Regions had contributed extensively."*





### Between cooperation and competition: regional development as a driver for integration among the European territories

07 October 2008, 16:45-18:45

#### Organiser:

Green motors for Growth

#### Chair:

**Patrick Salez,**

European Commission, Regional policy DG

#### Speakers:

**Moray Gilland,**

European Commission, Regional Policy DG

**Laura Canale,**

International and European Affairs, Liguria Region, Mediterranean Euroregion, Italy

**Anna Lisa Boni,**

Provence-Alpes-Côte d'Azur Region Brussels Office:

**Miguel Argimon,**

Pyrenees-Mediterranean Euroregion

**Martin Weber,**

Department of Justice, Canton of Bâle-Ville, Switzerland

**Nicolas Evrard,**

European Association of Elected Representatives from Mountain Areas, Brussels

**Alberto Mina,**

International Relationships and Communication, Regione Lombardia, Italy

**Klaus Haasis,**

Public Innovation Agency for ICT and Media, Baden-Württemberg region, Germany

**Lluc Beltran,**

Department of Agriculture, Food and Rural Action, Generalitat de Catalunya, Spain

**Hélène Blanchard,**

Vice-President, région Rhône-Alpes, France

**Jakub Szymanski,**

Regional Policy Department, Marshal's Office of the Malopolskie region, Poland

**Laurent Van Soen,**

International relations and cooperation, région Rhône-Alpes, France

#### Outline

**Moray Gilland** introduced the meeting as follows: "In recent years, it became clear that cross-border co-operation programmes funded by the EU on the one hand, and Euroregion-type political co-operation on the other, were both looking for a solution on management challenges they faced. The Commission response was the European Grouping of Territorial Co-operation (EGTC) Regulation, adopted in 2006 as part of the Cohesion Policy package. This Regulation allows, for the first time, a cross-border legal entity to be created under European law to manage co-operation programmes and projects. Even though the original aim of the EGTC Regulation was to help implement cross-border co-operation, it is, nevertheless, of direct relevance to both panels in the workshop. Firstly, it offers the possibility to Euroregions to develop formal legal entities to strengthen their political co-operation and provide a potential counterweight to national authorities. Secondly, it provides a tool for the management of interregional co-operation projects, which are increasing in popularity and importance as the added value of sharing and transferring experience becomes ever more apparent."

#### Debate

**Laura Canale** and **Anna Lisa Boni** presented the Alps-Mediterranean Euroregion (Rhône-Alpes, Provence-Alpes-Côte-d'Azur, Liguria, Piedmont, Aosta Valley) whose aims are both territorial and European. Regions need to work together to weight on European decisions and the Euroregion could be a means to gap the bridge between the EU and citizens. **Miguel Argimon** exposed the actions of the Pyrenees-Mediterranean Euroregion (Arago, Catalunya, Illes Balears, Languedoc-Roussillon, Midi-Pyrénées) and its evolution to an EGTC, as a result of a long-term cross-border cooperation. He also stressed the cooperation with Mediterranean countries in the framework of the ENP, and the need of concrete projects. **Martin Weber** outlined the activities developed within the upper Rhine space between Switzerland, France and Germany, and more specifically the field of transport, where a common decision-making is important on the European and international markets. These countries took part to Interreg and Urbact programmes. There is no legal personality, only the consent of the Swiss government; this cooperation could lead to a body under French law. **Nicolas Evrard** expressed his will to change the decision-making process by the experience of the territory: local authorities have the knowledge (of natural hazards in the Alps). A better governance based on specificities of territories will lead to the success of European initiatives (Interreg). **Alberto Mina** of the Regione Lombardia explained the benefits of networking within the Four motors for Europe: an open-minded vision of strategic elements in the area of competitiveness, the exchange of cultural goods, and in a near future the development of PPP, mobility of apprentices... These regions have had the opportunity to strengthen links with China. **Klaus Haasis** showed the possibility to link creative industries (that create an annual turnover of over 650 billion Euros) and ICT through the CReATE project (Creating a joint Research Agenda for promoting ICT-Innovations in Creative Industries Across Europe). This goal will be achieved by a joint research agenda in member regions, and the establishment of a European Interest Group on Creativity and Innovation (EIC) to boost collaboration between creative clusters in Europe.



**Luc Beltran** exposed the composition and actions of the PeriUrban Regions Platform Europe (PURPLE); with 16 members, it aims at the development of a sustainable rural agriculture. Facing the same difficulties, the partners undertake actions of lobbying towards European institutions (amendments that went through committees in the EP and CoR). Some members take part to Interreg IVC and Interreg IVB Med programmes. **Hélène Blanchard** presented the European Clusters and Regions for Eco-Innovation and Eco-investments Network (ECREIN) that has been supported by the Environment DG since its creation in 2006. The objective is to help SME involved in eco-innovation projects on a regional level, but the definition of “eco-innovation” has been the main problem at the beginning. Finally partners have decided to maintain the network and even to apply for an Interreg IVC, each of them working on a Work Package. **Jakub Szymanski** exposed the results of the ‘SMART’ regional framework operation (for regions in transition) and the ‘GROW programme’ (for high growth regions) developed in the framework of Interreg III: he outlined the inequality between the supplies of certification by national authorities among Member States and militated for external organisms. Interreg IV C is an opportunity to create projects that are in the continuity of initiatives already undertaken. Solidarity is important in a diverse EU: this can be enhanced by a better cooperation between regional institutions.

### Conclusions

**Laurent Van Soen** concluded the meeting by underlining the added value of regional cooperation and asked for the “rescue” of Interreg programmes and the ERDF. Regions have to be strong in their relations with the national and European authorities. They are “mini-laboratories” to which the Commission should refer; this latter should go beyond call for proposals in its links with Regions. Building together a strong presence of Regions in Brussels can be the key of the success.

### More information

Pyrenees-Mediterranean Euroregion:  
[www.euroregio.eu](http://www.euroregio.eu)  
Four motors for Europe:  
<http://www.4motors.eu/>  
Creating a joint Research Agenda for promoting ICT-Innovations in Creative Industries Across Europe (CREaTE):  
<http://www.lets-create.eu/>  
European Interest Group on Creativity and Innovation (EICI):  
<http://www.creativity-innovation.eu>  
PeriUrban Regions Platform Europe:  
<http://www.purple-eu.org/>  
European Clusters and Regions for Eco-Innovation and Eco-investments Network  
<http://www.ecreinetnetwork.eu/>  
SMART” Regional Framework Operation:  
<http://www.smart-rfo.org/smart/index.asp>  
GROW:  
<http://www.grow3c.com/>  
Innovation and Environment Regions of Europe sharing solutions:  
<http://www.interreg4c.net/>

*“Not a Europe of the regions, but Europe for the regions.”*



### The need to network: the example of INTERREG IVC

08 October 2008, 9:00 – 10:45

#### Organiser:

European Commission, Regional Policy DG

#### Chair:

**Jean-Marc Venineaux,**

European Commission, Regional Policy DG

#### Speakers:

**Michel Lamblin,**

Joint Technical Secretariat of Interreg IVC programme, Lille, France

**Jessica Huntingford,**

Economic Development of the Region of Tuscany, Italy

#### More information

Interreg IVC:

<http://www.interreg4c.eu/>

ERIK ACTION project:

<http://www.eriknetwork.net/>

***“You have to be aware that solidity of your project depends on the solidity of the partners. Only best projects can be supported – Interreg IVC strives for excellence.”***

#### Outline

The workshop was opened by **Jean-Marc Venineaux** who reminded the audience the crucial role of networking for innovation. He pointed out that the main aim of the Interreg IVC programme was to serve as a tool for regional stakeholders to share knowledge and learn from each other. The other very important goal for this generation of interregional co-operation programmes (Interreg IVC, Urbact II) is using the knowledge and expertise already gained via networking in previous years (be it from Interreg III C or other European networking programmes) in practice: capitalisation. And capitalisation is also the key idea for the Regions for Economic Change Initiative, launched by DG REGIO in November 2006, and its Fact Track option that is partly implemented the Interreg IVC programme.

#### Debate

**Michel Lamblin** shortly presented the outcomes of the previous generation of interregional networking (264 operations funded and 2 634 partners participated) and the main features of Interreg IVC programme. Then he focused on the results of the first call for proposals of the programme. Approximately 9% of all project applications (41 out of 492, of which 6 capitalisation projects) succeeded to gain the Monitoring Committee support, representing almost €70 million ERDF committed, which is 23% of the programme available budget. Mr Lamblin highlighted the clear focus of Interreg IVC to Lisbon and Gothenburg agendas topics and the need for a clear added value of the projects to be supported. Given the big competition among the project proposals, only the very best prepared ones can be funded. The programme is preparing new communication tools in order to give further support for project applicants for the second call for proposals, starting on 27 October. **Jessica Huntingford** represented the ERIK ACTION project, selected in the first round for capitalisation projects (and labelled as Fast Track, gaining the Commission support as well). She described in details the preparation for the first call of Interreg IVC. The most important features for the capitalisation project to succeed in the Interreg IVC are: relevance of the project theme to Lisbon or Gothenburg agenda (Erik action focuses on regional innovation), concrete focus, stock of good practices identified in the given field, commitment of all partners and their regional decision makers (Managing authorities of relevant OPs, if possible) to make the transfer of knowledge and invest in the given field, ownership of all partners of the project. In relation to the latter, Ms Huntingford highlighted the importance to allow for enough time for preparation of the application, to meet partners personally and to have a personal consultation at the JTS of the programme.

#### Conclusions

**Mr Venineaux** concluded the workshop by summing up the discussions as follows

- There is a big competition among the Interreg IVC project applicants – only the best ones can be supported. The programme strives for excellence.
- In order to succeed, all project promoters have to know exactly what they expect from the project. Setting clear project indicators is indispensable.
- Partnership is a crucial element for the project application, but also for project implementation success.
- New communication tools are being prepared in order to explain better the focus of Interreg IVC programme and help relevant project promoters when preparing for the second call for proposals of the programme (will be launched on 27/10/2008).





## Second generation cross-border cooperation: Planning together in cross-border territories

Wednesday, 8 October 9.30-11.15

### Outline

The cross-border territory is a space for projects which, even when it is legally constituted, does not aim for administrative functions but rather the coordination of the policies of local, national and European authorities to develop programmes of actions which meet the aspirations and the needs of the inhabitants of cross-border regions. The development of cross-border territory projects is thus a concrete response to the needs of their inhabitants as regards the environment, the transport or the economy. Such territories gradually become spaces of multicultural dialogue between socio-economic actors and local authorities, forging a European citizenship and acting as powerful vectors for the integration of internal borders and the pacification of external borders of Europe.

### Debate

**Prof. Luis Dominguez** presented the Strategic Plan of the Eurocity Chaves-Verin, in Portugal and Spain, the first eurocity with a Strategic agenda. He explained the several steps on the definition of this strategic agenda and stressed the importance of defining a brand in the positioning and communication of a Eurocity and of defining a main idea. He point out that « In today's world only who have a brand really exists! ». The explained the brand concept defined for the eurocity Chaves-Verin: « The Eurocity of Water » and the main idea addressed: the social free-zone.

**Enric Maoylas** gave an interesting presentation of the project of the cross-border hospital de la Cerdanya. He explained the long path they did till now and to implement this project and the disparities between citizens expectations and the long process this kind of projects take. He made an exposition of all the problems (political, cultural and practical ones) and solutions found for this cross-border project. He also stressed the importance of the new administrative structure of the EGTC, that gave to the project the right institutional framework for its management; which was over time one of the main difficulties for the implementation and management of the project. **Jacques Houbart** introduced the thematic of education on cross-border issues by presenting the project INTERFORM whose leader is MOT (Mission Opérationnelle Transfrontalière). He stressed the importance of registering experiences, exchanging knowledge, researching oriented to local cross-border projects and training of cross-border actors in order to leverage the intervention and practices implemented across Europe. He explained how the project INTERFORM addressed these issues and the actions for future development. **José Soeiro** started to enhance that Portugal - Spain cross-border cooperation in itself represents a good example of best-practices of cooperation in Europe. He addressed that the evolution of cross-border cooperation, and namely the one between Portugal and Spain, has a positive appraisal in the last years. Thus the new period posed challenges due to greater expectations and less financial resources. He explained that we need commitment to sustainable projects and investments, choose effective and viable partnerships, selectivity of projects and disciplined analysis. He concluded "A cycle of support for new infrastructures has ended; A cycle of support for the common and shared management of resources, geared towards the citizen, has begun".

### Conclusions

- The policies of cross-border cooperation impelled financially by INTERREG have become a major motor of development for border regions, which are usually peripheral, creating the transference of know-how between territories and a new mentality that goes much beyond the simple economic impact. It is therefore a strategy of high added-value.
- All the participants agreed that during this last decade it has been one of the strategies with major and better social impact and with a high level of awareness and of positive evaluation by the population. The image of Europe in border territories is associated primarily to INTERREG, even ahead of other financial performances of major economic volume.
- There are some grass root projects that are oriented to citizens well-being in cross-border territories that need to have adequate juridical, legal and institutional frameworks so they can be implemented and managed but also to be communicated to its citizens and peers so these experiences can be empowered and taken has an example for next generation projects and policies.

### Organiser:

Eixo Atlântico and the European Commission, Regional Policy DG

### Chair:

**Carlos Beltran,**

European Territorial Cooperation, Ministry of Economics and Treasury

### Speakers: Luis Domínguez,

Vigo University and Director of the Eurocity Chaves-Verin Strategic Plan, Spain

**Enric Mayolas,**

Cross-border Hospital Cerdagne Capcir, Spain

**Jacques Houbart,**

Mission Opérationnelle Transfrontalière, France

**Jose Soeiro,**

Financial Institute of Regional Development, Portugal

### More information

Eurocity chaves-Verin:

[www.eixoatlantico.com](http://www.eixoatlantico.com);

[www.verin.net](http://www.verin.net) ;

[www.cm-chaves.pt](http://www.cm-chaves.pt)

Pyrenees Hospital:

[www.hcerdanya.eu](http://www.hcerdanya.eu)

INTERFORM project:

[concetta.mundo@mot.asso.fr](mailto:concetta.mundo@mot.asso.fr)

*"Doing cross-border cooperation needs orientation to the citizen and life on frontiers, policies should fold this need and concrete experiences need to be exchanged, communicated and empowered."*





### Second generation cross-border cooperation: Barriers' disappearance in daily life

08 October 2008, 11.30-13.15

#### Organiser:

Eixo Atlântico and the European Commission,  
Regional Policy DG

#### Chair:

**José Palma Andrés,**  
European Commission, Regional Policy DG

#### Speakers:

**Rui Nuno Baleiras,**  
Secretary of State for Regional Development,  
Portugal

**Ana Teresa Lehman,**  
Coordinating Commission of Regional  
Development of the North of Portugal

**Xoan Vázquez Mao,**  
Secretary General of Eixo Atlântico do  
Noroeste Peninsular

**José Luis Pego Alonso.**  
General Director of Caixanova

#### More information

Coordinating Commission of Regional  
Development of the North of Portugal (CCDRN) :

[www.ccr-n.pt](http://www.ccr-n.pt)

Eixo Atlântico:

[www.eixoatlantico.com](http://www.eixoatlantico.com)

***"The new paradigm of Cross-border cooperation needs an embracing concept that reflects the Europe of proximity and the place-based development policy; the concept proposed is 'Second Generation Cross-border Cooperation.'"***

#### Outline

Different political levels of decision and different players of society should be brought together in order that effective cross-border cooperation can enter the daily life of its citizens and regions can be empowered following a strategic vision rather than a frontiers one. The workshop joint different levels of intervention in cross-border cooperation, introducing **Rui Baleiras** the national perspective and Ana Teresa Lehman the regional one and suggested the Second Generation Cross-border Cooperation as the way to follow. This term focus on idea that cross-border cooperation should address these questions and focus more on providing shared and better services for the citizen in the territories of frontier. Cross-border cooperation and its impact on citizens' life gives a different and closer image of Europe, so that it becomes a day-to-day reality. The workshop also drew attention to the importance of involving the private and financial sectors when building a Europe of proximity with the intervention of **José Luis Pego Alonso**.

#### Debate

**Rui Nuno Baleiras** presented the changing paradigm of regional policy in the OECD, the (new) regional policy: place-based development policy and Territorial cooperation as an enhanced arm of EU's cohesion policy. Introduced the Second Generation Cross-border Cooperation approach for the cross-border cooperation and the post-2013 cohesion policy. He made reference to some instruments to put in practice the second generation cross-border cooperation such as the EGTC's, the Euro-cities and other project examples. **Ana Teresa Lehman** presented the Euroregion North of Portugal and Galicia and how territorial planning is implemented and coordinated in this euroregion. She also explained the recently created structure of the EGTC between north of Portugal and Galicia, the first one in the Iberian peninsula and the 3<sup>rd</sup> in Europe, and its main priorities. **Xoan Vázquez Mao** introduced the concept of Second Generation Cross-border Cooperation and focused on the need to address questions and problems that affects the cross-border citizens and life in a closer perspective. It refers essentially to joint and coherent development and of shared services that are essential for the social and economical development and for a better quality of life of border territories. He ended with some proposals to the European Commission in order to integrate this thinking - second generation cross-border cooperation- as an inspiring principle for cooperation after 2013. **José Luis Pego Alonso** stressed the importance of involving the private sector in cross-border cooperation, with a model of co-participation and co-responsibility. He stressed the importance of thinking the regions strategically and presented a strategic approach to the Euroregion Galicia - North of Portugal where the public, the entrepreneurial and the financial sector actively collaborated to build it. He made reference to innovative models such as the Chair of Cross-border Studies and the project of a Competitiveness Centre of the Euroregion Galicia - North of Portugal. In both projects take part the University of Vigo, the Confederação de Empresários (Entrepreneurs Association of Galicia) and Eixo Atlântico do Noroeste Peninsular.

#### Conclusions

Territorial cooperation is of vital importance for the future of the border regions. The cross-border cooperation is, of all the policies impelled by European Commission, one in which its intervention impact affects more citizens of the Union: 181,7 million persons, which supposes 37,5 % of the whole. For the new programming period it is necessary to commence a reflection on the new challenges that cross-border cooperation must add in, drawn from the high expectations has created and from the need to support the dynamics of development that it has impelled during these years. But also as a magnificent instrument of 'Europeism' and of proximity in a key moment of the European construction. The cooperation of second generation refers essentially to joint and harmonic development and of shared services, essential for the socioeconomic development and a better quality of life of the border territories.



## Second generation cross-border cooperation: New administrative structures for cross-border cooperation

08 October 2008, 16:45-18:30

### Outline

New legal structures have recently emerged in response to the need of common planning and the elimination of administrative barriers. The most important is the European Grouping of Territorial Co-operation, which aims at facilitating and promoting cross-border cooperation between authorities in Member States, regional and local entities. This workshop presented different experiences in establishing new administrative structures for this kind of cooperation and its application in the day-to-day life of regional bodies, international organisations and local players.

### Debate

**Manuel José Morán Garcia** spoke of the cross-border cooperation in Europe and in the frontier between Portugal and Spain in the last years. He drew attention to the much that has been achieved and the importance that cooperation has in the daily life of the citizens, that like him, live in the border regions. He stressed the importance for the young generations to remind that some years ago some of the things taken for granted were the result of changes in the way of behaving and thinking and facilities that only cooperation made possible. His large experience in cross-border cooperation opened the debate on: new administrative structures for cross-border cooperation.

**Nuno Almeida** characterised the Euroregion Galicia-North of Portugal in terms of urban areas and some demographic, economic and transactional indicators. He presented the working community of the Euroregion and its new instrument for territorial cooperation: the EGTC between Galicia and north of Portugal, created in September this year, and with the main task of implementing the Euro-region's Strategic Plan for the period 2007-2013. **Joao Baptista** is one of the mentors of the Eurocity Chaves-Verin. He presented the process of the creation and strategic planning of the eurocity Chaves-Verin, making reference to its strategic target, objectives and agenda. The main Axis of the Strategic agenda of the Eurocity are: 1) The Euro citizenship, by involving local population on the project; 2) Sustainable development – to make inventory, know, preserve and boost common natural heritage; 3) to develop competitiveness and entrepreneurship among local stakeholders increasing added-value by this cross-border cooperation. **Klaus Baldauf** exposed the City Twins association, an association of twin cities in the of Europe. In the last contribution, Coordinating everyday life, Klaus Baldauf reported about the fourfold competence of the cross-border collaboration at the level of the European double city of Frankfurt (Oder) – Slubice, in the Euroregion Pro Europa Viadrina, on the network of European double cities, divided by border within the City Twins Association and in the network EUROMOT, the European network of cross-border local authorities.

### Conclusions

- After debating on the different models and experiences of cross-border cooperation, there is unanimity in incite the debate on the 'cooperation of the second generation' as an inspiring principle for the cooperation policies from 2013 onwards.
- For a correct application of the cooperation policies, it becomes necessary to reflect on the development of the best instruments that make use of the possibilities that the recent approval of the AECT opens: Eurocities, Euroregional Agencies of Development and other figures of cooperation that must be analysed to make the best use of the potentialities that they contain for an European construction of proximity.
- Finally it is proposed to the European Commission, to the Committee of the Regions, with the collaboration of the Parliament and the CES, the making of a white book on cross-border cooperation, defined as one of the policies of greater strategic value in the European Constructing process. It is not in vain the original idea and the principal slogan of the European Union 'A Europe without frontiers'.

### Organiser:

Eixo Atlântico and the European Commission, Regional Policy DG

### Chair:

**Juan Jimenez**,  
Mayor of Verin, Spain

### Speakers:

**Manuel José Morán Garcia**,  
Galician Government, Spain

**Nuno Almeida**,  
Coordinating Commission of Regional  
Development of the North of Portugal

**Joao Baptista**,  
Mayor of Chaves, Portugal

**Klaus Baldauf**,  
City of Frankfurt and representative of City Twins  
Association, Germany

### More information

Working Community Galicia-North of Portugal:

[www.galicia-nortept.org](http://www.galicia-nortept.org)

Eurocity chaves-Verin:

[www.eixoatlantico.com](http://www.eixoatlantico.com);

[www.verin.net](http://www.verin.net) ;

[www.cm-chaves.pt](http://www.cm-chaves.pt)

*“Citizens’ oriented strategies and services as well as joint planning between borders are the core of second generation cross-border cooperation, but that needs the right instruments to be implemented and policies to be supported.”*



### INTERACT – Supporting Good Governance

08 October 2008, 11:15-13:00

**Organiser:**

European Commission, DG Regional Policy

**Chair:**

**Colin Wolfe,**

European Commission, DG Regional Policy

**Speakers:**

**Moray Gilland,**

European Commission, DG Regional Policy

**Matt Nichols,**

Interact Point Viborg, Denmark

**Paul Cozzi,**

Interact Secretariat, Slovakia

**More information:**

Interact:

[www.interact-eu.net](http://www.interact-eu.net)

*“INTERACT – Interreg Animation, Co-ordination and Transfer of experience. Making cooperation programmes work better.”*

#### Outline

The workshop was opened by **Colin Wolfe**, Head of Unit, who offered a short insight into the main features of the Interact programme. This is a programme about Good Governance of Territorial Co-operation programmes between all Member States. Its primary objective is to provide support to the stakeholders implementing programmes under the European Territorial Co-operation objective by giving advice on implementation questions, organising thematic seminars, providing good practice examples etc. He emphasised the importance of having a platform to share and exchange the experience of Interreg and European territorial cooperation programmes. Special attention is needed on management support as well as on the support to create knowledge about cooperation.

#### Debate

**Moray Gilland** introduced the participants to the background of Interact programme, explaining the history and the main characteristics. Interact has been created answering a need from Interreg programmes to receive assistance in their management. More than 70 Interreg programmes in Europe needed coordination, knowledge and experience when setting up and launching their implementation systems. Interact activities started in 2004 by providing management support. In the future Interact services need to adapt to the needs and should also focus on creating evidence about the results of cooperation in Europe. **Matt Nichols** gave an interesting presentation about the services provided by Interact. He explained that services are developed based on a needs assessment. Management questions are widely covered by available written guidance and training material and updates will be done regularly. Knowledge management related services are a major challenge ahead and they will focus on their development in 2009-2013. He emphasised the importance of close contacts with the stakeholders. **Paul Cozzi** focused on the future. He stated that for achieving the ultimate purpose of INTERACT II activities will be concentrated on quality and the real needs of territorial cooperation programmes. The main focus will be on generating and sharing knowledge among stakeholders. This will contribute to achieving high quality in programme implementation and to spreading results and good governance approaches to interested target groups. He presented the recently launched knowledge management initiative for territorial cooperation programmes.

#### Conclusions

**Colin Wolfe** concluded the workshop by summing up the discussions as follows

- There is a need for coordination services to ensure better quality implementation and management of European territorial cooperation programmes.
- Interact has a role in telling the story to a larger audience about the European dimension of cooperation and the achievements so far.
- Management services are still needed as cooperation programmes have specific needs in this respect.





## Frontrunners fastening innovation in territorial co-operation

08 October 2008, 14:30-16:15

### Outline

The workshop was opened by the intervention of **Lambert van Nistelrooij**, and the polemic introduction about the territorial co-operation and governance from a European perspective holed by **Jan Olbrycht**. Actually, in the context of the principle of unity in diversity, the co-operation represent the key element in the development and the enrichment of regions through changing experience and sharing good practices. More than that, nowadays regions cannot progress without the collaboration of its neighbours. Today, different form of co-operation are existing and, conscious of the importance of this principle, several regions presented their best practices of co-operation programmes.

### Debate

A succession of projects where the subject of discussion of this second workshop, starting with the presentation of **Ton van Lier**, Brainport in North-Brabant, about ELAT of which initiative brings together the expertise of the three towns, Eindhoven, Leuven and Aachen, to form a technology triangle and present them as one European region. Innovative starters in a high-tech environment are often faced with the problem that although they know what they are doing as scientists or technologists, they do not always have the necessary management skills to get their ideas off the ground commercially. This is why it is so important to have access to a network where researchers and technologists can meet people with a business background. The next project presented by **Franck Kerckhaert**, Chairman of the board of Netwerkstad Twente and Mayor of the City of Hengelo, is concerning a new co-operation between Münster, Osnabrück and Netwerkstad Twente which takes the form of a cross-border metropolitan area MONT. A key aspect is the structural reinforcement of the national and international competitive position of the Netwerkstad Twente, where education, research, government and business work together to improve the already strong knowledge infrastructure. Co-operation centres on such aspects as accessibility, level of facilities, high-quality residential and commercial locations, the quality of life, and safety. On its turn, the Silesia region shows its way of co-operation. This time **Zbyszek Zaborowski**, Vice-Marshall of the Silesia Region, focus on innovations in a new context, in this case a territorial and European co-operation. Thus, it was the occasion to present new projects organized within the frames of the Interreg III C programme, namely The Industrial Change Network and Regional Triangle of Weimar. And finally, the Nord-Pas-de-Calais Region expose through the interventions of **Gilles Pargneaux** and **Stefaan de Clerck**, both Vice-Presidents of the EGCT Eurmétropole in France and Belgium the young co-operation between Lille-Kortrijk-Tournai. The Eurométropole LKT is the first EGTC created to the initiative of the European Union (the EGTC was officially created on 21 January 2008!). Its role is a multi-functional one which aims a long-term strategic objective of territorial governance. Its organization is achieved without any transfer of competence in as far as the various organs cannot take place of the already existing national components. Two principles also important in the EGTC organization consist, on the one hand, on the double-parity function and composition of the organs/budget, and, on the other hand, on the bilingualism as a key-element in the respect of the all partners.

### Conclusions

The conclusions where taken also by those who opened this workshop, in this case **Jan Olbrycht** and **Lambert van Nistelrooij** who pointed out the importance of the territorial co-operation in the development of the regions and on their innovation. This debate represented the opportunity also for the public to debate on.

#### Organiser:

Consortium 'Cooperation for Innovation, Innovation in Cooperation'

#### Chair:

**Lambert van Nistelrooij**,  
Member of the European Parliament,  
President of the Association of European  
Border Regions,

#### Jan Olbrycht,

Member of the European Parliament, and  
Vice-Chairman of the committee on Regional  
Policy

#### Speakers:

##### Ton van Lier,

Brainport in North-Brabant, The Netherlands

##### Franck Kerckhaert,

Mayor of the City of Hengelo, The  
Netherlands

##### Zbyszek Zaborowski,

Vice-Marshall of the Silesia Region, Poland

##### Gilles Pargneaux and Stefaan de Clerck,

Vice-Presidents of the EGCT Eurométropole in  
France and Belgium.

#### More information

ELAT:

[www.elat.org](http://www.elat.org)

MONT:

<http://www.osnabrueck.de/mont/25495.asp>

The Regional Traingle of Weimar, Interreg II C:

<http://www.trireg.net/zajawki.php?idtem-atu=1084246129>

EGTC Eurométropole LKT :

[http://www.lillemetropole.fr/index.php?p=986&art\\_id=15431](http://www.lillemetropole.fr/index.php?p=986&art_id=15431)

*"If you want to be incrementally better: Be competitive. If you want to be exponentially better: Be cooperative."*



# Cooperation and networking: Exchange of best practice in regional development



## Active local and regional participation in Europe

08 October 2008, 14:30-16:15

### Organiser:

Representation of Saxony-Anhalt to the EU

### Chair:

**Andrew Kerr,**

North Tyneside Council and North East England's European Strategy Group, United Kingdom

### Speakers:

**Claudia Zott,**

Regional Development Bank Saxony-Anhalt, Germany

**Reiner Kneifel-Haverkamp,**

region of Brandenburg, Germany

**Janis Bruneniks,**

Latvian State Regional Development Agency

**Jan Sixta,**

Regional Authority of Ústí Region, Czech Republic

**Sophie Germont,**

German-speaking community of Belgium

### More information

Investitionsbank Saxony-Anhalt:

[www.ib-sachsen-anhalt.de](http://www.ib-sachsen-anhalt.de)

Ústí:

[www.reregions.com](http://www.reregions.com)

EMR Taskforce:

[www.emr-taskforce.org](http://www.emr-taskforce.org)

Zukunftslabor Brandenburg:

[www.zukunftslabor-brandenburg.de](http://www.zukunftslabor-brandenburg.de)

Latvian State Regional Development Agency:

[www.vraa.gov.lv](http://www.vraa.gov.lv)

### Outline

The workshop was opened by **Andrew Kerr** who also moderated the debate. The contributions of the speakers focused on different ideas on how to strengthen local and regional participation in European cooperation. Access strategies for EU-programmes were just as much a topic as European partnerships on environmental issues and cross border problems. Besides, concrete benefits and results of European transnational co-operation activity were discussed during the workshop. These interregional activities are a tool for local and regional innovation as well. Regions could exchange their experiences on accessing Europe with the presentations in this workshop and learn from different fields of participating in Europe.

### Debate

**Claudia Zott** introduced the EUSA project (EU-Service-Agency Saxony-Anhalt) and the experiences of Saxony-Anhalt for accessing EU transnational programmes. Mrs. Zott presented 5 work packages for the implementation of this agency. EUSA is a project financed under a grant scheme for interregional cooperation within the framework of structural funds 2007-2013. The given precondition is cooperation with at least one regional partner and the duration of project lasts 3 years. The whole project is based at the Investitionsbank Sachsen-Anhalt. **Dr. Reiner Kneifel-Haverkamp** gave an interesting presentation on how to promote Europe in Brandenburg. On the one hand the region of Brandenburg is well connected in Europe. But on the other hand, many inhabitants do not care about the European Union. There are 3 areas that show the relevance of the EU: personal lives, municipal authorities and local businesses. The speaker told the audience about some projects in the region to promote a better understanding of the EU in Brandenburg. **Janis Bruneniks** from the Latvian State Regional Development Agency enlightened the audience about the special characteristics of Latvia. The development of a methodology for assessment of regional cooperation is crucial to have the possibility to improve this. Especially in Latvia cooperation is necessary as the region is so small. Therefore the support of cooperation networks has become an important aim in Latvian regional policy in Europe. **Jan Sixta** presented an INTERREG IIIC programme where regions work together in European partnerships on environmental issues. There is an international net of post mining areas in Czech Republic, Greece, Spain, United Kingdom and Poland and all of them have to deal with the same problems. With this cooperation programme the regions benefit from the transfer of knowledge and practice. For Mr. Sixta the cooperation of regions has to be first of all a cooperation of individuals to be successful. **Dr. Sophie Germont** showed how five frontier regions manage to increase the Euregio's participation in Europe. The Project called 'TaskForce Frontier Workers' aims at fighting obstacles to mobility affecting cross-border workers. The success of the TaskForce frontier workers led to the establishment of a new project 'TaskForce Net' which aims at implementing the Pontifex strategy in other areas of cross border cooperation. It also extended the geographical scope and is now cooperating with five other frontier regions.

### Conclusions

The moderator and the speakers draw the following conclusions:

- promotional policy is highly connected with Structural Funds;
- showing EU policies in everyday life is important for the acceptance by the inhabitants;
- cooperation networks are necessary for all regions, especially for regions with special characteristic like environmental or cross border problems.



## What can the European Ombudsman do for regions and cities in Europe?

08 October 2008, 14:30-16:15

### Outline

The workshop was opened by the European Ombudsman, **P. Nikiforos Diamandouros** who explained the services he provides for regional offices, companies, NGOs and other organisations throughout the EU. The European Ombudsman deals with complaints about maladministration in the European institutions, such as late payments of EU projects, refusal to give access to documents or information, or discrimination in tender procedures. As a result of the Ombudsman's intervention, the EU administration has settled bills, paid interest and remedied injustices. The services of the European Ombudsman are fast, free and flexible and aim at finding friendly solutions.

### Debate

**Carsten Klenke**, gave a concrete case example of how the European Ombudsman helped his regional office. After the Ombudsman's intervention, the European Commission rapidly transferred an outstanding payment for a town-twinning project in Saxony. Since bringing this problem to the Ombudsman's attention, he has never encountered similar payment problems again. **Marian Grubben** outlined the services of the online problem solving network SOLVIT. Within this network the EU Member States work together to solve, within ten weeks, problems caused by the misapplication of Internal Market law by public authorities. These problems range from diplomas or professional qualifications not being recognised in other Member States, to cross border problems of setting up a business in another Member State. **David Lowe** explained the petitions system as another way of obtaining redress at the European level. Any citizen, organisation or company in the European Union, may submit a petition to the European Parliament. The petition may present an individual request, a complaint or observation concerning the application of EU law or an appeal to the EP to adopt a position on a specific matter. Such petitions give the EP the opportunity of calling attention to any infringement of a European citizen's rights by a Member State or local authorities or other institution. **Rosita Agnew** explained the role of the "European Network of Ombudsmen". The Network comprises almost 90 offices in 31 countries, including national and regional ombudsmen within the European Union and beyond. Within this Network, the European Ombudsman co-operates closely with his counterparts to exchange best practice and make sure that complaints are dealt with at the appropriate level.

### Conclusions

- Regional offices, citizens, companies and other organisations are often not aware of the different ways of obtaining redress for problems they have exercising their rights.
- The services of the European Ombudsman, SOLVIT and the EP's Petitions Committee are free of charge, fast and flexible.
- There is still a need to raise awareness of the different problem solving mechanisms at the EU level.

### Organiser:

European Commission, Regional Policy DG, and the European Ombudsman

### Chair:

**Gundi Gadesmann**,  
Media and External Relations Officer,  
European Ombudsman

### Speakers:

**P. Nikiforos Diamandouros**,  
European Ombudsman

**Carsten Klenke**,  
Saxon Local Authorities in Brussels

**Marian Grubben**,  
European Commission, Task Force Single  
Market Assistance Services,

**David Lowe**,  
European Parliament, Petitions Committee

**Rosita Agnew**,  
Media, Enterprise and Civil Society Unit,  
European Ombudsman

### More information

European Ombudsman:  
[www.ombudsman.europa.eu](http://www.ombudsman.europa.eu)

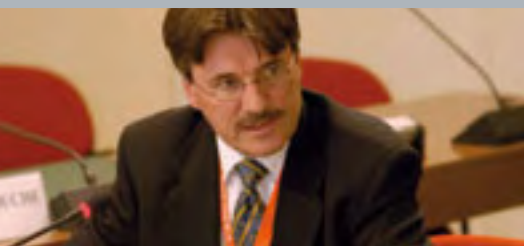
SOLVIT:

<http://ec.europa.eu/solvit/>

Petitions Committee of the European  
Parliament:

<http://www.europarl.europa.eu/parliament/public/staticDisplay.do?id=49>

## Cooperation and networking: Exchange of best practice in regional development



### The ESPON 2013 Programme: Europe in the world, new territorial evidence and stakeholder involvement

08 October 2008, 14:30-16:15

#### Organiser:

European Commission, DG Regional Policy

#### Chair: Thiemo Eser,

ESPON Managing Authority

#### Speakers:

##### Peter Mehlbye,

ESPON Coordination Unit

##### Lewis Dijkstra,

European Commission, DG Regional Policy

##### Mats Johansson,

KTH Royal Institute of Technology, Stockholm, Sweden

##### Klaus Spiekermann,

Spiekermann & Wegener, Dortmund, Germany

##### Pierre Beckouche,

University Paris 1 Panthéon Sorbonne, France

#### More information

ESPON:

[www.espon.eu](http://www.espon.eu)

*“The Green Paper presents new demand for applied territorial research within the ESPON 2013 Programme.”*

*“More evidence on territorial structures, flows and visions of Europe in the globalising world seems necessary for European competitiveness.”*

#### Outline

ESPON, the European Observation Network for Territorial Development and Cohesion, provides scientific information for the development of regions and larger territories through applied research, analysis and tools. **Thiemo Eser** opened the workshop by introducing the ESPON 2013 programme and its support for policy development. The new programme will incorporate the demands of users, and one of these demands is indicated by the Green Paper of DG Regio. First Peter Mehlbye discussed the ESPON 2013 programme, followed by Lewis Dijkstra who presented the challenges of the Green Paper, also in terms of research demand. Then results of three ESPON projects were presented, two of them being preliminary.

#### Debate

**Peter Mehlbye** outlined the perspectives of the ESPON 2013 Programme and gave an interesting overview of the new programme. He emphasised a new project type in the programme providing targeted analysis in cooperation with stakeholders (also at local and regional level). Finally he showed the progress of projects already being implemented, as well as insights on the new themes incorporated in the 2<sup>nd</sup> and 3<sup>rd</sup> call for proposals. **Lewis Dijkstra** presented the research demand deriving from the Green Paper. As a source of inspiration, he acknowledged the support of ESPON results in drafting the Green Paper and in particular the accompanying staff working paper. He stressed that territorial cohesion is still not completely defined, but that the public consultation is expected to deepen its understanding. Then he explained that Concentration, Connection and Cooperation are the three key challenges to strengthen territorial cohesion in Europe. **Mats Johansson** mapped new ESPON evidence on territorial trends for demographic development and migration in Europe. Based on latest available data, a new picture of population development seems to emerge. He presented a typology with regard to sustainable demographic development, already developed within ESPON 2006. A main conclusion was that demographic sustainable regions appear more frequently during 2001-2005 than during 1996-1999. Additionally, migration plays a key role in population increase and therefore in demographic sustainability of European regions. **Klaus Spiekermann** outlined latest ESPON evidence on potential accessibility of European regions by rail, road, air and multimodal (preliminary results). The maps showed that Europe comprehends different spatial patterns of accessibility according to the transport mode considered. Furthermore, he emphasised that improvements in accessibility should also take into account a combined picture of absolute and relative changes in order to provide an accurate image of the potential accessibility of Europe and its regions. **Pierre Beckouche** presented selected evidence from the Europe in the World Report, the latest comprehensive product of ESPON 2006. One important message was that the EU managed to maintain a stable share of world population (about 7%), and world GDP in PPS (about 20%). This constant share is due to successive enlargements of the Union through history. Furthermore he stressed that the world emerging markets range around Europe. An important question is how to take advantage of this.

#### Conclusions

**Mr Eser** thanked the speakers and led the discussion. One question was about the future of territorial cohesion if the Lisbon Treaty will not be ratified. Mr. Piskorz from the Commission replied that other treaties give sufficient ground to continue with territorial cohesion. Then a discussion arose whether ESPON could estimate the territorial impact of the present financial crisis. Peter Mehlbye explained this was not yet a demand from policy makers. However, the approach for ESPON would probably be to focus on the territorial effects based on a recognised and solid analysis, made outside ESPON, of its social and economic effects. Mrs. Rheinart of the European Parliament asked why the Commission has not made more use of various ESPON results to support the Green Paper and a possible definition of territorial cohesion. Mr Piskorz replied that in fact ESPON results have been taken in account but the concept of territorial cohesion still varies considerably among the Member States.





### The Instrument for Pre-Accession Assistance: Regional policy in the (potential) candidate countries

09 October 2008, 9:00-10:45

#### Outline

The workshop was opened by **Erich Unterwurzacher**, who welcomed all the speakers and participants. **Monique Raquet** has briefly presented the Instrument for Pre-Accession Assistance (IPA) with a special focus on components III (regional development, targeting investment in the transport sector, the environment and economic development) and IV (human resources, targeting operations to strengthen human capital and the fight against exclusion) being accessible only for the countries having candidate status. It was underlined that the Commission's experience with Candidate Countries shows so far that IPA, being in many aspects very close to the Structural Funds, requires careful planning and preparation that takes at least one and a half year for operating structures to be ready to start the implementation. The approach is one of 'learning by doing' aims at helping Candidate Countries to acquaint themselves as best as possible with community funding. Discussion during which invited speakers were to present their different experiences in the process of preparation for the implementation of IPA financed projects and discuss challenges that are laying ahead has been officially opened.

#### Debate

**Marijana Andrijić** presented the Croatian experience of IPA through the main principles of assistance such as multi-annual programming, partnership, ex-ante evaluation, complementarity and consistency as well as concentration. It was underlined that cooperation of all involved actors combined with enhanced cooperation are of key importance in order to assure a smooth implementation process, especially when the complexity of the instruments in place should be taken into account. The "Learning by doing" character of IPA with a view of Croatian transition towards Structural Funds was strongly underlined. **Ana Perisic** demonstrated a different approach as Serbia has still the potential Candidate Country status and therefore is only eligible for actions under component I (ease of transition and institutional capacity building) and component II (cross border cooperation between countries) at this moment. In the meantime the activities for preparing for IPA components III and IV are underway, pending receiving status of the Candidate Country. Some Serbian initiatives aiming at better absorption of EU funds were presented. She proposed that in order to exchange best practices and share experiences among countries involved in the IPA, an annual regional IPA conference could be held every year, under the hub of the Commission. **Radica Koceva** has introduced the present situation showing the preparation of the national administration in the former Yugoslav Republic of Macedonia for decentralised management of the IPA. She stressed the importance of the whole pre-accession process, which prepares the country for effective use of EU funds, pointing out that the key challenge that is to be met by all the countries on its way towards accession is taking ownership of the programming and implementation process. **Yavuz Cabbar** presented a résumé of the regional development policy in Turkey dating back from the 1960s and moving forward towards IPA founded programmes. He explained also the methodology that was employed during the programming of the Regional Competitiveness Operational Programme in Turkey. Finally, upon request from the floor the former Yugoslav Republic of Macedonia **Morey Gilland** from the Regional Policy DG explained the state of play of cross boarder cooperation programmes and trans national cooperation programmes that Candidate Countries and potential Candidate Countries are taking part in.

#### Conclusions

**Erich Unterwurzacher** concluded the workshop by summing up the discussions. While referring to the issue of the IPA complexity raised few times during the discussion he reminded that IPA is a pre course to the Structural Funds and should be regarded in the wider scope of the EU membership aspirations of all the countries involved, contributing to their prosperity, solidarity and stability. Therefore it places a strong emphasis on building institutions and structures for the future. It gives to national and regional administrations a crucial experience in planning and managing investment projects, to prepare them for the moment when they will acquire full ownership of Cohesion policy

#### Organiser:

European Commission, Regional Policy DG

#### Chairs:

**Erich Unterwurzacher**, European Commission, DG Regional Policy and  
**Monique Raquet**, European Commission, DG Employment, Social Affairs and Equal Opportunities.

#### Speakers:

**Marijana Andrijić**,  
Department for Preparation and Implementation of Development Strategy, Croatia  
**Ana Perisic**,  
Ministry of Economy and Regional Development, Serbia  
**Radica Koceva**,  
Central Financing and Contracting Department, Ministry of Finance, the former Yugoslav Republic of Macedonia  
**Yavuz Cabbar**,  
Deputy Undersecretary of the Ministry of Trade and Industry,, Turkey



## Cooperation and networking: Exchange of best practice in regional development



### Communicating Cohesion Policy together

08 October 2008, 09:30-13:00

#### Organiser:

European Commission, Regional Policy DG and Employment, Social Affairs and Equal Opportunities DG

#### Chairs:

##### Jimmy Jamar,

European Commission, DG Employment, Social Affairs and Equal Opportunities

##### Raphaël Goulet,

European Commission, DG Regional Policy

#### Speakers:

##### Judit Szucs,

National Development Agency, Hungary

##### Philippe Lalanne,

DRTEFP Alsace, France

##### Sonja Seiser,

Regional Management Burgenland GmbH, Austria

##### Kirsti Mijnhijmer,

Northern Periphery Programme, Denmark

##### Akvile Zirculeviciute,

Ministry of Finance, Lithuania

##### Magda Dziubek-Grudzinska,

Ministry for Regional Development, Poland

##### Paolo Prosperini,

Europe Direct, Pisa, Italy

#### Outline

The workshop was opened by **Jimmy Jamar** who stressed the symbolic title of the meeting. Working together in the field of communication on European Cohesion Policy is necessary for determining the most efficient strategies and strengthening their impact by joint actions at all levels: regional, national and European. The first part of the workshop focused on various communication strategies used for communicating Cohesion Policy at the national or regional level, setting up communication mechanisms involving actors from several countries or communicating one particular Fund. In the second part, chaired by **Raphaël Goulet**, specific aspects were discussed, such as making the most of the transparency obligations, attracting media attention to the projects or relaying information actions to the Europe Direct points.

#### Debate

**Judit Szucs** focused her presentation on the recent campaign promoting good results of the EU-funded programmes in Hungary, on the theme "Now we have ever more reasons to be proud!". The double challenge of the communication actions is to present the results of the 2004-06 period and mobilise the potential beneficiaries and citizens for 2007-13. Variety of communication actions include animated TV series or a soap opera, where a clinic tenders for an EU grant, and thus the EU tendering and funding system is presented in an easy to follow and entertaining way for the wider public. This film is regularly viewed by 15% of the Hungarian population. **Philippe Lalanne** presented various communication activities aiming at promoting the European Social Fund actions in Alsace. The main objective is to involve people and show projects from the people's perspective. Managing authorities organise two-day trainings for the ESF beneficiaries, where they can learn how to better communicate their projects. Mr Lalanne stressed the importance of good relations with journalists and the fact that communication officers should not be afraid of the media, but rather reach out to the journalists' needs for accurate and timely information. **Sonja Seiser** spoke about unconventional communication methods in Burgenland: tattoo stickers promoting growing with Europe for young people or reaching the citizens with information during their leisure times, such as at swimming pools. She gave several tips for other communication officers: don't hide behind the websites, but talk to people. People prefer much more stories and emotions than statistical facts or figures! **Kirsti Mijnhijmer** explained that The Northern Periphery Programme 2007-2013 is a transnational programme that stretches from the Canadian to the Russian border. Long distances, low accessibility, a variety of cultures and languages and limited resources at the Programme Secretariat are challenges for the communication. The approach is to view communication as a cooperative effort between programme bodies and projects, leading to more ownership, more dynamic and relevant information and a better use of resources. The website is an essential part of the communication. Also, the projects must develop sets of communication tools, adapted to their local audiences, in the local languages. **Akvile Zirculeviciute** spoke about transparency in the implementation of Structural and Cohesion funds, which is already a tradition in Lithuania. She presented the website developed by the Lithuanian Ministry of Finance, which show all the projects from the period 2004-06 through a series of clickable maps. There is also real-time information on the level of funds absorption. The website also promotes the most interesting projects and foresees an open voting on the best projects. **Magda Dziubek-Grudzinska** was asked to explain how the Polish Ministry for Regional Development is trying to attract media attention to the good projects, on the example of a project: 'Poland, Growing Beautiful!'



Seven miracles of EU funds. The winning projects became hugely popular in the local media, and resulted in hundreds of articles. Other ways of developing relations with media involve grant schemes for media or providing training on EU topics for the regional journalists. **Paolo Prosperini** spoke about the involvement of the Europe Direct (ED) points in Italy in communicating Europe and the EU funds in the regions. ED points operate at a local level and are close to the citizens. They can prepare relevant information and support Managing Authorities in their communication efforts. The achievements of 17 ED points involved in the 2000-06 period included drawing up of articles and newsletters, production and distribution of brochures, leaflets and information dossiers; organisation of training courses, conferences and workshops on Structural Funds, and setting up helpdesks for potential beneficiaries and citizens.

### Conclusions

**Mr Jamar and Mr Goulet** concluded the workshop by summing up the discussions as follows:

- Communication at national/regional level is essential for the efficient and transparent management of Cohesion Policy.
- By communicating the results of programmes and projects we also communicate Europe and show citizens concrete benefits.
- Citizens do not want computer based information only. It needs to be supported with a direct human contact. They want stories, emotions and creativity, and not just technical programme/project information full of EU jargon
- Communication does not necessarily come instinctively. It is a profession and people need to be trained to do it well.
- We must dare to think out of box and be creative. EU funding can be an exciting topic even for soap operas!
- The “transparency” exercise is not just a legal requirement, it is an incentive to better communicate on the projects (showcase examples of projects, video clips, clickable maps).
- Communicating with the help of multipliers outside the Managing authorities can be very powerful in order to convince that everybody makes Europe and is part of it, not only Brussels...

### More information

Structural Funds in Hungary:

<http://www.nfu.hu/>

Structural Funds in Burgenland:

[www.rmb.co.at](http://www.rmb.co.at)

Northern Periphery Programme:

[www.northernperiphery.eu](http://www.northernperiphery.eu)

Structural Funds in Lithuania:

[esparama.lt](http://esparama.lt)

Structural Funds in Poland:

<http://www.funduszestrukturalne.gov.pl/nss/>

Europe Direct in Pisa:

<http://www.politichecomunitariepisa.eu/>

*“Communicating Cohesion Policy is a joint responsibility which becomes much more effective if you group forces and network at regional, national and Community levels.”*

## Cooperation and networking: Exchange of best practice in regional development



### Working together on capacity-building for Cohesion Policy

08 October 2008, 11:15-13:00

#### Organiser:

European Commission, Employment, Social Affairs and Equal Opportunities DG

#### Chair:

**Thomas Bender,**

European Commission, Employment, Social Affairs and Equal Opportunities DG

#### Speakers:

**Marco Lopriore,**

European Institute Public Administration (EIPA), Maastricht

**Solvita Gulbe,**

European Union Structural Funds Department, State Chancellery of the Republic of Latvia

**Vojtěch Sedláček,**

Ministry of Interior of the Czech Republic

#### More information

ESF and institutional capacity:

[http://ec.europa.eu/employment\\_social/esf/index\\_en.htm](http://ec.europa.eu/employment_social/esf/index_en.htm)

European Institute for Public Administration:  
[www.eipa.eu](http://www.eipa.eu)

***"You can pay more or less, but you can not have more for less."***

#### Outline

Strengthening institutional and administrative capacity of public authorities, social partners and the civil society is of key importance to promote structural adjustments, growth and jobs, as well as economic development. Cohesion policy can positively influence building-up effective public policies in different ways. The new generation of programmes 2007-2013 try to tackle this challenge. A strong share of the European Social Fund (ESF) within the new cohesion policy priority on "Institutional Capacity" will help strengthen the capacities of public administration and public services at all levels in those Convergence regions and Cohesion countries which still suffer from wide institutional weaknesses. This workshop is dedicated to those involved in capacity-building at programme level. It will address the possibilities for exchange and networking on the development of administrative capacities.

#### Debate

**Thomas Bender** introduced the workshop by recalling the scope of the new ESF regulation in this important field. He gave a brief overview on funds earmarked for administrative capacity building and the main areas of support. **Marco Lopriore** underlined the importance that investments in public administrations may have on the economy ([www.eipa.eu](http://www.eipa.eu)) and gave more detailed overview of the variety in implementation, programming choices, management responsibilities, and dedicated budgets. We can learn from Greece and Portugal and their efforts so far through projects like one-stop-shops for companies, online tax information, citizens cards, etc. For current programming, indicators are essential in measuring the impact that these programmes will have on citizens and the economy. **Solvita Gulbe** outlined development of policy planning system, human resources management and activities for reduction of administrative burdens in Latvia. Although, the mentioned subjects have been considered as success stories in Latvia, some shortages are still remaining. Latvia plans to invest resources of the European Social Fund (ESF) during the period of 2007-2013 to reduce the detected imperfections and to foster development of the three core elements of development of administrative capacity in Latvia. Development of policy planning system was presented with emphasis on strategic planning and regulatory impact assessment. Best cases of other EU countries were outlined, as well. Unified remuneration system in central public administration was presented as an innovation of Latvia since 2007. Experience of Latvia was compared to other EU countries in formation of remuneration system in public sector. Planned investments of ESF in human resources management system in Latvia were outlined, too. Reduction of administrative burdens is associated with business environment in Latvia. Less attention has been paid to administrative burdens that affect NGOs and individuals. Within the final part of the presentation further steps for reduction of administrative burdens for NGOs and individuals, as well as the use of ESF in the field was set forth. **Vojtěch Sedláček** gave a general overview on Operational Programs in the Czech Republic which aim at modernisation of the Central Public Administration and Human Resources and Employment. The government adopted The Smart Administration Strategy which is a road map of Public Administration reform and had not only a client oriented approach, but also had set strategic goals regardless on EU funding. The Public reform implementation would be a "cross governmental exercise", that would involve all levels of administration. Moreover the Structural Funds procedures would have to be adopted in order to support the reforms.

#### Conclusions

**Mr Bender** concluded that there were still difficulties in the distinction between the Technical Assistance and the new ESF priority "Institutional Capacity". Member States had encountered some problems in implementing the new priority. Therefore this issue had to be further discussed. The aim of the Commission was not to double the existing tool, but to develop an additional instrument in order to support the Member States in pursuing reform policies in the Lisbon context. The Chair underlined that human resources development was inevitable to strengthen the administrative capacity. An important issue which would also need to be examined in the future was Public Private Partnerships, their role in the ongoing process and the importance of transnational co-operation.



### The ERDF or How to evaluate the Billions

08 October 2008, 14:30-16:00

#### Outline

The workshop was opened by **Veronica Gaffey** who offered a short overview of the content and objectives of the ex post evaluation of the European Regional Development Fund in Objective 1 and 2 regions in the 2000-06 programming period.

#### Debate

**Terry Ward** started with a description of regional development trends in terms of GDP per capita between 2000 and 2005 (NUTS 2, population weighted). The data shows a certain reduction of disparities for the EU 25 (mainly an effect of the high growth in the EU 10), a certain reduction in the EU 15 and a widening of disparities within the EU10 (due to high growth in capitals). All but two regions in the EU 10 had a higher GDP per capita (PPS) in 2005 than in 2000 (Malta and Zachodniopomorskie - PL being the exceptions). He concluded with a list of questions to be answered by the ex post evaluation. **John Bachtler** presented two emerging findings on the management and implementation systems: There seems to be enough evidence to prove visible spill-over effects of the cohesion policy governance system on national systems in the EU10; for Member States with mature administrative culture the perceived and demonstrable value added of cohesion policy principles is small, suggesting a need for 'lighter' requirements. **Angel de la Fuente** concentrated his reaction on the macro side of the evaluation. He highlighted the need to identify data for an ex post evaluation right at the beginning of a programming period. He was critical about some data collected by the regional Policy DG, especially concerning the structure of the fields of intervention. **Iain Begg** appreciated the selective thematic approach and the mix of methods applied in the evaluation. He underlined the necessity to organise good use of the evaluation findings (eg, for the policy review and the wider policy coherence).

#### Conclusions

**Veronica Gaffey** concluded the workshop with the following remarks:

- The ex post evaluation of the 2000-06 period represents a new and more rigorous approach to the evaluation of cohesion policy.
- The results of the evaluation will be made available to the public in order to feed into a wide debate on the improvement of current and future programmes.
- The Commission welcomes comments from Member States and regions on the evaluation. They should launch their own evaluations on questions specific to their programmes.

#### Organiser:

European Commission, DG Regional Policy

#### Chair:

**Veronica Gaffey,**

European Commission, Regional Policy DG

#### Speakers:

**Terry Ward,** APPLICA, Belgium

**John Bachtler,** European Policies Research Centre, Glasgow, United Kingdom

**Angel de la Fuente,** Instituto de Análisis Económico, Spain

**Iain Begg,**

London School of Economics, United Kingdom

#### More information

European Commission, Regional Policy DG-Evaluation:

[http://ec.europa.eu/regional\\_policy/sources/docgener/evaluation/rado\\_en.htm](http://ec.europa.eu/regional_policy/sources/docgener/evaluation/rado_en.htm)



# Cooperation and networking: Exchange of best practice in regional development



## Successful models for promoting regions through Regional Policy

08 October 2008, 16:45-18:30

### Organiser:

Representation of Saxony-Anhalt to the EU

### Chair:

**James Berresford,**

Northwest Regional Development Agency,  
United Kingdom,

### Speakers:

**Tania Robinson,**

One NorthEast, United Kingdom

**Martin Hinoul,**

KU Leuven, Research & Development, for the  
Limburg Region, The Netherlands

**Veronika Dlouhá,**

Central Bohemia Regional office, Czech  
Republic

**Ariza Jaz,**

Department for Structural Funds, Marshal  
Office of the Lubuskie Region, Poland

**Chris Brown,**

Visit Chester and Cheshire, United Kingdom

**Marta Gadomska,**

Mazovian Unit for Implementation of EU  
Programmes, Mazovia, Poland

### More information

The Royal Procession from Prague to Karlštejn  
Castle 2009:

[www.kralovskypruvod.cz](http://www.kralovskypruvod.cz)

Year fo Gardens 2008 Cheshire:

[www.yearofgardens08.com](http://www.yearofgardens08.com)

Mazovia:

[www.mazowia.eu](http://www.mazowia.eu)

North East England:

[www.northeastengland.co.uk](http://www.northeastengland.co.uk)

Lubuskie:

[www.lubuskie.pl](http://www.lubuskie.pl)

### Outline

The workshop was opened by **James Berresford** from the Northwest Regional Development Agency. All speakers were experts in promoting regions with different pre-conditions. Each of the five presentations of the workshop showed how regions with an industrial heritage or another image disadvantage might use Regional Policy Instruments to improve their external reception. According to them, the combination of the promotion of tourism and regional marketing is a successful strategy for such regions. The examples discussed reached from natural and historical tourism to promoting instruments. Regional marketing with the help of Structural Funds could be a strategy for regional development as well. By showing different strategies to promote a region, the audience got some good examples how to deal with this topic.

### Debate

**Tania Robinson**, the head of marketing at the Regional Development Agency for North East England, introduced the workshop participants to their campaign 'Passionate people. Passionate places' that was launched in 2005. The campaign aims at improving the image of the region of North East England with the help of press advertising, transport outdoor advertising and a lot of campaign supporters. After this successful campaign the tourism requests reached a record level. This way, the example of a regional marketing campaign could inspire other regions. **Martin Hinoul** presented the experiences of the joint technology axis Aachen-Maastricht-Hasselt-Leuven. This cross border axis between Belgium, Germany and the Netherlands includes actors from governments, industry and think-tanks. By cooperating beyond borders this region has developed into a European region with top universities and research centres. The synergies between different types of sciences, industrial branches and regions make this axis a role model for other technology regions. **Veronika Dlouhá** informed the audience about strategies and instruments promoting the region of Central Bohemia through structural funds. The use of such EU Funds to finance projects aimed at tourism development helps the region to promote itself international and national as well. Mrs. Dlouhá presented some example projects like the creation of a website for tourists, the event of the 'The Royal Procession from Prague to Karlštejn Castle 2009' and the information centre. **Ariza Jaz** from the Department for Structural Funds of the Marshal Office of the Lubuskie Region focused her presentation on the Structural Funds support for tourism promotion in this region with a special attention on natural tourism. Mrs. Jaz told the workshop participants about the construction of hiking trails and bike paths as well as routes for canoeing. Especially for tourists living in the German border regions the possibility of collecting mushrooms is an attractive marketing strategy used by the region of Lubuskie. **Chris Brown**, the Chief Executive of Visit Chester and Cheshire gave an interesting presentation of the successful project "Cheshire – Year of Gardens 2008". This marketing strategy of celebrating and showing the quality and beauty of the gardens in the region led to a 10% increase in visitor figures. The programme improved the competitiveness of the region and the Gardens of Distinction Campaign should be continued and also enhance European cooperation. **Marta Gadomska** from the Mazovian Unit for Implementation of EU Programmes showed with her presentation how this region promotes its heritage and history through Structural Funds. For the development of culture and tourism there are different types of projects like the construction and modernisation of public tourism infrastructure, the protection of the cultural heritage and the development of tourism. The priorities for the next financial perspective are projects with direct or indirect impact on economic development of the region.

### Conclusions

The moderator and the speakers draw the following conclusions:

- the combination of the promotion of tourism and regional marketing is an successful model for all regions with image disadvantages
- campaigns with the focus on the specific features of the regions like gardens and cultural and historical heritage increase tourism a lot
- cross border cooperation in science and industry helps regions to promote themselves as a technology axis in a more international manner
- the competitiveness of regions in tourism can be improved by the use of European Structural Funds



## Making it big, while being small – key factors of success in the formulation and implementation of Cohesion Policy

08 October 2008, 16.45-18.30

### Outline

The workshop was dedicated to sharing the best practices of small member states in the area of Cohesion Policy, additionally case studies from grass root level were presented by the Slovenian and Finnish partners. Partners presented both success stories and difficulties related to the implementation of Cohesion policy which is tailored for larger countries, in small member states

### Conclusions

Small size can work to the advantage of the Member State in the planning and implementation of Cohesion policy, as small size facilitates networking, good communication, fosters trust, and often enables quick and flexible reactions to changes. At the same time in many respects the smallest Member States of the EU have common problems in relation to Cohesion policy and solving of these issues often requires common effort and cooperation.

### Organiser:

Conglomerate 'Come, Create and Innovate'

### Chair:

**Kadri Uustal,**

Estonian Permanent Representation at the EU

### Speakers:

**Pellervo Kokkonen,**

Savonlinna Innovation Centre

**David Muscat,**

Permanent Representation of Malta at the EU

**Declan Kelly,**

Department of Finance, Ireland

**Adonis Constantinides,**

Planning Bureau, Republic of Cyprus

**Katri Seier,**

Ministry of Finance, Estonia

**Lili Mahne,**

Notranjski Ekološki Center, Slovenia

**Inga Balode,**

Ministry of Finance, Latvia

### More information

Presentations are available at:

<http://struktuurifondid.ee/?id=2342>



### Implementing Structural and Cohesion Funds: N+3 as a tool strategic funds' management

09 October 2008, 11:15-13:00

#### Organiser:

European Commission, DG Regional Policy

#### Chair:

**Carsten Rasmussen,**

European Commission, Regional Policy DG

#### Speakers:

**Tsvyatko Velikov,**

European Commission, Regional Policy DG

**Lazar Todorov,**

Ministry of Finance, Bulgaria

#### More information

Bulgaria:

<http://www.eufunds.bg/?cat=305>

***"When faced with a very big target there is a risk of getting lost. The target therefore needs to be broken down in sub-targets not only by Operational Programmes and priority axis, but also by call for proposal or major project. In order to protect the national interest of full absorption, all players should be encouraged to establish their own, detailed implementation plan, which can then be cumulated bottom up to provide realistic payment forecasts for the system as a whole. To be successful, we need to open the black boxes and make sure that no actor in the system is allowed to proceed without clear and specific targets, quarter by quarter, year by year."***

#### Outline

**Mr. Rasmussen** and **Mr. Velikov** provided a short overview of the LOTHAR system for N+3 management. The concept of the system was proposed by the European Commission to the Bulgarian Authorities in March 2008. Since then the system has been further developed in co-operation with the Bulgarian Ministry of Finance. The heart of the LOTHAR system is a systematised screening of all Operational Programmes and priority axes with regard to their state of absorption. The screening follows the programme or project cycle and focuses on three key indicators: Contracts, payments and certifications. Based on the screening, each administrative level responsible for implementation is then asked to provide a systematic forecast of the implementation ahead. At a later stage, these forecasts are "frozen" for one year, which allows for the introduction of base line monitoring, which measures real performance against expected performance at regular intervals. The screening and forecast are focused on three basic parameters: Contracting (awarding finance), payments and certification (of expenditure to the Commission), and all parameters focus 100% on the real N+3 targets. The expected outcome of the exercise is a more conscious and specific target setting in the Managing Authorities and Intermediate Bodies, and an easy and time efficient tool for the central co-ordination level, which will allow to quickly spot major deviations from the plan. **Mr. Todorov** outlined the experience with the implementation of the system so far. The exercise was introduced in spring to all Managing Authorities, and the first official forecasts had been frozen in July. The screening experience in certain cases became an eye opener for the Managing Authorities. Several technical problems had occurred, notably linked to the use – so far – of excel. The integration of LOTHAR with the Unified Monitoring and Information System is envisaged and should ease the use. As to the Base Line Monitoring experience there had been some resistance within certain Managing Authorities, but gradually people see also the internal advantages.

#### Debate

During the debate, participants welcomed the concept, which was considered rationale and relevant. A number of questions were asked about the technical handling of the system. Presenters pointed out that the use of excel was not optimal and would therefore be abandoned as soon as possible.

#### Conclusions

**Carsten Rasmussen** concluded the workshop by summing up the discussions as follows:

- The LOTHAR system had so far stimulated a regular and open dialogue between DG Regio and the Bulgarian authorities about OPs implementation.
- The LOTHAR approach abandons the attitude that since OPs implementation is not 100% certain it is not possible to forecast.
- Forecasting should be done as much as possible as far as possible and by those Managing Authorities, Intermediate bodies and Beneficiaries who have the best knowledge about calls/major projects.
- The forecast is a best guess which can be used as a reliable measurement for progress.
- The system is far from perfect but it is constantly evolving and it will be integrated in the Bulgarian Structural Funds electronic management system once it is prepared.





## Structural Funds and support to Roma communities

07 October 2008, 14:30-16:15

### Outline

The round table was opened by **Katarína Mathernová**. She outlined the situation of Roma in Europe: the Roma are one of the largest ethnic minorities in the EU (estimated 10-12 million), but too often they are Europe's forgotten citizens. They face persistent discrimination and far-reaching social exclusion. Core issues of Roma inclusion — education, employment, public health, housing and infrastructure and the fight against poverty — fall mainly under the responsibility of Member States. The EU plays, however, an important role in ensuring the principle of non-discrimination and in policy coordination. On 16 September 2008, the European Commission's first 'EU Roma Summit' took place in Brussels, under the joint patronage of the Commission President Jose Manuel Barroso and the French Presidency of the Council of the European Union. The Summit aimed to promote a firm commitment to tackle concrete problems and to create a better understanding of the situation of Roma across Europe. It set out to identify 'policies that work'. Katarína Mathernová highlighted that this round table followed the outcomes of the Roma Summit, focusing on concrete achievements, tools and interesting projects accomplished or planned to improve the Roma communities' situation through Structural Funds interventions or via other sources of funding.

### Debate

**Andrzej Mirga** presented the results of a recent OSCE ODIHR report, which assesses the implementation of the Action Plan on Improving the Situation of Roma and Sinti in Europe. Unfortunately, not much progress was perceived in areas of concern (housing, education, employment, access to public services and justice).

The main challenge in relation to the use of Structural Funds for Roma is therefore *how to make use of this funding in an effective way, how to avoid corruption and improve monitoring and evaluation?* **Rumyan Russinov** spoke about the achievements of the Roma Education Fund. Projects supported by the Roma Education Fund are linked to Roma Decade and have the goal to integrate Roma children into the mainstream (national) education. There are three main elements that educational projects must comply with in order to be successful: (1) motivation for Roma parents to send their children to (non-segregated) school, (2) creation of a supportive school environment and (3) availability of additional support to Roma children and students if needed. **Gruia Bumbu** described the difficult situation of Roma in Romania. The Romanian government is committed to use the full potential of the Structural Funds to address Roma inclusion and integration. Many projects have already been supported in different parts of Romania and in the new programming period, good practices from the ACCEDER programme (run in 2000-2006 in Spain) will be introduced in Romania, adapted to the local situation. **Luc Monnin** presented the project of relocation of 30 Roma families in the suburb of the city of Bordeaux. The association "CATHS" is made up by architects, sociologists, lawyers and health experts with the aim to ensure a fully integrated approach to Roma housing projects. Mr Monnin insisted on the importance of including Roma as full partners in all projects. The CATHS association often serves as a "translator" between Roma and public actors. **Andor Urmös** presented the Hungarian Anti-segregation plan to be used when implementing Structural Funds in Hungary. Any project applying for funding (ESF or ERDF) will need to present an Anti-segregation plan as a condition for support. **Tamás Janko** introduced the programming issues section of the round table with a proposal to establish a European Common Learning Card which would serve as a tool to collect data on the one hand (the card would display information about its holder, e.g. age, educational level) and on the other hand a tool for more effective use of ESF funding. The proposal to create the European Common Learning Card will be presented and discussed by the Hungarian government shortly. **Carlos Torturero Martín** informed the audience of the achievements of the Spanish ACCEDER programme, (ESF 2000-2006). Based on its success, the Spanish authorities decided to establish a transnational network aimed at the exchange of information and good practices under the new ESF regulation. Eleven EU countries now participate in the network, lead by Spain. The network has met three times since its creation and three working groups have been established. The involvement of the Member States in the network shows the importance of transnational co-operation and exchange of experiences. **Petra Kovacs** informed the participants about the Project Generation Facility (PGF), a tool developed by the Open Society Institute for local and regional administrations and small Roma associations with the aim to "make the most of EU funds". Call in different Member States with high Roma representation have already been opened or are going to be opened in the following months.

### Conclusions

**Katarína Mathernová** concluded the workshop as follows:

- This roundtable was intended to attract your attention to a number of interesting initiatives.
- We call for the commitment of national, regional and local authorities to use all means at their disposal, including Structural Funds, to address Roma inclusion.
- There are important spatial variations in deprivation and poverty in Member States' regions.
- From the very high number of participants today, we conclude that there is a great demand for practically oriented fora addressing good practices and "what really works". We will therefore ensure that 'Roma inclusion policies and good practices' take a more prominent place in OPEN DAYS 2009 and invite Member States and EURoma network to come forward as co-organisers.

#### Organiser:

European Commission, DG  
Regional Policy and DG  
Employment, Social Affairs and  
Equal Opportunities

#### Chair:

**Katarína Mathernová**,  
European Commission, Regional  
Policy DG

#### Moderator:

**John Walsh**,  
European Commission, Regional  
Policy DG

#### Speakers:

**Andrzej Mirga**,  
OSCE Office for Democratic  
Institutions and Human Rights  
**Rumyan Russinov**,  
Roma Education Fund, Hungary.  
**Gruia Bumbu**,  
National Agency for Roma,  
Romania.  
**Luc Monnin**,  
Groupement d'Interet  
Economique "Caths", France.  
**Andor Urmös**,  
Department of Roma  
Integration), Ministry of Social  
Affairs and Labour, Hungary.  
**Tamás Janko**,  
National Development Agency,  
Hungary  
**Carlos Torturero Martín**,  
Ministry of Labour and  
Immigration, Spain.  
**Petra Kovacs**,  
Open Society Institute, Hungary.

#### More information

European Social Fund and  
Roma:  
[http://ec.europa.eu/employment\\_social/fundamental\\_right/s/roma/index\\_en.htm](http://ec.europa.eu/employment_social/fundamental_right/s/roma/index_en.htm)

*"Doing nothing is not an  
option."*





### Regions making the most of our seas: Maritime opportunities within safety and transport

07 October 2008, 10:30-12:30

#### Organiser:

'Regions of the Seas conglomerate'

#### Chair:

**Cllr Brad Watson** OBE, President, Channel Arc Manche Assembly and West Sussex County Council, Southern England; and **Iain Shepherd**, Chairman, Marine South East, Southern England

#### Speakers:

##### **Dimitrios Theologitis**,

European Commission, Transport and Energy DG

##### **Anders Carlberg**,

Region of Västra Götaland, West Sweden

##### **Gunn-Marit Helgesen**,

Mayor of Telemark County, South Norway

##### **Captain Richard Gabriele**,

Malta Maritime Authority

##### **Cllr Humphrey Temperley**,

Devon County Council and Channel Arc Manche Assembly, United Kingdom

##### **Hugues Valenton**,

Logistique Seine Normandie, Upper Normandy, France

##### **Professor Kenth Lumsden**,

Chalmers University, Gothenburg, West Sweden

##### **Silvia-Adrianu Țicău**,

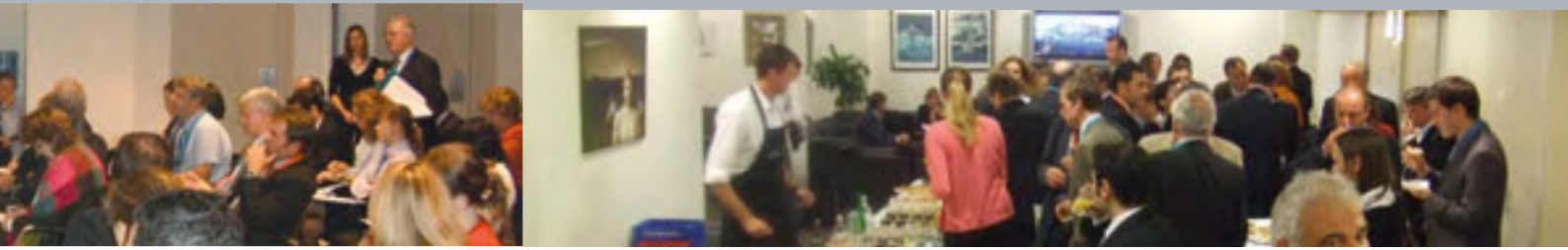
Member of the European Parliament, Vice Chair of European Parliament's Transport and Tourism Committee

#### Outline

Different policy areas within the EU – DGs Maritime Affairs, Environment and Transport – have concluded that the appropriate scale for planning and implementing measures is the maritime basin. Territorial cohesion requires greater coherence between sectorial EU policies, and better cooperation between regions sharing the same maritime basin. Regional development programmes require a more radical approach to the framing and implementation of structural projects, and demand the development of decision-making bodies that take responsibility for the overall development of a region, setting priorities for sustainable development, developing performance indicators, and focusing sectorial policies at the maritime basin level. The organising conglomerate – composed of three important maritime basins, the Channel, the Kattegat/Skagerrak, and the Mediterranean/ Black Sea – focused on two key themes within the broad maritime agenda; safety and transport.

#### Debate

**Dimitrios Theologitis** gave an overview of the importance of maritime transport from DG TREN's viewpoint. Data includes: 90% of world & of EU external trade and 40% of intra-EU trade is carried by sea. In total 25% of world tonnage is EU/EEA flagged and 40% of world fleet is controlled by EU/EEA shipping companies. The Blue Book aims to create an integrated EU maritime policy, whose transport priorities include strengthening EU shipping, both in the EU and internationally, via better co-operation, improved human resources, realising the potential of Short-Sea Shipping and Maritime Research & Innovation. The 3<sup>rd</sup> Maritime Safety Package will improve this field and the 2007 Ports' Communication will improve connections with the hinterland. **Anders Carlberg** gave a policy response by local/ regional authorities to the Blue Book, which recognised the common goals, especially of sustainable growth, including environmental issues. R&D and future HR needs were recognised as key factors. However, whilst applauding the ambition of an integrated policy approach, co-operation with local/ regional authorities is essential as they will be responsible for implementing the policy. Regional projects, including from existing programmes, would be important too. **Gunn-Marit Helgesen**, presented the first maritime safety case-study, the Kattegat/Skagerrak. This sea basin is not only vital for Norwegian trade but also neighbouring countries and as an entrance to the Baltic. An increase in shipping, especially oil, can increase threats. Examples of successful co-operation and international agreements were given. Recommendations included: Enhanced Nordic co-operation; establishing separation for hazardous traffic; using new technology to improve traffic control systems; promoting R&D; stressing the regions' importance when facilitating co-operation across all levels of governance; promoting the North Sea as a Blue Book test-bed; exploiting other programmes, e.g. Interreg. **Richard Gabriele** as an accomplished seafarer gave an insiders' view, with two detailed examples of disaster response, of international maritime safety co-operation in the Mediterranean. The complications arising from complex ship ownership chains and differing national technologies were outlined, which could be solved by better monitoring, EU/ international co-operation and use of modern technology. This process has begun in the Mediterranean, where EMSA has embarked on an EU project aiming to create a Mediterranean monitoring network, with common technology, that will include non-EU states.



### More information

[www.selp.org.uk](http://www.selp.org.uk)

*“What is done within the waters or on the coast of one country almost inevitably will have an impact on the environment and economy of its neighbours.”*

**Humphrey Temperley** presented the final maritime safety case-study from the Channel. The January 2007 beaching of the stricken “Napoli” container ship on an environmentally-sensitive part of the Devon coastline was partly a result of inaction and indecision, with resultant financial and environmental costs for Devon. The following actions were recommended: clearer liability for consequences; clarity and openness in planning; prior identification of ports of refuge, including military facilities; & rapid decision making within an agreed context. EU cross-border programmes and the Erika III package and the Blue Book were all welcomed; though the latter must include local/ regional authorities at all stages. **Hugues Valenton** presented in the first of two maritime transport case studies, the strategic importance of Normandy in both France and the Channel sea-basin. Almost two thirds of French maritime trade passes through the Normandy cluster, which includes links to inland waterways. All stakeholders, both public and private, must collaborate to develop cost-effective, reliable and sustainable multi-modal transport hubs, as well as pilot projects. Project examples include: EMDI; Wasteflows; and Normandy Living Lab. **Kent Lumsden** outlined the ‘bridge-substitute’ dilemma with the example of the Kattegat/Skagerrak, including the need for higher-frequency, smaller vessels running at lower capacity, resulting in lower waiting times. The bridge substitute dilemma is the trade-off between the demands on accessibility, high-frequency and excess capacity, raised by the shipping companies’ customers, and the internal goals on high vessel capacity utilisation based on economic resource utilisation. **Silvia-Adrianu Țicău** agreed on the importance of maritime transport to the EU and the various packages aimed at maritime transport and safety, e.g. the Blue Book, Erika III and the ports packages. She stressed the future importance of e-maritime; short-sea shipping; motorways of the seas; effective multi-modal logistics; common maritime space; inter-modal security, including ports, and disaster response. She called for international co-operation on combating piracy and welcomed 21<sup>st</sup> May as EU Maritime Day and 28<sup>th</sup> October as Black Sea Day, this year in Constanța, Romania.

### Conclusions

Cllr **Brad Watson** OBE and **Iain Shepherd** concluded the workshop by summing up the discussions as follows:

- The importance of maritime affairs is recognised by all
- The EU’s work, i.e. the Blue Book, is generally well received
- Local/ regional authorities are vital in EU maritime policy
- Co-operation is essential, especially at the sea-basin level
- The Channel, the busiest shipping-lane in the world, needs to be treated as an individual sea-basin

## Cooperation and networking: Exchange of best practice in regional development



### The Black Sea between cooperation and conflict

8 October 2008, 16:45-18:30

#### Organiser:

Congress of Local and Regional Authorities of the Council of Europe

#### Chair:

**Quentin Dickinson**,  
Journalist, Radio France International

#### Speakers:

**Asen Gagauzov**,  
Minister of Regional Development and Public Works of Bulgaria

**Vasil Kuybida**,  
Minister of Regional Development of Ukraine

**Yavuz Mildon**  
President of the Congress of Local and Regional Authorities of the Council of Europe

Luc van den Brande, President  
Committee of the Regions

**Gheorghe Magheru**,  
Ministry of Foreign Affairs of Romania

**Torbjørn Frøysnes**,  
Council of Europe Office in Brussels

**Mamuka Jgenti**,  
Deputy Permanent Representative of Georgia to the Council of Europe

**Vladimir Lebedenko**,  
Department for Relations with the Subjects of the Federation, the Parliament, Public & Political Organisations of the Russian Federation

**Oriano Otocan**,  
Representative of the Adriatic Euroregion;

**Janos Herman**,  
European Commission, DG External Relations

#### More information

Council of Europe:  
[www.coe.int/T/Congress/](http://www.coe.int/T/Congress/)

#### Outline

At the crossroads of Asia and Europe, the Black Sea Basin presents considerable potential for co-operation but remains an area of deep political division, which makes it particularly fragile. The Round Table considered the prospects for economic, social and cultural inter-regional co-operation among the towns and regions of the Black Sea Basin and provided an opportunity for stressing the potential of such co-operation for blocking the dangerous mechanism of inter-State conflict.

#### Debate

By opening the Round Table, **Mr Mildon** expressed the need to counter ethnic divide and confrontation with interaction and dialogue between communities that transcended national borders. This is especially true in the Black Sea basin, which harbours four "frozen" conflicts but offers an enormous potential for co-operation. He expressed his conviction that co-operation between cities and regions in the area can serve as a sound alternative to conflict between states; and regional autonomy, with a panoply of existing flexible models, as a counterbalance to separatism. In a region which is at a crossroads of major political and economic interests, energy routes, migratory flows and cultural and commercial exchanges, creating a network of communities with a shared interest in addressing common problems would certainly influence their choice between co-operation and conflict. In this respect, several participants welcomed the launch of the Black Sea Euroregion Association, created by the Congress on 26 September 2008. This Euroregion (open to local and regional authorities from Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Moldova, Romania, Russia, Serbia, Turkey and Ukraine) will offer a platform for co-operation and launch multilateral joint initiatives between regions and municipalities. The Black Sea Euroregion (for the time being its members are local and regional authorities of Armenia, Bulgaria, Georgia, Moldova and Romania) has a politically interesting added value, since it is founded on co-operation between local and regional communities. This aspect was highlighted by many participants. The protection of the environment, coastal management, migration, transport, sustainable tourism, cultural exchanges, and others aspects of economic and social development can benefit from the local and regional authorities' engagement. The European Commission acknowledged the merit of bringing territorial authorities together and indicated support from the EU for these initiatives. The "Black Sea Synergy" initiative, launched by the European Union in 2007, goes in fact in the same direction as the Black Sea Euroregion's objectives. Participants also exchanged opinions on what local and regional authorities can do to tackle the present challenges of the Black Sea Basin and what structures are required to support their initiatives, giving examples of good practices and successful projects. Addressing the Round Table as a guest speaker, **Luc van den Brande**, President Committee of the Regions, underlined the need for co-operation in regions faced with conflicts. Institutions can help to resolve conflicts but ultimately they do not secure our future and the future of our children. The future is very much in the hands of the locally and regionally elected representatives who are closest to the citizen. Regional and local authorities can and have to assume more responsibility in the field of conflict prevention and the promotion of dialogue. Local and regional politicians will be successful in preventing conflicts if they strengthen their capacity to solve problems without being enslaved by any feeling of revenge. The debate showed a broad commitment to the merits of regional co-operation with a view to confidence building and conflict prevention. This was confirmed by the examples of co-operation in the Adriatic Euroregion and Barents Sea that were presented during the Round Table. These initiatives received solid backing and financing from national governments, the European Union and international funds. In their presentations, several speakers stressed the Council of Europe's important role in the field of local and regional co-operation. A special point was made about the Council of Europe's efforts to promote democracy building at local and regional level, human rights education and the rule of law - these last were defined as prerequisite for stability and progress. A heated exchange on the conflict between Russia and Georgia took place during the Round Table, but the representatives of these countries nevertheless stressed the importance of inter-regional co-operation.

#### Conclusions

The conclusions of the Round Table were drawn up by **Karl-Heinz Lambertz**, President of the Working Group on Inter-regional Co-operation of the Congress and Minister-President of the German Speaking Community of Belgium. Mr Lambertz stressed the potential of cross-border and inter-regional co-operation as a means of avoiding mutual incomprehension and solving conflicts. The opinions exchanged clearly showed that local and regional authorities can play an important role in tackling the present challenges of the Black Sea area (in the fields of environment, energy, migrations and cultural co-operation) and the structures required to support their initiatives were successfully examined.





## Maximising health gain: New financial models and the use of Structural Funds

08 October 2008, 9.30-12.30

### Outline

The seminar was organised in two parts. The first part focused on exploring how health investment is conceived from different actors such as regions, academics, and DG REGIO. **Mr. Ruscitti**, Veneto Region, initiated the debate by providing a concrete example on how the region has invested the funding received in health infrastructures and services in order to reduce the territorial disparities and improve the quality of the health services. **Prof. Suhrcke** illustrated the existing literature on the topic by analysing two distinguished core questions: first, if health investment is good for economic growth and, second, if investing in health is a sensible economic strategy. **Mr Walsh**, DG REGIO, explored the ways in which the European Cohesion Policy supports health infrastructure, services and investment programmes so as to spur endogenous growth potential, competitiveness of regional economies and infrastructures. The second part of the seminar was dedicated to regional experiences centred on health investment and reforms.

### Debate

As mentioned above, 4 case-studies were explored in the second part of the seminar. **Eloy Jimenez-Cantos**, Valencia Region, explained the new model of financing healthcare services adopted by Valencia in 2005 to improve the efficiency of the health system. Based on three principles, namely, decentralisation, integration of healthcare levels and capitated financing, the reform aimed at ensuring qualitative service and reducing financial losses. **Elena Stefikova** and **Tibor Badura**, Trenčin Region, highlighted how the structural funds and national investments are earmarked to improve the Regional Healthcare System (RHIS) to set a database of electronic health records, guarantee a transparent use of public resources and provide evidence of real expenses for healthcare insurance companies. **Aleksandra Sulot** illustrated the Regional Operational Programme of the Opolskie Voivodeship for 2007-2013 that was put into place to enhance competitiveness and ensure social, economic, and spatial cohesion. As part and parcel of this strategy, the investment in health infrastructures and technologies aims at increasing attractiveness of the region. **Václav Ryznar** examined the reforms that have been undertaken by the Czech Republic since 1989. By providing a very clear picture of the flaws of the system management, Mr Ryznar pointed out a number of recommendations to address the problems, mainly the deficit of the health system, and improve the quality of the service.

### Conclusions

General consensus arose around the value of health investment and promotion as a means to stimulate socioeconomic and regional development. Evidence-based research shows that health investment is good for economic growth and that has a significant impact at microeconomic level, which includes the regional level. It was however agreed that too little is done in health promotion to address demographic trends and stimulate labour force participation. The presentation of different regional experiences highlighted common trends and the importance of *re-thinking* health systems so as to spur a virtuous circle of health and financial efficiencies.

### Organiser:

BIRTH Conglomerate

### Chair:

**Luigi Bertinato**,  
Veneto Region, Italy

### Speakers:

**Giancarlo Ruscitti**,  
Veneto Region, Italy  
**Professor Marc Suhrcke**,  
University of East Anglia, United Kingdom  
**John Walsh**,  
European Commission, Regional Policy DG  
**Eloy Jimenez-Cantos**,  
Health Department, Valencia Region, Spain  
**Elena Stefikova**,  
Health and Human Pharmacy Department,  
Trenčin, Czech Republic  
**Tibor Badura**,  
System Integration Director, Crystal Consulting  
Ltd.  
**Aleksandra Sulot**,  
Director of the Department of Coordination of  
Operational Programs, Opolskie, Poland  
**Václav Ryznar**,  
Olomouc Regional Authority, Czech Republic

### More information

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Laura Motta :  
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## Cooperation and networking: Exchange of best practice in regional development



### Reengineering hospitals

08 October 2008, 16.45-18.00

#### Organiser:

Veneto region

#### Chair:

**Francesco Ronfini**,  
Veneto Region, Italy

#### Speakers:

**Luigi Bertinato**,  
Veneto Region, Italy

**Steve Wright**,  
European Investment Bank

**Pascal Garel**,  
European Hospital and Healthcare Federation

**Enric Mayolas**,  
Generalitat de Catalunya, Spain

**Bruno Regnault**,  
GE Healthcare

**Marion Dinwoodie**,  
Medway Primary Care Trust, Kent, United Kingdom

**Johanna Aitamurto**,  
Päijät-Häme Central Hospital, Finland

**Carina Kainz**,  
Health and Social Fund of Lower Austria

**Chris White**,  
Senior Health Advisor, North West England,  
United Kingdom

#### More information

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Laura Motta :  
[laura.motta@regione.veneto.it](mailto:laura.motta@regione.veneto.it)

#### Outline

The seminar was structured in two parts. The first session outlined the theoretical framework of discussion within which the speakers debated on the role that hospitals should cover in health systems characterised by an increasing number of outpatient services. **Mr. Bertinato**, Veneto Region, enlightened the debate by arguing that the 'new' role of hospitals should link to buildings that respond to the functions and processes that are still concentrated in the hospital setting. The new-built Mestre Hospital was presented as a non-invasive infrastructure that merges in complete harmony with the surrounding environment. In an inspiring intervention, **Mr Wright**, European Investment Bank, gave emphasis to the multiple role of hospitals that goes beyond the mere provision of healthcare. In order to ensure services of quality, hospitals have to invest in the workforce and R&D as well as focusing on determined specialties. He also stressed the importance of conceiving hospitals according to the patients' pathways across whole system, which extends outside the hospital. To fuel the debate, **Mr. Garel**, HOPE, addressed a series of provoking questions to the audience. He analysed a series of trends such as the number of hospitals and acute beds over the last 10 years in order to ask "if" and "how" any national or regional health planning has ever influenced those trends. This linked to a more controversial question – *Have we ever been able to predict?* - related to the assumption that hospitals and health planning usually respond to citizens' needs instead of predicting trends. After having explored these general questions, space was given to a series of case-studies.

#### Debate

Six case-studies animated the discussion about the re-configuration of hospitals. **Mr Mayolas**, Catalunya Department of Health, highlighted the innovative solution epitomised by the cross-border hospital of Cerdanya between France and Spain run by a joint administration and management system set up in Puigcerda. The project (2005-2009) started as a result of an Interreg-financed study that revealed the need for a hospital in the area (that is populated by 30,000 inhabitants of which 53,4 % on Spanish territory and 46.6% on French territory) and the typology of services that should be provided. **Ms Dinwoodie**, Medway Primary Care Trust, gave an example of reconfiguring acute hospital services through a joint collaboration between two different Primary Care Trusts, notably, Medway and Kent. The process stimulated clinical and financial measures such as the determination of multi-disciplinary team arrangements whose evaluation of patients' needs led to the decision to establish a single surgical site for West Kent for highly specialised urology surgery. **Mr Regnault**, GE Healthcare, introduced a new concept of hospital, the so-called 'green hospital', based on cost-efficient solutions aiming at ensuring an intelligent use of materials and resources, efficient water management, indoor environmental quality and innovative design to increase productivity and reduce waste. **Mrs Aitamurto**, Päijät-Häme Central Hospital, showed how the investment in day surgery operation has led to a significant increase of productivity as well as patients' and workforce' satisfaction. It was however showed that the measurement and evaluation of those elements were crucial aspects to address the system's flaws. **Ms Kainz**, Health and Social Fund of Lower Austria, explained how the Lower Austrian Hospital Holding, centralised at the national level, manages the hospital system according to commercial and medical criteria by using a strategic instrument, the Reformpool, to realise integrated healthcare and improve efficiencies. **Mr White**, North West England Brussels office, illustrated ChaMPs Public Health Network, the public health network aiming at creating a platform for Cheshire and Merseyside primary care trusts, local authorities, NHS trusts and wider health organisations.

#### Conclusions

The first part of the seminar pointed out the challenges that hospitals face in today's ever-changing climate and how its re-thinking should be conceived according to the broader context in which the hospital setting represents part and parcel of an integrated healthcare system. The second part presented a series of best-practices that demonstrating how regional authorities can respond to common problems with different innovative solutions.



## European Day of Tourism: EU funding opportunities for tourism

07 October 2008, 9:00-13:00

### Outline

The workshop was opened by **Francoise Le Bail** who explained the Commission's aims to give sufficient information on the possibilities offered by the financial instruments and to promote networking among stakeholders and destinations. Tourism as a cross-cutting sector is linked to many economic activities and has an enormous impact on different sectors providing leisure and business travel related services. It plays a vital role in the development of European regions, as it contributes to the local development, creation of jobs, development of areas which are either in industrial or rural decline or urban regeneration. The European Commission supports by all means the implementation of the communication on the renewed EU tourism policy and the Agenda for competitive and sustainable tourism, which focus on the improvement of the attractiveness of European regions. This involves inviting different actors to the process of planning, implementation of related European policies and measures. The key to improve competitiveness and demonstrate the importance of European tourism is to build partnerships, at all levels, among all the stakeholders.

**Rudolf Niessler** outlined the close relations between tourism and cohesion policy, in which development of tourism represents the highest contribution of the EU. The tourism industry in certain regions is one of the main sources of economic growth. Through an active promotion of policies, it can become a tool for integrating less developed regions. It can also become a part of territorial development strategies and a tool for enhancing and preserving areas heritage. Additionally, with regard to the community strategic guidelines it also helps to improve the attractiveness of cities and to redevelop rural areas. The new 2007-2013 programming period will allow tourism industry and its stakeholders to get significant support from the EU to implement new and innovative tourism products, services and strategies.

### Debate

**Patrick Bernard-Brunet** gave a presentation on EU cohesion policy's objectives and priorities in the new programming period 2007-2013. Regulations and guidelines with reference to tourism have been demonstrated and much attention given to the promotion of sustainable tourism. On the examples of projects (Apulia or European Institute for Tourism Research) falling under Objective 1, in the previous programming period, it has been underlined that regions can plan investment in tourism but first they have to demonstrate their impact on the regional economy by ex-ante evaluation and SWOT analysis. **Fernando José Coehlo Moniz** presented the European Territorial Cooperation and its links to tourism. The new legal framework of the programme shows more strategic approach to the interventions, such as joint strategies and actions, development of networks or exchange of experiences and dissemination of good practices. These can be made on the cross-border, transnational and interregional level. The choice of the strategies and types of actions include: entrepreneurship and SMEs, cross border trade, tourism and culture, protection and enhancement of the natural heritage in support of socio-economic development and sustainable tourism, connection to innovation and environment. They all are adapted to the characteristics and potential of the cooperation areas, especially on the grounds of the management of the programme and project. **Monique Raquet** has presented the ESF fund together with its scope of intervention and examples of tourism project, which were implemented under 2000-2006 programming period. The presentation was followed with a demonstration of the most important elements in the new programming period, like national eligibility, community contribution determined on OP level and the new publicity requirements. **Joanna Basztura** focused on Leonardo da Vinci programme which falls under the Lifelong Learning Programme. Any project in order to be financed needs to transfer innovation in fields like mobility, partnerships, preparation of visits, thematic networks and development of innovation. Among the priorities projects are those which refer to developing skills and competences, developing quality and attractiveness of practises, transparency and recognition of competences, qualifications, skills development of adults in the market, raising competences levels of groups at risk, developing the learning environment. The presentation was followed by the examples of successfully implemented tourist project such as Greek Happy Tourist, Turkish Toureast, Spanish Tan and British Cast. **Linda Carlsson** underlined that EU funding has made great difference in the work with the creating sustainable tourism destinations in the CREST project. Five destinations in the North Sea region have during two year been analysing best tourism practice and focused on local strengths for a sustainable development. The cooperation between the regions in a European perspective have been essential and given the necessary qualities in the process, says Linda Carlson, project leader from country administrative board of Västra Götaland,

### Organiser:

European Commission, DG Enterprise and Industry

### Chair:

**Pedro Ortún,**

European Commission, DG Enterprise and Industry

### Speakers:

**Francoise Le Bail,**

European Commission, DG Enterprise and Industry

**Rudolf Niessler,**

European Commission, Regional Policy DG

**Patrick Bernard-Brunet,**

European Commission, Regional Policy DG

**Fernando José Coehlo Moniz,**

European Commission, Regional Policy DG

**Monique Raquet,**

European Commission DG Employment, Social Affairs and Equal Opportunities,

**Joanna Basztura,**

European Commission, DG Education and Culture,

**Linda Carlsson,**

County Administrative Board of Västra Götaland, Sweden

**David McGuire,**

Queen Margaret University, Edinburgh, United Kingdom

**Jean Michel Courades,**

European Commission, DG Agriculture and Rural Development,

**Christine Falter,**

European Commission, DG Maritime Affairs and Fisheries

**Michael O'Briain,**

DG Environment, European Commission

**Klaus Ehrlich,**

Red Andaluza de Alojamiento Rurales, Spain

**Gunter Salchner,**

Austrian Local Action Group Ausserfern, Austria

## Cooperation and networking: Exchange of best practice in regional development



### More information

Lifelong Learning Programme:

[http://ec.europa.eu/education/programmes/llp/index\\_en.html](http://ec.europa.eu/education/programmes/llp/index_en.html)

European Social Fund:

<http://ec.europa.eu/ESF>

CREST project:

[www.crestproject.com](http://www.crestproject.com)

Natura 2000:

[http://ec.europa.eu/environment/nature/index\\_en.htm](http://ec.europa.eu/environment/nature/index_en.htm)

<http://www.natura2000tourism.eu>

Rural Development Policy:

[http://ec.europa.eu/dgs/agriculture/index\\_en.htm](http://ec.europa.eu/dgs/agriculture/index_en.htm)

Regional Policy:

[http://ec.europa.eu/regional\\_policy](http://ec.europa.eu/regional_policy)

Cohesion Policy:

[http://europa.eu.int/comm/regional\\_policy/](http://europa.eu.int/comm/regional_policy/)

*“Tourism plays an important role in the development of the vast majority of European regions.”*

Sweden. **David McGuire** presented the success project STEP managed by Intersourcegroup in Ireland. The main purpose of the project is to utilise the expertise, results and partnership allowances and the relationship built up with support and user groups established from previous Stream project (completed between 2003 and 2005 focused on developing basic trainings). The project aims at the need to develop accessible course that is easy to follow and one that is accredited in an academic framework but still practical for those on the ground. Step is expected to be applicable to new countries and supported by consultations, with an industry role in it. **Jean-Michel Courades** gave an insight into the EU Rural development policy and its priorities, related to economic diversification through no-agricultural activities such as farm tourism. Rural areas offer real opportunities in terms of their potential for growth in new sectors; they are attractive and offer many environmental amenities making for example rural tourism an important source of diversification of the rural economy well integrated with farming practices. The EAFRD programme helps to protect, upgrade or manage the natural heritage, as it gives both direct supports to tourism operators on farm diversification into non agricultural activities and to rural operators. It offers training, supports micro-businesses and destination resources. **Christine Falter** through the presentation of the European Fisheries Fund, proved that tourism is an important mean for sustainable development of fisheries areas, A public aid is being offered for permanent cessation of fishing activities and reassignment of a vessel for activities outside fishing such as fishing tourism. Areas are encouraged to strengthen their competitiveness by adding value to the local products or create new products on the basis of the existing potential ( creation of fishing museums). The fishery areas are as a result redirecting economic activities into tourism (eco-tourism), jobs are created outside the sector thanks to the support given to the small fisheries and tourism related infrastructure and services. **Michael O’Brian** gave a nice insight into the Ecological Network of Protected Areas under Birds and Habitats Directives called Natura 2000, a major pillar of biodiversity action in Europe. The network protects the systems, supports nature conservation and sustainable development. Tourism if developed and managed incorrectly, may have a negative impact on nature. But if the management measures are implemented correctly, it may give opportunities for creation of local industry of service providers. This is addressed to the niche markets for natural products such as dairy products, non timber forest products. The vital factors for the development of tourism in the protected areas is stretching out the classic peak season, strengthening of the European heritage and culture and voluntary participation in protected areas management measures such as maintenance of trails and signs and habitat management. Natura 2000 supports creation of certain forms of tourism such as hiking, canoeing or wildlife watching, but far the most important form of tourism is awareness raising among the tourists on European biodiversity (green schools or visits to interpretation centres). **Klaus Ehrlich** presented a European Rural Tourism project which was created under Natura 2000 programme. The aim of the project was to raise awareness and promote resources of Natura 2000 network in four countries. The project managers started with the information campaign for rural tourism providers, dissemination of the information in Internet and in the partner regions on the local, regional and national levels. They have encouraged the providers to integrate information on Natura 2000 into their offer or else base their offer on the programme resources. They encouraged them to hold the tour routes in the programme sites, organize marketing nature friendly outdoor activities and cooperate with media. They carried out surveys with clients and providers and promoted the programme on the trade fairs. The objectives as a result have been achieved, clients were better informed and Natura 2000 became more accessible for tourists. **Gunter Salchner** demonstrated the Transnational Cultural Education for Cultural Guiding and Management for Regional Museums project, which has been funded by the LEADER + programme and managed on the transnational level by two partners. The objective was to make a better use of the cultural heritage, through the foundation of the guiding association, investment in human resources and customer oriented approach. As a result, the project converted into long term action. It contributed to the creation of a concept on nature wildlife guiding and further development of tourism quality management.

### Conclusions

**Mr Pedro Ortún** concluded the workshop by summing up the discussions as follows:

- The key to success for the development of tourism is through local and regional involvement
- The partnership is vital to improve competitiveness and demonstrate importance of European tourism
- The cooperation between the regions in a European perspective is essential





## European Day of Tourism: Networking opportunities in tourism

07 October 2008, 14:30-18:30

### Outline

The chairperson offered to the participants a question: How to motivate actors to produce and share knowledge? The key issue concerning exchange of experiences is networking, through which regions and tourist destinations can gain the know-how on how to design, manage and deliver operational programmes or establish a good regional cooperation in tourism development. One of the examples of a successful and fruitful cooperation is the newly created Network of European Competitive and Sustainable Tourism. The other good example is the EDEN project which draws attention to the value and diversity of tourist destinations, where the economic growth objective is pursued in such a way as to ensure social, cultural and environmental sustainability. The project intensively supports networking among its participants, far the most to persuade other European destinations to participate in the project and adopt sustainable tourism development models. The winners set up a network of EDEN destinations, which is the platform for the exchange of good practices. The sharing of knowledge is carried out through the dedicated web portal, different conferences and meeting where the winners offer their recipes and share their successes and difficulties.

### Debate

**Jean Michel Courades** gave a nice introduction to what networking is and what are the possibilities for exchange of good practices and experiences among different European actors. He has indicated that EARDF fund greatly supports networking activities in tourism through cross border co-operation programmes. on the organisation of tourism supply, transnational co-operation programmes covering large areas of co-operation such as the Baltic Sea, Alpine and Mediterranean region and through the interregional cooperation including Interreg IV C programme (the thematic priorities are innovation and knowledge economy; environment and risk prevention) and URBACT II programme where thematic networks are created on urban policy themes. **Jan-Arne Eilertsen** presented the ERA (European Research Area) programme dedicated to programme owners, such as national ministries or regional authorities managing a research programme, programme managers (e.g. research councils, agencies) which implement research programmes under programme owners' supervision or else in justified cases: programme owners without a research programme but planning to set up one. The idea of the programme is to enable a systematic exchange of information and best practice through preparation of joint activities, implementation of joint activities and as a result funding of transnational research. A part of this programme, called ERA-NET ERNEST is addressed to the issue of sustainable development of the tourism sector through coordination and collaboration among regional research programmes **Paolo Bongini**, **Marien Andre**, **Anna Lisa Boni**, representative of Tuscany, Catalunya and Provence Alpes-Côte d'Azur regions gave a presentation on the newly established Network of European Competitive and Sustainable Tourism. The network was created on the grounds of Agenda for a Sustainable and Competitive European Tourism. It is based on thematic groups like environment, management, life quality of residents and workers, active conservation of heritage and identities, de-seasonalisation of regions. The partners aim at collecting and evaluating good practices through open calls, presentations at network conferences, working group activity, and collaboration with the European Commission. In order to generate synergy they force cooperation with other networks, set contacts with international organizations on the theme of sustainability applied to tourism and support construction of innovative projects. The successful European Commission preparatory project EDEN has been presented by **Francesca Tudini**. The aim of EDEN is to draw attention on value, diversity, shared characteristics, enhance visibility, combat seasonality, and help de-congestion, rebalance tourism flows, and exchange good practices. The project has been launched in 2006 In the first year, 10 winning destinations have been awarded with the title of best emerging rural destinations. In 2008 the number of participants have doubled, and 20 destinations have been attributed the title of the best "tourism and local intangible heritage" destinations in Europe. The third edition has been already launched, under

### Organiser:

European Commission, DG Enterprise and Industry

### Chair:

**Francesco Ianniello**,  
European Commission, DG Enterprise and Industry

### Speakers:

**Jean Michel Courades**,  
European Commission, DG Agriculture and Rural Development

**Jan-Arne Eilertsen**,  
European Commission, DG Research

**Paolo Bongini**,  
Economic Department of the Region of Tuscany, Italy

**Marien Andre**,  
Observatori de Turisme de Catalunya, Spain

**Anna Lisa Boni**,  
Representation of the Provence-Alpes-Côte d'Azur, Belgium

**Francesca Tudini**,  
DG Enterprise and Industry, European Commission

**Markus Ferenc**,  
Őrség (Ranger) National Park, Hungary

**Sheena Doyle**,  
National Tourism Development Authority, Ireland

**Vanni Resta**,  
Municipality of Specchia, Italy



## Cooperation and networking: Exchange of best practice in regional development



### More information

Network of Regions:

<http://www.regionpaca.fr>

Networking possibilities in EARDF:

[http://ec.europa.eu/dgs/agriculture/index\\_en.htm](http://ec.europa.eu/dgs/agriculture/index_en.htm)

EDEN project:

[www.edenineurope.eu](http://www.edenineurope.eu)

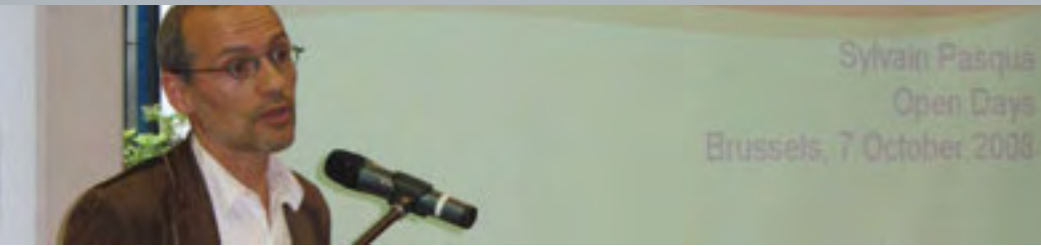
*“Networking brings people (and their organisations) together around themes, actions or issues which are beneficial to everyone.”*

a theme “tourism and protected areas”. The new winners will be announced in 2009 during the Eden Award Ceremony. The winning destinations and the project itself are supported by flanking activities such as promotion in a specialised press, Internet, TVs, and through a dedicated web portal, conferences and concours held on the Pan-European level. **Markus Ferenc** presented the Hungarian winning destinations of the first edition of EDEN project. He shared his experiences on the process of implementation and management. He stressed that sceptical mood of the authorities at the beginning of the process transferred into an extraordinary interest of the press and increased tourist traffic in the region. The winning destination, Órség, has become a trade-name and received a strong identity. The process turned into success as was based mainly on conciliation of interests and networking activities. The partnership and subsidiarity played a key role. Among the key factors leading to the real success were the establishment of international connections and sharing of European experiences. **Sheena Doyle** gave an insight into the Irish experiences and future thoughts on the EDEN. In order to add more credibility to the selection process, experts from different fields have been invited to give their independent judgements. With aim of adding more transparency to the evaluation process key indicators easy to measure were introduced. In the second phase of the project, for the evaluation of the applications, an external panel in the managing organization has been appointed. As a result five best proposals were selected. This enabled to organize a on sight visits and assured that the applicants are meeting the thematic requirements. Among the key factors for the success of the two editions were development of comprehensive evaluation process, alliances between national agencies and preparation of a written feedback. The Irish expect the project to raise its profile and count on the post competition support including marketing and promotional opportunities for the winning destinations. **Vanni Resta** gave an insight into the Network of European Destination of Excellence and the 4-Enabling a Vice versa Exchange Room. This thematic networking project, has been launched with help of Twinned Towns initiative sponsored by the Education, Audiovisual & Culture Executive Agency in 2007. The aiming of the action is to create a platform for co-operation and exchange of good practices while rewarding sustainable forms of tourism and successful business models. Its aim is to establish a town twinning, to better allow exchanges not only in rural tourism but also in social and cultural fields promoting the active participation of citizens and to encourage a multiplier effect mainly in districts with more municipalities or villages for guarantee of a further network aggregation of citizens and policy-makers. The partners of the network will proceed with discussions, defining general guidelines on how to compare projects, initiatives and policies during the three days conference ending with a town twinning act signature.

### Conclusions

**Francesco Ianniello** concluded the workshop by saying that:

- Networks need to be build upon the European experiences
- International connections play a vital role in the creation of networks
- Networks should be based on the rule of openness, partnership, subsidiarity
- The success is possible only by collaboration and conciliation of interests



### European Capitals of Culture fostering the creative economy

07 October 2008, 14:30-16:15

#### Outline

In the workshop the importance of culture and the creative sector was recognized. Being from all over Europe, the European Capitals of Culture face different challenges but have all chosen culture as one of their key priorities in addressing those challenges. On the other hand, European Capitals of Culture face many similar challenges, and accordingly sharing experience and best practice is of great benefit to these cities, as well to candidate cities or cities thinking of applying in the future; indeed, it is even relevant to all those wider cities and regions that have noticed the importance of culture in a globalizing world. Through various presentations from different European Capitals of Culture it was shown that a Cultural Capital project is a very comprehensive exercise involving all levels of society and many different sectors. The economic importance of culture and creative industries was at the heart of the discussion.

#### Debate

**Sylvain Pasqua** talked about culture and the Lisbon agenda. He presented Commission's views on cultural industries and stressed the importance of the sector for cities and regions. He also saw the European Capital of Culture year as a great opportunity for promoting creative economy. **Neil Peterson** gave an interesting presentation on how to maximize the tourism impact of the European Capital of Culture year which is going on in Liverpool on 2008. It is of utmost importance to create a welcoming atmosphere right from the beginning when tourists arrive in the city. Mr Peterson presented several projects and ideas that aim at maximizing the tourism impact in Liverpool. **Mary Miller** presented the use of landscape and nature in Stavanger's European Capital of Culture year 2008. In Norway the landscape and nature – especially the fjords – are unique and Stavanger has really taken advantage of it in their programme. Ms Miller's presentation showed to the audience the vast possibilities for using their own strengths that the European Capital of Culture year offers for cities. **Ulrich Fuchs** from Linz presented Linz's efforts in becoming the most interesting city in Austria. He gave an interesting insight to Linz's European Capital of Culture programme for the year 2009. Through interesting projects and cultural events Linz is going to change its image completely and become the most interesting city in Austria. Their motto is 'whoever says Linz says change!' **Liudas Gikaras** introduced yet another aspect of European Capital of Culture year. He spoke about the involvement of the community and rise of citizenship through the European Capital of Culture year, which is 2009 in Vilnius. His presentation showed that the title of European Capital of Culture may be used to promote a variety of themes and not just "traditional" culture. **Ágnes Simon** from Pécs, the European Capital of Culture 2009 gave an interesting presentation on a large scale infrastructure project, titled Zsolnay Cultural Quarter - Conversion of the Largest Industrial Heritage Site in Central Europe into a Cultural Quarter. Infrastructure projects are an important part of every European Capital of Culture project and it was interesting for the audience to hear one example of a large-scale infrastructure project. **Nuri Çolakoğlu**, the Chairman, Istanbul 2010 ECOC Agency Executive Board presented Istanbul's journey to becoming a European Capital of Culture 2010. The audience showed wide interest to this theme since Turkey is not an EU Member State and Istanbul's case is quite different from others. In Istanbul the whole process began as a grass-root civil society movement with a bottom-up approach. This is different from other cities where the first initiative usually comes from the city authorities. **Andrus Miller** gave an interesting presentation on a common ticketing system that his organization in Tallinn is developing. Mr Miller showed that innovative use of ICT is a big part of cultural projects and it could also benefit European Capitals of Culture. **Suvi Innilä** from Turku, European Capital of Culture 2011 presented the unique feature of Turku's European Capital of Culture year. Through Live Turku 2011, the virtual capital of culture Turku is going to share its Capital of Culture year with the whole world. Never before has a European Capital of Culture used internet and ICT as comprehensively as Turku is planning to do in 2011.

#### Organiser:

European Capitals of Culture conglomerate

#### Chair:

**Flo Clucas,**

Deputy council leader, Councillor from the City of Liverpool, United Kingdom

#### Speakers:

**Sylvain Pasqua,**

European Commission, DG Education and Culture

**Neil Peterson,**

Welcome Programme, Liverpool Culture Company, United Kingdom

**Mary Miller,**

Stavanger2008, Norway

**Ulrich Fuchs,**

Linz09, Austria

**Liudas Gikaras,**

Vilnius2009, Lithuania

**Ágnes Simon,**

Pécs2010 European Capital of Culture Programme, Hungary

**Nuri Çolakoğlu,**

Istanbul 2010 ECOC Agency Executive Board, Turkey

**Andrus Miller,**

Head of the Department for ID-Ticket Services and Development from Certification Centre, Tallinn, Estonia

**Suvi Innilä,**

Turku 2011 Foundation, Finland

## Cooperation and networking: Exchange of best practice in regional development



### More information

European Capitals of Culture on Commission's website:

[http://ec.europa.eu/culture/our-programmes-and-actions/doc413\\_en.htm](http://ec.europa.eu/culture/our-programmes-and-actions/doc413_en.htm)

Liverpool 2008:

[www.liverpool08.com](http://www.liverpool08.com)

Stavanger 2008:

[www.stavanger2008.no](http://www.stavanger2008.no)

Linz 2009:

[www.linz09.at/en/index.html](http://www.linz09.at/en/index.html)

Vilnius 2009:

<http://www.culturelive.lt/en/main/>

Istanbul 2010:

[www.istanbul2010.org](http://www.istanbul2010.org)

Pécs 2010:

[www.pecs2010.hu](http://www.pecs2010.hu)

Tallinn 2011:

[www.tallinn2011.ee](http://www.tallinn2011.ee)

Turku 2011:

[www.turku2011.fi](http://www.turku2011.fi)

### Conclusions

**Ms Clucas** concluded the workshop by summing up the discussions as follows

- The speakers illustrated economic issues relating to cultural industries and how the status of European Capital of Culture is being used in different cities in terms of regional development
- They also described the concrete actions taken in our cities and regions regarding Cultural Capital projects, and what outcomes they achieved
- Also the important questions of how to spread the benefits of a Cultural Capital year to the wider region of the cities concerned, and how to keep the momentum going beyond the year itself was addressed.
- Important aspect in the workshop was the transfer of ideas between the European Capitals of Culture and other cities and regions

***“The creative industries are very important for regions and cities and the European Capital of Culture year is an excellent opportunity to promote them.”***



## Large cultural projects for future growth

07 October 2008, 16:45-18:30

### Outline

The panel discussion was an excellent opportunity for future European Capital of Culture candidate cities to hear and learn from the experiences of eight already nominated European Capitals of Culture. Also taking part in the panel was the European Commission representative responsible for European Capitals of Culture. The debate was extremely interesting and very helpful for representatives of future candidate cities. The audience took very active role in the discussion and the panellists gave concrete answers to many questions that are important for candidates to know. This panel was about changing good practices in the very meaning of the term!

### Debate

Lively debate concentrated on several concrete issues that all European Capitals of Culture will face at some point of the process. The panelists answered questions such as:

- How to involve the citizens to the project?
- How to involve to local politicians to the project?
- How did you involve the cultural actors in the programme?
- What about the legacy of your project?
- Foreseen outcomes of ECC project?
- How does the ECC project help to develop the whole region?

### Conclusions

**Mr Peterson** concluded the debate by stating that there clearly is a need for this kind of debates where the already nominated European Capitals of Culture are sharing their experiences with those cities around Europe that are thinking about the candidacy in the future. As the European Capital of Culture concept has become much bigger and more complicated than it was in the beginning in 1985 it is of utmost importance for the candidates to learn from others. For this reason this kind of cooperation will hopefully continue in the future.

### Organiser:

European Capitals of Culture conglomerate

### Chair:

**Neil Peterson,**

Welcome Programme, Liverpool Culture Company, United Kingdom

### Speakers:

**Jacqueline Pacaud,**

European Commission, DG Education and Culture

**Mary Miller,**

Stavanger2008, Norway

**Ulrich Fuchs,**

Linz09, Austria

**Liudas Gikaras,**

Vilnius2009, Lithuania

**Ágnes Simon,**

Pécs2010 European Capital of Culture Programme, Hungary

**Nuri Çolakoğlu,**

Istanbul 2010 ECOC Agency Executive Board, Turkey

**Andrus Miller,**

Head of the Department for ID-Ticket Services and Development from Certification Centre, Tallinn, Estonia

**Suvi Innilä,**

Turku 2011 Foundation, Finland

### More information

European Capitals of Culture on Commission's website:

[http://ec.europa.eu/culture/our-programmes-and-actions/doc413\\_en.htm](http://ec.europa.eu/culture/our-programmes-and-actions/doc413_en.htm)

Liverpool 2008:

[www.liverpool08.com](http://www.liverpool08.com)

Stavanger 2008:

[www.stavanger2008.no](http://www.stavanger2008.no)

Linz 2009:

[www.linz09.at/en/index.html](http://www.linz09.at/en/index.html)

Vilnius 2009:

<http://www.culturelive.lt/en/main/>

Istanbul 2010:

[www.istanbul2010.org](http://www.istanbul2010.org)

Pécs 2010:

[www.pecs2010.hu](http://www.pecs2010.hu)

Tallinn 2011:

[www.tallinn2011.ee](http://www.tallinn2011.ee)

Turku 2011:

[www.turku2011.fi](http://www.turku2011.fi)





### Tourism innovations: sharing experiences

08 October, 2008, 9.00-13.00

#### Organiser:

Association of Local Authorities of Lithuania,  
Brussels representation

#### Chair:

**Bridget Czarnota,**  
United Kingdom/Bulgaria

#### Speakers:

**Gordana Kolesarič,**  
Municipality of Maribor, Slovenia

**Michail Tamilos,**  
President of ETEDK Thessalias, Mayor of  
Trikkaiwn, Greece

**Konstantinos Tzanakoulis,**  
Mayor of Larissa, member of ETEDK Thessalias,  
Greece

**Vyngintas Grinis,**  
Kaunas City Municipality, Lithuania

**Dovile Ciuniene,**  
Druskininkai Municipality, Lithuania

**Elena Decheva,**  
Academy of Arts and Music, Bulgaria

**Valentina Izmirova,**  
Plovdiv representation office in Brussels

**Gunta Vitola,**  
Sigulda municipality Tourism Information  
Centre, Latvia

**Ioana Tripon,**  
Maramures Info Turism- County Center for  
Tourism, Romania

**Krista Kull,**  
Viljandi Town Government, Estonia

**Ivelina Vassileva,**  
Deputy Mayor, Municipality of Burgas,  
Bulgaria

**Francesco Ianniello,**  
European Commission, DG Enterprise and  
Industry

#### Outline

The workshop was organised in line with the third thematic priority 'Cooperation and Networking: exchange of best practices in regional development'. The words of welcome were expressed by the President of Association of local Authorities of Lithuania (ALAL) Mr. R. Malinauskas and Mr. P. Kuprys, Brussels ALAL representative. The speakers presented unique cases of innovative tourism projects that were implemented not only in the fields of business but also served as examples of intercultural exchange and innovations. The speakers' presentations from Estonia, Latvia, Lithuania, Slovenia, Romania, Bulgaria and Greece illustrated how ecological, rural, cultural, alternate, e-card, spa and other types of innovative tourism may serve as a tool for regional and municipal development.

#### Debate

**Gordana Kolesarič** explained that for Maribor the challenge has been opened with the improvement of the town as an European Capital of culture. Main challenge: ensure faster transformation of the former industrial town into a cultural destination by cultural heritage and artistic creativity. The speaker presented Maribor, candidate for European Capital of Culture 2012, providing the Developing cultural tourism by Festival Maribor 2008 activities: attract professionals from agencies who deal with cultural tourism destinations to include the festival offer in their programmes from 2009 and beyond; BBC Worldwide is recording the music from Festival Maribor 2008 in television series called "Classical Destinations"; stimulate through the Festivals events people's interest to overcome their fear of the unknown and accept diversity; attract stationary visitors from Europe and other countries. **Konstantinos Tzanakoulis** admitted that Thessaly and a lot of smaller cities in the region is the unique phenomenon of the landscape that serves also for the strong cooperation of the local authorities in the region. He also mentioned of possibilities how old heritage and historical sights may serve for modern tourism and presented a lot of visual examples. **Vyngintas Grinis** pointed out that Lithuania seeks to develop tourism innovations, particularly such the e-approach, the electronic card in tourism, that benefits particularly the planning of trips and ordering via Internet, payments in public transport, museums, cultural events, discounts in hotels, cafeterias, concerts, cinema, entertainments. He also presented the goals of the e-tourism: 1) develop and implement tourist e-card infrastructure, enabling payments for all tourism services presented in Lithuania; 2) increase effectiveness of national tourism information system database using e-card, allowing planning of the trip and buying of the tourist products in advance; 3) develop a system that allows to collect information about used services and number of visiting tourists. **Dovile Ciuniene** has provided lots of practical examples and has proved how Druskininkai, the Lithuanian "Baden-Baden", as the people call it, reflects the revival of a spa and recreation resort. She also provided information how the former best-known soviet resort had to change and adapt to rapid market changes. Due to the needs and requirements of the resort visitors The Council of Municipality in the year of 2000 decided to modernize existing infrastructure and to create new attractive tourism objects. So, in 2000, a new town development vision was proposed: new health improvement resort services began to be provided. Recreation centers operating all-year-round and providing services for the entire family were established. It was decided that the resort will be developed in the following directions: sanatoria treatment, tourism, recreation, entertainment and sports. Sanatoria and tourism agencies have begun to look for new markets in European countries. While implementing many investment projects using the private sector investments as well as successfully participating in the European Union projects for receiving funds, Druskininkai has become the international active recreation and treatment resort. The number of guests arriving in the resort is constantly increasing. **Gunta Vitola** introduced Sigulda in Latvia is the extreme tourism attractions place containing such as innovative tourism units as Naval port prison attractions, forest adventure course, tabbogan, chairlift, aerodium, and other extreme tourism attractions that make modern life link with



Sigulda's heritage attractions widely presented and discussed during the presentation. Sigulda's City card was introduced for the participants too. **Valentina Izmirova** and **Prof. Elena Decheva** introduced the participants to the Culture heritage routs in Plovdiv, an ambitious project presented to the Municipality of Plovdiv By The Bulgarian Heritage Trails Association. The project is 100% funded by the local budget it consists of three thematical tourism routes named: Antiquity, Middle Ages and Revival. Based on the ancient history of the city and the fact that the modern city was built on the remains of those ancient times, the project offers self guided tours around the remarkable historical sites. The 3D tourism project helps those who are interested in the city of Plovdiv, both its history and modern look to visit 3D virtually, accompanied by music and described by texts (in English and Bulgarian) the most fascinating places in the city. The presentation was concentrated and expressed willingness for cooperation and transfer of know-how. **Ioana Tripon** presented the traditional values of Maramuresh, the values of the nature, as well as architecture, handicrafts (wood and hand made souvenirs of natural materials), customs and celebrations that make Maramuresh very attractive for local and foreign tourists. Action plan for future tourism development as well as challenges facing tourism were introduced and also discussed by the participants of the workshop – practitioners and politicians present. **Krista Kull** expressed the suggestion that fresh taste of strawberries in the sense of naïve art in Estonia where new and old challenges meet. She believes that every footprint of land talks of its history, culture and traditions. Viljandi is like a genuine Estonia and worth for more attention in Europe. Musical and art language like a tool for getting acquainted with a genuine story of Estonia. She mentioned some centers that are very important for tourism development in rural areas, such as Estonian Traditional Music Centre, ondas Centre of Naive Art, both of them express a live culture and on the other hand are very characteristic to Viljandi and unique in Estonia and makes it a kettle of heritage! **Ivelina Vassileva** presented mixed cultural, historical and modern approach of the city is the main attraction for tourists. A unique insight into the symbiosis of human industrial activities and nature preservation – Atanassovo lake, a century old tradition: "Black Sea Salt Pans" - circa 1906, structured open-air yielding grounds, mix of basins with differing saltiness, a production facility and a home to big colonies of migratory birds, spa and wellness in the region as an opportunity long explored or still to be discovered. Other cultural aspects for tourism were mentioned and presented: Burgas and the festivals, the theatre festival "By The Beach", film Fest at the Beach, the International Sports Dancing Competition, the Burgas Blues Fest, the International Folklore Festival, Burgas and the Sea pop-song contest. An overview was given by **Francesco Ianniello** on the funding opportunities in the field of tourism and the support of the Commission in that field. Discussions were focussed on national peculiarities, ecological, sustainable aspects of today's and tomorrow's tourism. The moderator has encouraged rather positive and free exchange of experiences that were discussed among all partners: quite different in cases of southern partners in Greece, Slovenia if compared to those of Nordic-like Estonia cases; business oriented Plovdiv as well as Lithuanian presentations were in contrast to rural and sustainable and extreme tourism examples of Latvia and nature tourism in Romanian cases.

*"We understand renewed European Tourism Policy as improvement of competitiveness and creation of more and better jobs, of course, by using such instruments as co-ordination, co-operation, supporting actions in the following areas - mainstreaming tourism, promoting sustainability, enhancing visibility."*

### Conclusions

Workshop debate as well as presentations of innovative tourism cases encouraged participants of the seminar (over 90 participants) to understand tourism innovation perspectives that were rather professionally concluded and presented by Mr. Francesco Ianniello, DG Enterprise and Industry, Tourism Unit. It was also a promising opportunity for majority of participants to share experience between regional and local tourism professionals as well as, in general, it encouraged people to travel.

## Cooperation and networking: Exchange of best practice in regional development



### Corporate Social Responsibility – business contributions to regional development

09 October 2008, 11:15–13:00

#### Organiser:

CSR Europe

#### Chair: John Walsh,

European Commission, Regional Policy DG

#### Speakers:

**Livio Baldi,**

Numonyx, Italy

**Armando De Crinito,**

Regione Lombardia, Italy

**Angela Tanno,**

Italian Banking Association (ABI), Italy

**Daniela Sole,**

Tuscany region, Italy

**Anne-Francoise Lefevre,**

European Savings Banks Group (ESBG),  
Belgium

**Markus Faller,**

BASF, Germany

#### Outline

The workshop was opened by **John Walsh** who explained that Corporate Social Responsibility (CSR) is a concept whereby companies voluntarily integrate social and environmental concerns into their business operations and interaction with stakeholders. CSR can promote sustainable development of both companies and the societies/environments in which they operate, whilst also enhancing Europe's innovative potential and competitiveness, contributing directly to employability and job creation. CSR Europe, as the leading European business network on CSR, jointly organised the seminar with DG Regional Policy to present the work of four business-driven projects that are testing innovative solutions to support regional development in the areas of R&D/Innovation, Financial/Social Inclusion and Demographic Change. The intention is to demonstrate that there is significant scope for exchange of best practice and active collaboration between businesses and national/regional authorities to tackle common social, environmental and economic challenges.

#### Debate

**Mr Baldi** outlined the process followed by Laboratory partners – researchers, local institutions, universities - in exploring the dynamics of open innovation and in evaluating best practices to encourage and facilitate technology transfer and collaborative approaches between SMEs and research centres. Regional initiatives emerged as a very important driver. **Mr de Crinito** presented the effective policies and tools developed by Regione Lombardia to foster competitiveness and innovation of SMEs. Highlights included the *Questio* system to qualify supply of services by research centres, and the incentives to stimulate demand with Vouchers and Meta-Clusters Calls. In summary, the description of best practices developed in the Lombardy Region to create an enabling environment for innovation might encourage other local authorities and universities to adopt similar policies and tools. **Ms Tanno** introduced participants to Financial Inclusion as a necessity to promote and support development. Benefits derive both for banks, in reaching out to new customers, and for underserved groups (temporary workers, low-income families, migrants and micro-enterprises) to access financial services. ABI supports financial inclusion through a multi-stakeholder approach, including participation in local networks such as Tuscan Regional Government. **Ms Sole** outlined the Tuscan Regional Government's financial project, SMOAT (Tuscan oriented and assisted microcredit project), which provides previously unbankable entrepreneurs with access to small loans (with 80% of public guarantee) and non-financial services (consultancy and advisory services, marketing assistance, business training), thus improving local development. In summary, the speakers' experiences suggest that it is possible to reach the goal of financial and social inclusion without sacrificing profitability. The role of local actors is crucially important in creating an enabling environment and in raising awareness of the rapid expansion of microfinance. **Ms Lefèvre** explained how, based on initiatives developed by savings banks, the Laboratory has identified key success factors for business involvement in social projects, seeking to empower socially and financially excluded people. The local dimension was identified as one of the core elements to developing sustainable and workable solutions, adapted to the socio-economic context, through a network of professional local partners and the decentralised implementation of the schemes.



In summary, local and regional public authorities can support business' social programmes and strengthen their efficiency through active partnerships, for example to channel potential beneficiaries to the programmes, or (co)-fund the schemes either directly or through the provision of financial guarantees for the microcredit component. They can also contribute to promotion of the initiatives through the dissemination of information or the identification of specific needs/risks in a given geographic zone. **Dr Faller** explained how BASF, Evonik and SAP, working together with econsense, BMW, Hitachi, Metro, Salzgitter, ThyssenKrupp Steel and Volkswagen established the Laboratory to help companies in Europe harness the opportunities brought about by demographic change. As a European platform, they developed a concept incorporating information and discussion elements, motivation and activation instruments, and action and implementation strategies – aimed at assisting companies develop the right solutions for their needs, independent of their current level of demographic fitness. In summary, Demographic Change is a megatrend, which will have a direct impact on organisational competitiveness. Organisations must break new ground with their strategies to solve this problem, e.g. by focusing the activities of strategic human resource management on safeguarding productivity and innovative strength in the face of demographic change. The Laboratory provides companies and stakeholders in Europe with customised modules to assess and respond to their demographic risk.

### Conclusions

**Mr Walsh** concluded the workshop by summarising the many common objectives and activities between the CSR agenda and that of Cohesion Policy (e.g. in the areas of better innovation performance, skills development, and poverty reduction/social inclusion). Indeed CSR is an increasingly important factor for regional and local competitiveness and it is evident from the work of the laboratories that the regional and local level are often the most appropriate for advancing corporate responsibility. The discussion also provoked consideration on how the role of corporations in the broader society/environment can go some way to addressing market failures that are not fully managed by governments and national/regional authorities. In this sense, collaborative partnerships between the private and public sector have the potential to reap significant benefits for all parties involved.

### More information

CSR Europe and National Partner Organisations:

[www.csreurope.org](http://www.csreurope.org)

Open Innovation Networks:

<http://www.sodalitas.it/>

ABI:

[www.abi.it;rs@abi.it](http://www.abi.it;rs@abi.it)

Project SMOAT:

[www.fabricaethica.it;](http://www.fabricaethica.it;)

[www.fiditoscana.it;](http://www.fiditoscana.it;)

ESBG:

[www.savings-banks.com](http://www.savings-banks.com)

Laboratory Demographic Change:

[http://www.demographicchange.info/en\\_index.asp](http://www.demographicchange.info/en_index.asp)

Online-Tool "Demographic Risk Map":

[www.demographic-risk-map.eu](http://www.demographic-risk-map.eu)



## Cooperation and networking: Exchange of best practice in regional development



### JASPERS: Bringing major projects to maturity

08 October, 9:00-10:45

#### Organiser:

European Commission, Regional Policy DG

#### Chair:

**Rudolf Niessler,**

European Commission, DG Regional Policy

#### Speakers:

**Norbert Hahn,**

JASPERS

**Ralf Goldman,**

JASPERS

**Artur Rudnicki,**

JASPERS

**Antonio Almagro,**

JASPERS

#### Outline

JASPERS, a joint initiative of the European Commission, the European Investment Bank, and European Bank for Reconstruction and Development pools expertise and resources in order to assist Member States in the preparation of major projects. This will be an opportunity to hear of practical examples of projects assisted by JASPERS from staff from JASPERS headquarters and its three regional offices in Central and Eastern Europe. **Rudolf Niessler** in his introduction said that JASPERS is a valuable technical support facility for twelve EU Member States. It has a short history but, nevertheless, its success is becoming evident JASPERS gives better opportunities to make use of EU Structural Funds faster and more effectively.

#### Debate

**Norbert Hahn** gave a comprehensive overview of the JASPERS activity and organisational background. He highlighted the fact that JASPERS is managed within the EIB but is separate from its lending activities. He emphasised that it is very important to involve JASPERS technical assistance from the early stages of project development. **Ralf Goldman** presented an interesting case study about the energy efficiently program in the Warsaw University of Technology using JASPERS technical assistance. This project is included in the Operational Program for Infrastructure and Environment. During the project preparation JASPERS reviewed the proposed technical solutions and shaped the project to meet EU priorities. It provided advice and guidance on rules and procedures to avoid unnecessary administrative burden and consultancy on optimal financing and governing rules, as well as a general review of the proposal to avoid evident errors in application phase.

**Artur Rudnicki** introduced the Blue Book – a guide to cost benefit analysis in transport sector - prepared by JASPERS with consultants in the Warsaw office. He explained the reason for a another CBA Guide. The answer is simple, because the existing guides are too general in certain cases. The Blue Book gives user a friendly approach to beneficiaries and solutions for more complex issues. **Antonio Almagro** emphasized the key issues in the waste water sector. The general project objective is to protect the environment and human health by preventing and reducing the adverse impacts of resource use and improving efficiency. He gave practical examples of the JASPERS activities in progress in the Member States.

#### Conclusions

- JASPERS support is provided as the complementary help in project preparation. but can not substitute activities of the beneficiary.
- Project scoping is difficult under changing environments.
- Blue Book is a universal document having potential for transfer and dissemination in other countries.
- Continuous communication is highly appreciated by authorities.



### Better regional access to finance for small and medium enterprises: JEREMIE

08 October, 11:15-13:00

#### Outline

Improving sustainable access to finance for SMEs, including micro-businesses is a priority area of the renewed Lisbon agenda for growth and jobs. This is why the Commission has sought to introduce a cultural shift in how Structural Funds support is delivered, seeking to encourage recyclable forms of assistance and to move away from an exclusive reliance on grants. The JEREMIE financial engineering Instrument (Joint European Resources for Micro to Medium Enterprises) has been developed together with the European Investment Bank Group with a view to combine with and to complement European grant financing in the regions and to increase the availability of capital in Europe for new SME business formation and development.

The representatives from the EIF, Greece, Latvia, the region of Wales (UK) and the region of Wielkopolska (PL), presented at the workshop the state of play of JEREMIE, the financial products it will offer very shortly to SMEs in Greece, Latvia and Wales, and the next steps for boosting the success of JEREMIE in supporting SMEs. A representative of the Wielkopolska office in Brussels, presented the main conclusions of a seminar held in Brussels in June, regarding the progress and the added value of JEREMIE.

#### Debate

Improving sustainable access to finance for SMEs, including micro-businesses is a priority area of the renewed Lisbon agenda for growth and jobs. This is the key objective of the JEREMIE initiative, which is now, under the credit crunch and the recession threatening the economies of both old and new Member States of the EU, becoming more important. JEREMIE, concluded the workshop, will be extremely useful for supporting in a sustainable way the destabilised financial and banking system, to finance SMEs expansion and creation.

#### Conclusions

- Now JEREMIE is in operation in Greece, Romania, Latvia, Lithuania, Hungary, the region of Wales (UK) and the French region of Languedoc Roussillon.
- Bulgaria, Slovakia, Slovenia, Cyprus and Malta, and regions in Spain, Italy, France, UK and Poland are very close to the signature of funding agreements, with a view to implementing JEREMIE, in most cases with the EIF as holding fund.
- More Member States and regions will follow in 2009, making JEREMIE a key instrument for financing SMEs and entrepreneurship in the regions of the EU supported by the Structural Funds.
- The current financial crisis makes JEREMIE even more useful for ensuring access to finance for SMEs and start ups in the EU regions.

#### Organiser:

European Commission, Regional Policy DG

#### Chair:

**Rudolf Niessler,**

European Commission, DG Regional Policy

#### Speakers:

**Marc Schublin,**

JEREMIE and European Investment Fund (EIF),  
Luxembourg

**Panagiotis Drossos,**

Ministry of Economy, Greece:

**Andris Liepins,**

Deputy Secretary of State, Ministry of  
Economy, Latvia

**Nick Moon,**

Wales Development Agency, United  
Kingdom

**Izabela GORCZYCA**



### JESSICA: Access to finance for urban communities

08 October, 14:30-16:15

**Organiser:**

European Commission, Regional Policy DG

**Chair:**

**Rudolf Niessler,**

European Commission, DG Regional Policy

**Speakers:**

**Brian Field,**

European Investment Bank, JESSICA Task Force

**Alex Conway,**

London Development Agency:

**Leon Herrera,**

Council of Europe Development Bank

**Michèle Vignes,**

Caisse de Dépôts et Consignations, France

**More information**

JESSICA: <http://jessica.europa.eu/>

***“JESSICA: An Innovative Tool for Sustainable Investment in Urban Areas.”***

#### Outline

JESSICA (Joint European Support for Sustainable Investment in City Areas) is a financial engineering instrument developed by the Commission together with the European Investment Bank and the Council of Europe Development Bank which offers Managing Authorities the possibility to take advantage of recyclable forms of assistance and moving away from an exclusive reliance on grants. This workshop is of particular interest to Managing Authorities to help them make the best possible use of this new initiative. **Rudolf Niessler** in his introduction highlighted the role of JESSICA as an innovative tool aimed at enhancing the effectiveness of Cohesion Policy as regards urban development and regeneration and referred to some of the key characteristics of the new instrument, such as the use of financial engineering techniques and the fact that it is developed jointly with EIB and CEB.

#### Debate

**Brian Field** in the first part of his presentation provided an overview of the JESSICA initiative and of its implementation in Member States and regions.

The second part of the presentation was focused on the concrete example of the activities carried out in Bulgaria, in particular the Evaluation Study aimed at assisting Managing Authorities in the implementation of JESSICA in the country. **Alex Conway** made an interesting presentation regarding the situation in London and how authorities envisage the possible implementation of JESSICA initiative in this city. **Leon Herrera** introduced the CEB-Council of Europe Development Bank, referred to its role particularly in the field of social housing and presented “Zorozaurre” a urban regeneration project that CEB is supporting in the region of Bilbao. **Michèle Vignes** Presented a summary of the activities of the “Caisse des Dépôts” in support of urban regeneration, illustrated by examples of two specific projects in the suburbs of Paris: “Foncière Camus” in Sarcelles and Massy.

#### Conclusions

Despite starting later than other initiatives, JESSICA is swiftly getting momentum fact that was confirmed by the high level of participation in the workshop and by the questions raised that confirmed a clear interest regarding the possible implementation of the initiative.

In order to enhance the efficiency of the instrument, the Commission and its partners are working to set up a networking platform, with those Member States and Regions using JESSICA, or intending to do so, where experience and best practice about the initiative can be exchanged. This network should be launched in the course of next year.



## Public-private partnerships: theory and practice

09 October, 9:00-10:45

### Outline

Some aspects of the theory and practice of PPPs were considered in this workshop. At the heart of the relationship of the partnership is the incentive/risk sharing trade-off between private and public sector bodies and the different financing possibilities.

**Rudolf Niessler** emphasized in his introduction that PPPs have had a long history in the Member States but with varying success. The PPP concept is very well known; nevertheless the need exists for further discussion, the expansion of knowledge and implementation. It has been said on several occasions that PPP is not a miracle solution but can be a practical way for developing infrastructure with involvement of the Structural Funds which gives value for money to stakeholders.

### Debate

**Joachim Schneider** explained that several Member States were aiming to develop effective ways to apply EU grant funding to infrastructure projects under a Public Private Partnership structure, during the 2007-2013 financial programming period. Blending of PPP and grant funding requires careful preparation and consideration of many issues. Properly prepared, it may offer the most efficient option of financing a project in some cases. He presented several potential models of blending PPPs. Consultants engaged by JASPERS are working on structures for pilot projects in three countries but the results are not yet available. **José Angel Presmanes** gave an interesting presentation of Spanish infrastructure development in the PPP sector, covering both theory and practical examples. However, most PPPs in Spain do not include Structural Fund support. Today Spain is one of the leading countries in the EU which gives technical and practical knowledge-based support to countries which are interested in investing in this sector. **Rui Sousa Monteiro** showed two interesting case studies in transport sector (Fertagus rail project and the Metro Sul do Tejo). Both studies demonstrated the complexity of PPP projects. He emphasized that political willingness to procure through a PPP is essential. Furthermore PPP-focussed procurement units have to be able to use their own know-how combined with assistance from external consultant. For him, the key element is managing budgetary risk and contracts efficiently. **Antonis Markezinis** gave detailed information of lessons learned in the last two decades in Greece in transport infrastructure sector. He demonstrated the mechanics and the importance of the interaction of experience in the continuously changing financial and political environment. He said the support for the implementation of PPP projects through funding from the Cohesion Fund and EIB was most important.

### Conclusions

- Blending of PPP projects is very challenging and grant funding requires careful preparation and consideration.
- Value for Money must be fully explained in order to gain efficiency.
- Governments need to avoid being “trapped” in the wrongly structured contracts.
- Risk allocation should be rational with contractual rights and obligations balanced between the parties.

### Organiser:

European Commission, Regional Policy DG

### Chair:

**Rudolf Niessler,**

European Commission, DG Regional Policy

### Speakers:

**Joachim Schneider,**

JASPERS regional Office, Vienna:

**José Angel Presmanes,**

Spanish Centre of Excellence for PPPs

**Rui Sousa Monteiro,**

Ministry of Finance of Portugal:

**Antonis Markezinis,**

Ministry of Public Works and Environment,  
Greece



## Cooperation and networking: Exchange of best practice in regional development



### Micro-credit for regional and local development

09 October 2008, 11:15-13:00

#### Organiser:

European Commission, Regional Policy DG

#### Chair:

**Rudolf Niessler,**

European Commission, DG Regional Policy

#### Speakers:

**Patrice Liauzu,**

European Investment Fund in Brussels:

**Annette Fritz,**

KfW - Kreditanstalt für Wiederaufbau,

Germany:

**Pierre Dutrieux,**

Caisse Nationale des Caisses d'Epargne,

France

**Thomas Seale,**

European Fund Association

#### Outline and Debate

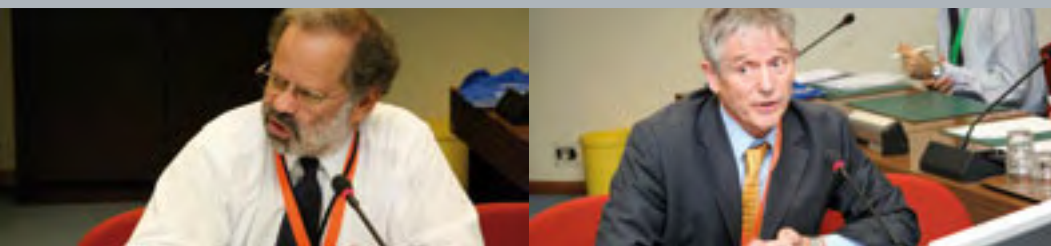
Micro-credit has the potential to enhance business creation, private sector development and growth, and also to contribute to social inclusion and job creation through self-employment. Dedicated to practitioners from regional development ministries or bodies, banks and civil society organisations, this workshop was intended to raise awareness on how micro-loans are efficiently disbursed, on the importance of financial and corporate good governance to attract private investors, on the potential of Micro-funds to promote micro-credit in Europe and the impact of awarding a quality label to a microfinance institution or a fund. This workshop has allowed for an exchange of good practices with a view to prepare the implementation of the micro-credit initiative adopted by the Commission in November 2007 and to inform about the new instrument JASMINE (Joint action to support micro-finance institutions in Europe) launched on 10-11 September 2008 by the Commission and the EIB-group in Nice. **Rudolf Niessler** in his introduction reminded that new instruments have been developed in the framework of Cohesion policy to improve access to finance for micro-enterprises and micro-entrepreneurs, a crucial problem for those who do not have access to traditional banking services. JASMINE, has been developed with the help of the EIB-group and other stakeholders to help microfinance providers receive various forms of technical and financial support develop, expand and disburse micro-loans to potential borrowers.

#### Debate

**Rudolf Niessler** in his introduction recalled that new instruments have been developed in the framework of Cohesion policy to improve access to finance for micro-enterprises and micro-entrepreneurs, a crucial problem for those who do not have access to traditional banking services. JASMINE, has been developed with the support of the EIB Group and other stakeholders, to help microfinance providers to receive various forms of technical and financial support and to develop, expand and disburse micro-loans to potential borrowers. **Patrice Liauzu** highlighted the actions of the European Investment Fund with respect to micro-credit, its involvement in the micro-credit initiative adopted by the Commission in November 2007 and the details of the financial set-up of JASMINE. **Dr Annette Fritz** explained in great detail how KfW operates its programmes for micro-credit loans in Germany and the operating mode of the Micro-finance Fund Germany. **Brigitte Plisson** explained at length how "Parcours Confiance" - a micro-credit programme launched in 2006 by the French Caisse d'Epargne - fights against financial exclusion and provides support to individuals and self-employed people who are unable to get access to conventional credit. **Thomas Seale** raised awareness about the significant growth of micro-finance investment vehicles in numbers and assets and on the role of the LuxFlag in providing confidence to micro-finance investors by awarding a distinctive label to eligible micro-finance investment vehicles.

#### Conclusions

Micro-credit is a demand driven issue that is receiving growing importance in Europe. Solutions to increase the provision of micro-credit in European Union vary from Member State to Member State, as they have to comply with the specific local institutional and legal environment. JASMINE is intended to increase the provision of micro-credit in the European Union by helping non-bank micro-finance institutions improve the quality of their operations and, to grow and develop with a view to sustainability. In this context, the importance of rating micro-finance institutions and labelling Funds should not be underestimated, as they are driving investment instruments for financial institutions.



### EU-China Regional Policy co-operation

07 October 2008, 09:00-13:00

#### Outline

The workshop was opened by **Ronald Hall**. He said that Commissioner Hübner and Minister Zhixlin had signed in 2006 an agreement to share knowledge on regional development and policy. This agreement had since given rise to two High Level meetings on regional policy between Commissioner and Chinese ministers, with a further meeting planned in Chongqing in mid November 2008. In addition, the Commission and the Chinese administration (National Development and Reform Commission) were co-operating on a study comparing regional problems and policies in China and the EU. The study focuses on two main issues: the classification and definition of regions; systems of multi-level governance. The first part of the workshop focused on current work carried out in the study regarding classification of regions as well as migration issues. In the second part, aspects discussed were urban-rural relations and urban challenges in the EU and China.

#### Debate

**Mick Dunford** presented a paper on 'Chinese Regional Policy from a European Standpoint', in particular on concepts such as solidarity, cohesion and the allocation of financial resources: increasing resources and redistributing resources to match needs and responsibilities. Professor Dunford also discussed ways of classifying regions. In the EU there is a binary classification: Convergence and Competitiveness regions, respectively. China is working towards a four-fold classification. Professor Dunford reflected on whether or not the EU should similarly develop a more detailed classification system. **Dr. Gao** focused on migration trends and challenges in China in the recent decades. Around 120 million people from the rural areas seek employment for the first time in cities per year. Such a massive migratory flow, while supporting economic growth and industrialization, also gives rise to particular pressures, for example, in terms of providing basic services. Current policy priorities in China include improving education and training for rural workers (Rainbow Plan); a more efficient employment service; a new legal framework to protect workers rights and new undertakings and better links between rural and urban areas. **Dr. Bloomfield** also presented a paper covering migration issues in China. He said that the rate of urbanisation of the population in China in 1996 was only 30% compared to 43% today (with a forecast of almost 50% in 2010). In 1982, only 7 million people had migrated across provinces compared to 22 million in 1990, 79 million in 2000 and 120 million in 2004. To improve conditions for migrants, China was working to develop a new labour law ensuring providing for written employment contracts; more security for migrant workers; increased access to social insurance and fewer short-term contracts. Recommendations for the better integration of migrants included improved access to schools for migrant children; new social security provisions (expected by 2009); an attempt to create a common framework for old age pensions and recognition of need for balanced development. **Professor Van de Poele**, addressed the issue of rural development in the EU where his data suggested that rural areas were home to more than 56% of the EU's population. Many European rural areas face significant challenges especially in order to improve competitiveness. Average income per head remained lower in rural regions than in towns and cities, while the skills base was narrower and the service sector was less developed. He also spoke of the EU's LEADER initiative in rural development policy, which involves projects developed on the ground, designed and implemented by local partnerships in order to respond to specific local problems. **Mr Ramsden** addressed the question of balancing urban and rural pressures. Europe had a relatively balanced or polycentric urban structure with many small or medium-size urban centres as well as large metropolitan areas. With rapid industrialisation and rural-urban migration, China is currently facing a more concentrated growth of very large cities bringing important urban development challenges. Urban development actions needed to address in an integrated way both economic growth and problems urban poverty, social exclusion and environmental degradation. Urban development policies could not be one-size-fits-all, but needed to be adapted to individual circumstances.

#### Conclusions

In concluding the workshop, **Mr Hall** said that the results of the EU-China study are expected in March 2009 and that DG Regional Policy will ensure that they are widely available. It was the intention to feed the conclusions into discussions which are ongoing in China and Brussels about the future shape of their respective regional policies.

#### Organiser:

European Commission, Regional Policy DG

#### Chairs:

**Ronald Hall**, European Commission, Regional Policy DG and **Graham Meadows**, former Director-General, Regional Policy DG, and Team Leader of EU-China study on regional policy

#### Speakers:

**Mick Dunford**,

University of Sussex, United Kingdom

**Shi-Ji Gao**,

Department of Development Strategy and Regional Economy, Development Research Center of the State Council, China

**John Bloomfield**,

Birmingham University, United Kingdom

**Laurent van De Poele**,

Leuven University, former Director of DG Agriculture

**Peter Ramsden**,

Fres Company

#### More information

EU-China dialogue on regional policy:  
[http://ec.europa.eu/regional\\_policy/international/china\\_en.htm](http://ec.europa.eu/regional_policy/international/china_en.htm)  
Development Research Center of the State Council, China:  
<http://www.drc.gov.cn/english/>

*"There are many similarities between regional policy and development in China and the EU. It may not seem that way at first sight but it is useful to compare the two approaches to see what we can learn from one another."*

## Cooperation and networking: Exchange of best practice in regional development



### Strengthening innovation and competitiveness through cooperation between European and Latin American regions

07 October 2008, 14:30-16:15

#### Organiser:

European Commission, Regional Policy DG

#### Chairpersons:

**Prof. Francesco Profumo,**

Dean of the Engineering Faculty of the Politecnico di Torino and President of Euro-Latin-American Forum di Torino, Italy

#### Speakers: Danuta Hübner,

Commissioner for Regional Policy

**Luíz Antonio Souza da Eira,**

Vice-Minister, Ministry of National Integration, Brazil

**Henrique Ferreira,**

Director, Ministry of National Integration, Brazil

**Walter Robledo,**

Secretary of Technology, Ministry of Science and Technology, Government of Cordoba, Argentina

**Alberto Portugal,**

Secretary of State, State Secretariat of Science, Technology and Higher Education, Minas Gerais, Brazil

**José Somoza Medina,**

Deputy Director, Xunta de Galicia, Spain

**Gonzalo Rodríguez Villanueva,**

Dean, Technology Institute of Sonora, Mexico

**Frédéric Gaffiot,**

Vice-Director, Research, Innovation and Tourism Department, Rhône-Alpes, France

**Claudio Cortellese,**

Multilateral Investment Fund, Interamerican Development Bank

#### More information

International Affairs, EU-Brazil, DG REGIO:

[http://ec.europa.eu/regional\\_policy/international/brazil\\_en.htm](http://ec.europa.eu/regional_policy/international/brazil_en.htm)

Ministry of National Integration of Brazil – National Policy for Regional Development

<http://www.mi.gov.br/desenvolvimentoregional/pndr/english/>

Forum Euro-Latinoamericano di Torino:

[www.forumtorino.org](http://www.forumtorino.org)

*“One of the good stories that globalisation is telling us is that collaboration between the regions and local communities is fundamental to the successful development of all the participants.”*

#### Outline

The Seminar was co-organized with the Turin Euro-Latin American Forum. The main objective of the Forum is to bring together public and private institutional stakeholders interested in using knowledge and technological tools for local development in Latin America and Europe. The workshop was opened by **Commissioner Hübner** and **Brazilian Vice-Minister Souza da Eira**, who officially announced the long-term cooperation agreement EU-Brazil on regional policy (2009-2011). Five members of the Forum from Argentina, Brazil, Mexico, Spain and France made presentations.

#### Debate

**Commissioner Hübner** explained how EU regional policy contributes to the creation of innovation in European regions. She said that this was a key matter for the co-operation between Brazil and the EU, which would also include other Latin-American partners. She said that the capacity of regions to support learning and innovation processes is a key source of competitive advantage. Under EU regional policy, measures included investment in new business models developed by companies, such as “open innovation”. Also, innovation had a social dimension, addressing specific employment issues faced, for example, by cities. **Vice-Minister Souza da Eira** outlined the importance Brazil attaches to the EU-Brazil regional policy dialogue. He underlined the main areas for further cooperation between EU and Brazil: exchange of experiences, knowledge and good practices, including institutional building, with a focus on regional policies. The objective was to develop competencies and prepare policy makers and staff at different government levels to implement regional policies in a multi-level governance framework. Particular priorities were the strengthening of capacity in designing long term strategies, and in monitoring and evaluating impact. **Henrique Ferreira** described regional disparities in Brazil (ratio 1/36 in GDP per head between richest and poorest mesoregion – broadly equivalent to the EU NUTS II) and recent institutional arrangements to tackle these (creation of the Ministry of National Integration and of local and regional institutions; creation of the national policy for regional development). Current issues in Brazil include the proposal for a new National Fund for Regional Development (similar to ERDF) currently under discussion in the Parliament; implementation of a new pattern of financing regional development programmes and capacity building and upgrading human resources. **Walter Robledo** presented a successful development project in the region of Cordoba: the CAPRINO program to help local farmers to introduce new production and marketing mechanisms in their activities. **Alberto Portugal** outlined the main objectives, priorities and actions currently undertaken in the Brazilian State of Minas Gerais to promote innovation, research, entrepreneurship and higher education. **José Somoza Medina** spoke of the recent Galician Research, Development and Technological Innovation Plan (2006-2010) (INCITE). One of the main instruments of the plan is the programme to set up a number of technological centres and the creation of technological platforms. The Plan also establishes a programme for the external projection of the Galician Innovation System to facilitate technology transfer. **Gonzalo Rodríguez Villanueva** presented Sonora’s competitiveness agenda to strengthen state-wide human capital systems and to develop international networks and collaborative projects. He referred also to a number of innovative projects with EU partners (Aquiculture with Galicia; Viticulture with France; Agribusiness with Almería). **Frédéric Gaffiot** underlined the importance of clusters and regional innovative systems to promote sustainable economic growth and employment. He introduced the main activities and programmes carried out by Rhône-Alpes at this respect. **Claudio Cortellese** presented the Multilateral Investment Fund (Inter-American Development Bank) and its role of strengthening innovation and competitiveness through cooperation between European and Latin American regions (funds available USD 1.2 bn). The Fund was created in 1993, has supported 1,200 projects to promote investment and economic growth through private sector development.

#### Conclusions

Mr Francesco Profumo concluded the workshop by underlining the potential for further cooperation between European and Latin American regions and the catalyst role that institutions like the Forum Torino can play on this field.





### Actual development issues of local self-government in Europe

07 October 2008, 16:45-18:30

#### Outline

The Seminar was co-organized with the Assembly of European Regions and the Russian National Congress of Municipalities. The seminar took place in the framework of current progress in the area of self-governance at regional and local level in Russia (New Law 131 on Local Governance that will come into force in all municipalities by 1/1/2009). The main objective of the seminar was to present current self-governance and decentralization experiences and best practices both in EU (Council of Europe, AEBR, Romania, Spain, Germany) and Russia.

#### Debate

**Anastasiya Rakova** outlined some current development issues of local self-government in Russia and the challenges of appropriate regional reforms (especially regarding monopolistic public utilities and inefficient intermediaries in agriculture) with special emphasis on the importance of adequate financing. **Ulrich Bohner** spoke about local and regional democracy as an asset for the future of Europe. He also presented the experience of the Council of Europe Congress of Local and Regional Authorities of the Council of Europe, of which Russia is a member and ratified the charter for local democracy. **Stepan M. Kirichuk** underlined main role and activities of the Russian National Congress of Municipalities and the potential of the congress for inter-municipal cooperation. Main objectives of the Congress are to build a local authorities network to foster interactions between municipalities, recently formed Constituent Entity Councils of local authorities and other associations of local authorities; to represent, promote and carry out the consolidated positions of local authorities to various orders of the federal government and to represent and promote the interests of Russian local authorities on the international level in order to advance their collaboration with the international community. In the same line, **Svetlana Razvorotneva** presented the experience in the sphere of municipal reform improvement of the All-Russia Council of Local Self-Government. **Martin Guillermo Ramires** gave a presentation on the current activities of his association with Russian partners and the main perspectives of the inter-municipal cooperation of the border regions. **Heinrich Berr** outlined as well a number of interesting practices from Germany on local self-government that could inspire current reform processes in Russia. **Pavel Kamensky** and **Lyubov M. Pilyukova** gave concrete examples of the implementation of the local self-government reform in the region of Kaluga and Kulejskaja volost and of Pskov Oblast respectively. **Professor Arbos Marin** explained the status of local self-government in Spain from an historical point a view, with a special focus in current competences and governance mechanisms in the region of Catalunya. **Savva Shipov** gave interesting examples of the system of delimitation of competences between the state authorities and local self-government authorities in Russian Federation. **Venera Vlad** presented the regionalization policy initiated by Romania in 2004 in order to improve the implementation of commitments taken by Romania in the environment sector. This regionalization policy aims at gathering the municipalities in intermunicipal development associations (IDA), like political organisations in the water and wastewater sector. This association then delegates its operational tasks to a single, in house, regional operator, responsible for the implementation and maintenance of the corresponding infrastructures. The purpose of such policy is twofold: strengthening the consistency and coherence of the underlying investment plans at the appropriate technical level (supra municipal); and mutualise the administrative capacity for implementing complex projects.

#### Conclusions

The chairpersons concluded the workshop by underlining the importance to exchange ideas and good practices to support current decentralization processes and their willingness to co-operate to allow Russia to adopt international approaches.

#### Organiser:

European Commission, Regional Policy DG

#### Chairpersons:

**Klaus Klipp**,

Secretary General, Assembly of European Regions

**Victor Pankrashchenko**,

Russian National Congress of Municipalities

**Elena Sadovnikova**,

International Expert, Russia

#### Speakers:

**Anastasiya Rakova**,

Deputy Minister of Regional Development of Russian Federation

**Ulrich Bohner**,

Congress of Local and Regional Authorities of Council of Europe

**Stepan M. Kirichuk**,

President of the Russian National Congress of Municipalities

**Martin Guillermo Ramires**,

Association of European Border Regions

**Heinrich Berr**,

OST-EURO GmbH, Germany

**Pavel F. Kamensky**,

Legislative Assembly of Kaluga oblast, Russia

**Xavier Arbos Marin**,

Professor for Constitutional Law, Girona, Spain

**Svetlana Razvorotneva**,

Central Executive of the All-Russian Council of Local Self-Government

**Savva V. Shipov**,

Center for Federal Relations and Regional Policy

**Lyubov M. Pilyukova**,

Kulejskaja volost of Pskov Oblast"

**Venera Vlad**,

Ministry of Environment and Sustainable Development, Romania

#### More information

International Affairs, EU-Russia, DG REGIO:

[http://ec.europa.eu/regional\\_policy/international/russia\\_en.htm](http://ec.europa.eu/regional_policy/international/russia_en.htm)

Assembly of European Regions:

[www.aer.eu](http://www.aer.eu)

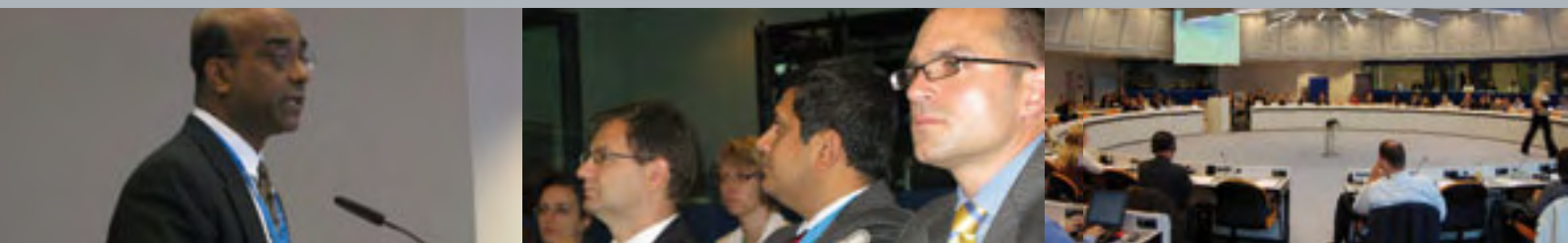
Russian National Congress of Municipalities:

<http://www.rncm.ru/eng/default.aspx>

*"Improving local self-government in Europe is essential to maximise the impact and performance of public policies."*



## Cooperation and networking: Exchange of best practice in regional development



### Regional and Territorial Development – The World Bank’s Experience

08 October 2008, 9:00-13:00

#### Organiser:

European Commission, Regional Policy DG

#### Chairs:

**Katarina Mathernova**, European Commission, Regional Policy DG, and **Marisela Montoliu**, Head Spatial Team, The World Bank

#### Speakers:

##### Mathew Verghis,

Lead Economist, East Asia Region, The World Bank

##### Zeljko Bogetic,

Lead Economist, Europe and Central Asia Region, The World Bank

##### Ahmad Ahsan,

Lead Economist, South Asia Region, The World Bank

##### Alexander Kremer,

Senior Economist, Middle East and North Africa Region, The World Bank

##### Somik Lall,

Senior Economist, Spatial and Local Development Team, Sustainable Development Network, The World Bank

#### More information

On World Bank regional development approaches:  
[mmontoliunoz@worldbank.org](mailto:mmontoliunoz@worldbank.org)  
[slall@worldbank.org](mailto:slall@worldbank.org)

*“A convergence of approaches to regional development emerges across the E.C. and the World Bank – ensuring soundness of economic fundamentals at the national level, while understanding the specific problems and conditions of regions.”*

#### Outline

The World Bank is increasingly being asked by governments in developing countries to provide advice on regional development – to support the integration of neighbouring regions both across national boundaries and within individual countries. As geographic and political challenges vary considerably across countries, policy instruments need to be carefully tailored to address specific circumstances. Presentations by World Bank staff highlighted the complexity of territorial integration challenges being faced by policymakers, and how spatially disaggregated data along with rigorous economic and political economy assessments can help in identifying barriers to integration and in prioritizing public policy responses. These lessons from development experience support the conceptual framework for territorial development policies proposed in the forthcoming World Bank flagship report, *World Development Report 2009 – Reshaping Economic Geography*, whose principles were outlined as part of this seminar.

#### Debate

**Katarina Mathernova** introduce the session, emphasizing the common interest across the two institutions in better understanding and addressing issues of regional disparity. **Marisela Montoliu** sketched the principles of the analytical and policy framework of the forthcoming *World Development Report 2009 on Reshaping Economic Geography*, and introduced the World Bank case studies and presenters. The case studies covered the Greater Mekong Sub Region (GMS), the Russian Federation and India, the province of Guerrero in Mexico, and the countries in the Middle East and North Africa (MNA) region. **Mathew Verghis** elaborated on the Greater Mekong Subregion case study, which dealt with the integration challenges facing relatively poor subnational regions in a neighbourhood of countries at different levels of economic growth. This case emphasized the value of “soft” policy components associated with trade agreements and logistics as complements to “hard” infrastructure investment. **Zeljko Bogetic** discussed the regional integration and convergence challenges of Russia, a vast country in which population is concentrated in areas close to large national markets. While policies integrating the national space and facilitating mobility of labor and capital to growth areas are advisable, the presenter also recognized the diversity of the subregions in Russia, which requires a careful analysis of regional initial conditions and well-crafted regional policies. **Ahmad Ahsan** presented the case of India, where significant shares of the poor live in lagging regions. Severe constraints to labor mobility, associated with social and ethnic “divisions,” prevent the smooth operation of labor and capital markets. Here the challenge diverges from that in the case of Russia, and spatially targeted interventions, aimed at the lagging regions, may be strongly justified – starting with promotion of agriculture, which has in the past been hindered by distorted national policies. **Alexander Kremer** outlined the content of an ongoing analysis of the case of MNA countries. This study will provide a framework to highlight how a political economy approach can inform analysts’ understanding of the drivers of observed geographic patterns of economic activity. **Somik Lall** tied the key findings of the preceding case studies back to the principles of the WDR 2009, and fleshed out further the policy implications. One of the main insights was that broad-based policies that help all regions, whether economically leading or lagging (as opposed to targeted interventions), promote common standards in basic services and amenities such as nutrition, health and education, or which create a level playing field in markets such as that of land and international trade can provide considerable benefits from the viewpoint of income and welfare throughout regions. **Mario Pezzini**, OECD discussant, pointed out that even the New Economic Geography work of Paul Krugman acknowledges that geographic disparities may remain even after significant market liberalization, and that weak mobility can persist, as Italy’s case illustrates. The OECD, especially in the case of European members, is looking toward a new regional development paradigm that focuses on endogenous development. While cities are powerful engines of growth, there are limits to economies of agglomeration. This leads to the consideration of a polycentric pattern of development. In sum, while there is no contradiction in the fundamentals, it is healthy to consider alternative development patterns.

#### Conclusions

**Mrs. Mathernova** and **Mrs. Montoliu** emphasized the visible convergence in approaches, despite the clear differences in the initial conditions and policies across the constituencies of the two institutions – a generally highly developed and wealthy Europe, and a very diverse developing world. The economic fundamentals need to be right – and this is what explains the undoubted success of cases such as Ireland. The increasing World Bank interest and focus on geography and development issues was very welcome, and the similarity between the “Institutions, Infrastructure, and Incentives” framework of WDR 2009 and the framework of the EU cohesion policy was highlighted. Ms. Mathernova underscored, nevertheless, the emerging areas of interest in the EC – innovation and institutions – and invited the Bank to join in the reflection about these topics. There was agreement to continue this productive debate and collaboration.



### Integration of migrants and ethnic minorities in employment

07 October 2008, 11:15-13:00

#### Outline

Discrimination against ethnic minorities is still a daily reality in the European Union – a reality which demonstrates that there are still persistent gaps between equality, as defined in legislation, and equality, as practised in the labour market. Within the framework of the European Social Fund (ESF) EQUAL Initiative which is coming to a close at the end of 2008, more than 350 Development Partnerships set out to pilot new approaches to redress this situation. The objective of the workshop was to present examples of such good practices but to also look into the future and examine how transnational cooperation initiatives, within the 2007-2013 ES, could contribute to increase the participation of migrants in employment. The workshop was opened by **Lydia Dietrich** stating that local and regional authorities have the responsibility and are also in a unique position, to exercise leadership and to ensure the coordination and pooling of resources to address the outstanding problems. Lydia put forward four principles, based on the experience of successful action in Munich: "Firstly, local integration policy will only be effective if it is implemented as a transversal task bringing together all relevant public and private actors in an integrated approach. Secondly, strong partnership support from employers is indispensable. Thirdly, support services have to be tailored to the specific needs of different target groups. And finally, special efforts are required to develop intercultural competence and skills amongst all actors."

#### Debate

Maria Filigueras Rauch, explained that the debate would be organised around three selected issues: How can we unlock the potential of qualified immigrants? In most EU Member States, the qualifications of third country immigrants are not formally recognised and because their potential is not perceived by the business world, many immigrants have to accept jobs which require a level of skills below the qualifications that they had originally obtained. **Norbert Bichl** explained how the *InterCulturExpress* project in Austria has ensured that employment and training intermediaries, relevant multipliers and immigrant workers are well informed about how to navigate through the complicated web of administrative regulations that hinder the recognition of qualifications. It was important to sustain and mainstream efforts for the recognition of qualifications which have been acquired in a formal or informal way. The second example illustrated what can be done to harness intercultural diversity as a resource for economic development in a region that faces major structural change. **Ingibjörg Pétursdóttir** explained how the *Competence and Diversity* project had succeeded in encouraging SMEs to make active use of the intercultural background of immigrant workers in addressing new customer groups or opening up new markets. How can local services for the integration of migrants be improved? Existing mainstream services are not always well-equipped to respond to the needs of migrants. In addition, available services are often fragmented and not effectively coordinated, and thus it is difficult to understand which service can help with which problem or issue. **Massimiliano Yamine** showed how the *Visibili-Invisibili* project in Italy has successfully tackled these issues by establishing special access points, or one-stop-shops, for immigrants which respond to a range of different individual needs. An alternative approach was piloted by the *Igualtat en la Diversitat* project in Spain. This initiative established a new territorial platform in the district of Girona that involved all relevant stakeholders in a common approach to improving both the "employability" and the labour market situation of ethnic minorities in the region. **Jordi Llach** explained how it was achieved through better articulation and coordination of a wide range of different types of action. What can be done to strengthen the capacity of Training and Employment Intermediaries to counteract and prevent ethnic discrimination in the labour market? **Fernanda Mora**, gave an interesting presentation of the ESPERE project in France which launched an unprecedented programme of in-service training to sensitise the principle agents of the Public Employment Service and their hierarchies to the issue of combating and preventing discrimination in the fields of employment and vocational training. The programme was tested in six pilot areas and is now being mainstreamed on a much wider scale with the intention of ultimately reaching all 50 000 officials working in the Public Employment Service. **Margarida**

#### Organiser:

European Commission, Employment, Social Affairs and Equal Opportunities DG

#### Chairs:

**Lydia Dietrich**, Member of Munich City Council, Germany, and **Maria Filigueras Rauch**, Munich City Administration, Germany

#### Speakers:

**Sandrine Reis**,  
Ministère de l'Economie, de l'Industrie et de l'Emploi, Sous-direction du Fonds social européen, France

**Norbert Bichl**,  
Beratungszentrum für Migranten und Migrantinnen, Vienna, Austria

**Ingibjörg Pétursdóttir**,  
Multikulturelles Forum e.V., Lünen, Germany

**Kamal Massimiliano Yamine**,  
EuroQualità Soc. Coop., Torino, Italy

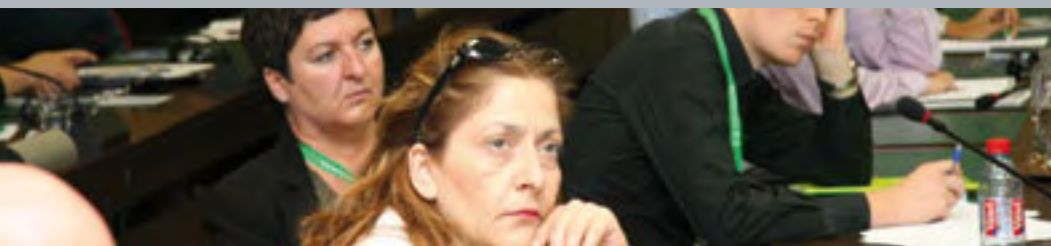
**Jordi Llach i Expósito**,  
Diputació de Girona, Girona, Spain

**Fernanda Mora**,  
RACINE, France

**Margarida Marques**,  
Sénior Adviser, Direcção Geral dos Assuntos Consulares e das Comunidades Portuguesas-  
Ministério dos Negócios Estrangeiros,  
Portugal

**Stefan Schulz-Trieglaff**,  
Federal Ministry of Labour and Social Affairs,  
Germany

## Cooperation and networking: Exchange of best practice in regional development



### More information

InterCulturExpress Project:

<http://www.interculturexpress.at>

Beratungszentrum für Migranten und  
Migrantinnen:

<http://www.migrant.at>

Competence and Diversity project:

[www.multikulti-forum.de](http://www.multikulti-forum.de)

Visibili-Invisibili project:

[http://www.visibilinvisibili.it/versione\\_in-  
glese/home.html](http://www.visibilinvisibili.it/versione_in-<br/>glese/home.html)

Igualtad en la Diversitat project:

<http://www.igualtatdiversitat.org>

ESPERE project:

[Une place pour tous](#)

Migration and Development project:

<http://mobilidadecidadania.com>

**“Human Rights should be the  
common language of Humanity.”**

**Marques** explained that the Portuguese *Migration and Development* project piloted a new integrated territorial approach to improving the integration of immigrants in two municipalities on the outskirts of Lisbon. A central element of its work was the introduction of a special training programme to improve the professional practices of members of staff from agencies or institutions that provide support to migrants and assist their participation in employment and social life. The project produced a comprehensive armoury of materials that are now widely used within the two pilot areas and that are also being actively disseminated for use in other parts of the country. The examples that were showcased during the workshop were representative of many other EQUAL Development Partnerships that pioneered similar approaches. A significant impetus for the dissemination and transfer of these approaches was provided by the European Platform for the mainstreaming of EQUAL good practices in combating ethnic discrimination in the labour market. Led by France, in close cooperation with Germany and Sweden, this Platform operated throughout 2007. It culminated in a major European conference in Paris, in November 2007, on “Acting against ethnic discrimination in employment” which put forward a number of practical recommendations for further action within ESF Operational Programmes. **Sandrine Reis** reported on the outcomes of this platform. This momentum that was generated in 2007 will be taken further in the new transnational ESF learning platform that was presented by **Stefan Schulz-Trieglaff**. He explained that seven ESF Managing Authorities from five different Member States had already joined forces to cooperate on the issue of “Increasing the Participation of Migrants and Ethnic Minorities in Employment.” The platform will concentrate on three thematic priorities: Valuing migrant competencies; Fostering anti-discrimination skills as a professional competence; Development of integrated territorial approaches. This platform is open to any other Member State that may wish to participate in exploiting and developing the legacy of EQUAL in terms of promoting the vocational integration of migrants and ethnic minorities.

### Conclusions

The main recommendations stemming from the different presentations could be summed up as follows:

- Training and capacity building of all relevant actors (public and private employment agencies, trade unions, NGOs, employers and human resources managers, local and regional level authorities)
- Need for networking (key actors and local community)
- Migrants should be enabled to find employment matching their qualifications: “a job which matches one’s own abilities represents a very important element for integration”
- More action for the intercultural opening of businesses is necessary
- Raise awareness and involve society; important role of the media





## Innovative approaches and strategies for inclusive entrepreneurship

07 October 2008, 14:30-16:15

### Outline

The workshop was focused on how innovative actions on inclusive entrepreneurship developed in the EQUAL programme are being mainstreamed into the Structural Funds by using communities of practice. COPIE has developed a linked strategy to identify strengths and weaknesses of enterprise systems at regional level, concentrated work to explore four specific topics and the development of action plans. The new topics are: Enterprise education; Quality management; Coaching and mentoring; Access to finance.

### Debate

**Iain Willox** started off by introducing the workshop and the speakers. He went on to describe CoPIE as a learning network and explained that the greatest challenge was to take broad political directions and turn these into actions on the ground. There is a shared desire from the Commission and the Member States to stimulate higher levels of entrepreneurship but this is often not translated into effective action. He explained that COPIE comes from a perspective that recognises diversity in our communities and seeks to open up entrepreneurship for all citizens rather than a few. To achieve this there is a need for joined up working by different levels of government to make a coherent action plan for change. He explained how progress is being made on a number of fronts – including de-regulation and that the Czech presidency had committed to actions to change entrepreneurial mindsets. **Bettina Reuter** from the German Federal ministry for labour and social affairs focused on the origins of the Community of Practice on Inclusive Entrepreneurship and the content of COPIE's work. Reuter explained how COPIE had started in 2005 aware that equal was coming to an end with the intention of taking the lessons from 300 partnerships and the national thematic networks, put them into a usable format and take them into the new programmes. It built on the work of four ESF managing authorities that had been working together. **Guzman Garcia** introduced the work that COPIE is about to start on enterprise education. He insisted that entrepreneurship can be a learnt phenomenon. He argued for a distinction between an American model based on training in how to create businesses versus a broader concept which is about providing the right skills. He focused on a New Zealand definition Education for enterprise is a teaching and learning process to develop those skills and competences to enable them to explore what it is to be innovative and entrepreneurial. Through their learning experiences, they develop the understandings, skills, competencies, and attributes that equip them to be innovative. They can identify, create, initiate, and successfully manage personal, community, business, and work opportunities, including working for themselves. He went on to explain how COPIE is going to address training of teachers, support structures and curriculum to ensure that children have the skills to be enterprising. He used the experience of Valnalon from Northern Asturias where mini-companies had been used to work with students to assist them to develop an enterprising approach. The mini-company approach has been transferred to many other Member States and also to Latin America. **Peter Ramsden** kicked off by defining inclusive entrepreneurship. 'We refer to 'inclusive' entrepreneurship because we believe in entrepreneurship open to all and that the personal qualities and conditions required for entrepreneurship are not the prerogative of a privileged, highly educated few. Indeed millions of people across the globe take complex decisions, manage risk, find new innovative solutions, and collaborate with others just to survive in their daily lives. Many more people can reap the benefits of an entrepreneurial attitude. He examined how COPIE is going to focus on three other communities of practice that are going to be set up to cover quality management, access to finance and coaching and mentoring. He finished by explaining the formal and informal models of learning that CoPIE has developed that follow the approaches of Etienne Wenger and develop a range of exchange and learning methodologies so that in the future regions in Europe will not reinvent the wheel but start from the best practice developed elsewhere. **Iain Willox** finished by explaining how the COPIE tool can be used to go from analysis to action plans. The reports on the COPIE tool are available on the [www.copie.esflive.eu](http://www.copie.esflive.eu) website. In COPIE 2 the results that have been achieved so far are going to be taken a stage further so that key policy makers will work together to plan the new regional inclusive entrepreneurship strategy and put together the actions that will make this a reality including finding resources, and setting up appropriate systems for monitoring and evaluation. Key issues that were raised in the ensuing debate included who should be responsible for quality assurance, and how to preserve the public interest in this field.

### Conclusions

The workshop demonstrated that inclusive entrepreneurship is a broad approach that requires a range of coordinated interventions at regional level. The COPIE approach engages all the relevant stakeholders and brings out the voice of the entrepreneur to help direct the planning process.

### Organiser:

European Commission,  
Employment and social affairs  
DG

### Chair:

**Iain Willox**,  
Department of Enterprise  
Innovation and Networks,  
Welsh Assembly Government,  
United Kingdom

### Speakers:

**Bettina Reuter**,  
German Federal ministry for  
labour and social  
**Guzman Garcia**  
**Peter Ramsden**

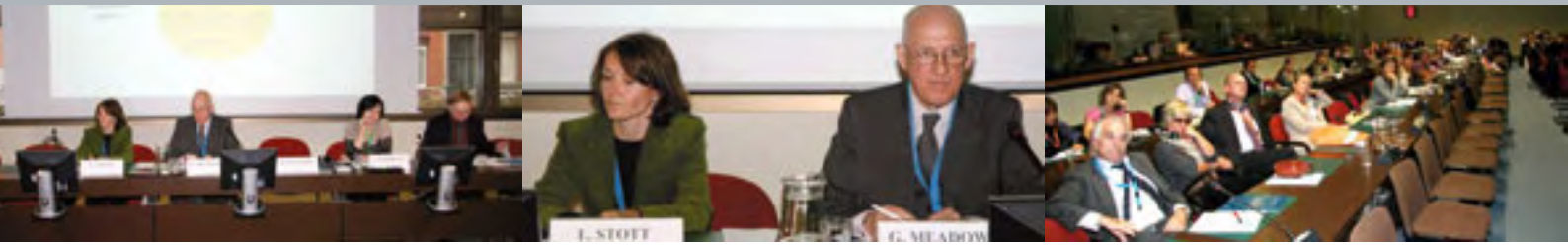
### More information

COPIE's main website is at  
[www.copie.esflive.eu](http://www.copie.esflive.eu)  
The COPIE knowledge base  
can be accessed in Wiki format  
at  
<http://www.wikipreneurship.eu>

*"The Community of  
practice on inclusive  
entrepreneurship is  
about enterprise for  
the many not the few."*



## Cooperation and networking: Exchange of best practice in regional development



### Supporting partnerships to foster employment and social inclusion

07 October 2008, 16.45-18.30

#### Organiser:

European Commission, DG  
Employment, Social Affairs and  
Equal Opportunities

#### Chair:

**Graham Meadows**, Special Advisor  
to Commissioner Vladimir Spidla

#### Speakers:

**Benedict Wauters**,  
Deputy Director Flemish ESF  
Agency, Community of Practice  
(CoP) on Partnership Coordinator  
**Leda Stott**,  
Consultant on Cross Sector  
Partnerships, Content Expert to CoP  
**Anette Scoppetta**,  
Coordination Unit of Austrian TEPs,  
Centre for Social Innovation - ZSI /  
Vienna  
**Michael Ralph**,  
Member of Cabinet of  
Commissioner Vladimir Spidla

#### More information:

[www.partnership.esflive.eu](http://www.partnership.esflive.eu)

*“Partnerships undoubtedly have an important role to play in fostering employment and social inclusion but we need to share lessons from them more widely and proactively so that their reach and capacity are improved and their potential is delivered upon.”*

#### Outline

**Graham Meadows** opened the workshop by welcoming participants and encouraging questions in order to promote lively debate on the issues discussed. **Benedict Wauters** introduced the work of the Community of Practice (CoP) on Partnership in the ESF which was established by the European Commission and the EQUAL Managing Authorities of Flanders, Portugal, Austria, Czech Republic and Malta in 2006. As well as seeking to draw on the lessons from EQUAL programmes, he explained that the CoP also took into account the emphasis placed on partnership in ESF regulation for the new structural funds period (2007-13) which refers to both the involvement of stakeholders in the governance mechanisms of Operational Programmes and to the provision of financial support for multi-actor projects. Mr Wauters stated that the aim of the CoP is to support Managing Authorities and Intermediate Bodies by encouraging fresh and creative partnership thinking and implementation in structural funds. The CoP's activities to date have included the development of a web platform for information exchange and discussion, bi-monthly meetings in different Member States and a Partnership Exchange Event in Malta in January 2008. As a result of these activities the CoP has produced: a Key Success Factor Framework outlining how to support the development of effective partnerships at different stages of the programme cycle; a collection of effective practices and tools used at programme level to support partnerships; a study visit programme to assist Managing Authorities to look at how the partnership principle is implemented in elected countries; and a practical guide to assist ESF programme managers in setting up their programme to support partnership.

#### Debate

**Leda Stott** provided more details of the work of the CoP with an overview of the key issues and challenges identified in programme support for partnerships. These include a limited awareness of the rationale for partnership and its added value; the importance of relating partnership to particular country contexts; the need to find a balance between being accountable and ensuring 'space' for partnership innovation; the importance of promoting 'real' partnerships that go beyond paper requirements; a need for more focused training in partnership competencies and skills; and, a deeper appreciation of the time required to develop structures and systems that embed the partnership idea. Ms Stott stressed that partnerships add value by drawing upon different sector competencies in order to achieve a common goal more effectively, legitimately and sustainably than when organisations operate separately. She then discussed the CoP's Key Success Factor Framework in detail by sharing examples from different countries of what programme managers can do to positively support partnerships and promote stakeholder engagement when working through the stages of OP Analysis and Design, Delivery Planning, Calling for and Appraising Proposals, Animating during Implementation, Monitoring Partnerships and Conducting Evaluation. Some of the examples shared included the establishment of support structures and networks, the provision of clear and continuous advice and guidance, effective consultation processes and sharing learning from both successes and failures. Asked about the overwhelmingly positive nature of the 'partnership paradigm', Ms Stott stressed that there was a need for greater rigour in both partnership theory and practice with an emphasis on improved governance and accountability, attention to power issues and closer evaluation of partnership relationships and impacts. At the end of 2008 the CoP coordination role played by the Flemish ESF Agency will be taken over by the Coordination Unit of Austrian Territorial Employment Pacts (TEPs)/Centre for Social Innovation, on behalf of the Austrian Federal Ministry of Economics and Labour (if approved by the EC). **Anette Scoppetta** therefore provided an overview of the future work of the CoP from 2009-2011. She emphasised the fact that promoting cooperation in the form of partnerships is an integral and indispensable part of future policy planning and delivery. As a result, the focus of the CoP's work will be on the policy areas identified for ESF interventions and what she described as **PEOs**: Partnership Practices of Member States at all levels, Effects on policies as well as impacts for ESF target groups, and Opportunities for improving policy planning and delivery. Ms Scoppetta encouraged interested participants to make contact with her in order to continue to develop the work of the CoP.

#### Conclusions

The workshop concluded with comments from **Michael Ralph** who indicated that Commissioner Spidla and his Cabinet are aware of the key challenges facing Operational Programmes in promoting and supporting partnership. He also commended the work of the CoP and encouraged it to continue. **Graham Meadows** thanked Mr Ralph for his intervention and encouraged participants to feel free to talk to him further about the issues discussed.



## Partnerships, networks and clusters in the automotive sector

08 October 2008, 11:15-13:00

### Outline

The workshop was opened by **Sir Albert Bore** who started by sharing with the participants a few thoughts on the major transformations that the automotive sector is undergoing as a result of market trends, international competition, technological innovation and regulatory changes. This transformation creates new opportunities but represents, at the same time, major challenges for the industry, its employees and the territories in which the sector operates. He gave the very successful example of proactive action taken in his region (West Midlands) long time in advance of the closure of the Rover plant. All the actors (economic groups, social partners, governments and regions) shall be conscious on the need to anticipate the future changes, as well as to take a proactive approach. In this light, Mr Fernando Vasquez presented the activities being launched by the Commission's services aimed at enhancing coordination and development of partnerships (Restructuring Task-Force; Restructuring Forum; European Partnership for the anticipation of change in the automotive sector), reinforcing analytical tools (comprehensive analysis on the automotive sector), as well as the existent financial instruments to better anticipate and manage restructuring and to invest in employees' skills enhancement (ESF and EGF).

### Debate

**Lars Holmqvist** outlined the main facts about the automotive suppliers, as well as the growing challenges of the automotive sector, including the recent evolutions and potential consequences of the current financial crisis. He mentioned in particular the importance of investing in quality and of anticipating skills needs and of taking appropriate action to satisfy them. Moreover, Mr Holmqvist presented the actions to be taken in 2008/2009 in order to implement the first part of the work programme of the European Partnership for the anticipation of change in the automotive sector.

**Bert Verbrugghe** and **Drs Margo Alofs** presented the Network of Automotive Regions (operational from mid 2005 till the end of 2007 under the Interreg IIC programme). The speakers provided the participants with a brief background on why and how this Network was established and on the major issues and the future outlook. This is an interesting example of a network of dynamic automotive regions in which the actors are getting together to strengthen regional innovation systems and to optimise resources for supporting the automotive industry. **Philippe Claye** shared with the participants the experience of the region of Nord-Pas-de-Calais. He started by making a footprint of the automotive manufacturing in this region, followed by a presentation of the existent networks and clusters, its organisation and its goals. The speaker referred as well ARIA's main programmes and actions and outlined the major challenges for the future.

### Conclusions

**Mr Vasquez** concluded the workshop by stressing the following main elements:

- Although the sector's main challenges and difficulties in the coming years, the European automotive sector has major assets which should contribute to ensure its sustainability and growth;
- All transitions must be managed in a socially responsible way, meaning through an anticipatory and proactive approach, in order to avoid or to smooth its negative effects;
- All stakeholders must contribute to these aims;
- The European Partnership is a very good example of what Europe can do to stimulate and mobilise the different actors towards an anticipative and proactive attitude;
- Networks and clusters are another important tool to develop solutions to adapt to the new realities in a changing and dynamic world.

### Organiser:

European Commission, Employment, Social Affairs and Equal Opportunities DG

### Chairs:

**Sir Albert Bore**, Councillor of the Birmingham City Council, Former President of the Committee of the Regions, and

**Fernando Vasquez**, European Commission, Directorate-General for Employment, Social Affairs and Equal Opportunities

### Speakers:

**Lars Holmqvist**, CEO, European Association of Automotive Suppliers (CLEPA)

**Bert Verbrugghe**, Economic Department, City of Genk, Belgium

**Margo Alofs**, Network of Automotive Regions

**Philippe Claye**, General Manager, Regional Association for the Automotive Industry (ARIA), Region of Nord-Pas-de-Calais, France

### More information

European partnership for the anticipation of change in the automotive sector:

[http://ec.europa.eu/employment\\_social/restructuring/docs/partnership\\_en.pdf](http://ec.europa.eu/employment_social/restructuring/docs/partnership_en.pdf)

Restructuring Forum: "The challenges of the automotive industry – Towards a European partnership for the anticipation of change":

[http://ec.europa.eu/employment\\_social/restructuring/forum\\_en.htm](http://ec.europa.eu/employment_social/restructuring/forum_en.htm)

Comprehensive analysis of the evolution of the automotive sector in Europe:

Final report:

[http://ec.europa.eu/employment\\_social/restructuring/docs/draft\\_auto\\_v3\\_en.pdf](http://ec.europa.eu/employment_social/restructuring/docs/draft_auto_v3_en.pdf)

*"We have all the reasons to believe in the future of the European automotive sector. It will remain pillar of our economy provided that it manages to adapt to a fast-changing environment. Our challenge is to reinforce this industry whilst taking the social dimension fully into account, in particular by way of anticipation of change and restructuring, innovation and investment in human resources – our most important asset."*



### Age management: Regional responses to the demographic challenge

08 October 2008, 14:30-16:15

#### Organiser:

European Commission, DG Employment,  
Social Affaires and Equal Opportunities

#### Chair:

**Roger Sumpton**,  
GHK Consulting

#### Speakers:

**Helen Tubb**,  
GHK Consulting, Belgium

**Carsten Krauss**,  
Inn Koop DP, Germany

**Grigoris Andronikos**,  
Navigator DP, Greece

**Anabela Herculano**,  
Rita DP, Portugal

#### More information

Inn Koop  
[www.innkoop-equal.de](http://www.innkoop-equal.de)

Navigator  
[www.ploigos-equal.net](http://www.ploigos-equal.net)

Rita  
[www.qualigenese.pt](http://www.qualigenese.pt)

***“As ageing workforce is a challenge across Europe, regions need to anticipate and manage demographic change by bringing together key stakeholders to develop and implement appropriate policy responses.”***

#### Outline

The workshop featured presentations of projects from the ESF EQUAL Initiative, that have developed new and innovative ways to address the demographic challenge and the situation of older workers in an effective and anticipated manner. In particular, the workshop discussed good practices in promoting age management throughout the duration of working life and by measures such as inter-generational learning, as well as the achievements of networking among the regional actors working with age management. The workshop also presented future networking opportunities for regions and Member States that are interested in interregional and transnational cooperation as means to strengthen their initiatives on age management. The examples discussed in the workshop have the potential to be applied elsewhere. The participants were given an opportunity to feed back on presentations and share their experience.

#### Debate

The chair **Roger Sumpton** introduced the workshop topic by shortly presenting the current European policy developments and challenges in relation to age management. He then presented the speakers and explained the workshop agenda. **Helen Tubb** presented the EQUAL Initiative and provided an overview of the EQUAL Development Partnerships (DPs) focusing on age management. She then presented the main insights and messages from these DPs. **Carsten Kraus** took the floor and presented the InnKoop project in the Chemnitz- Zwickau region (Germany) which worked to retain, retrain and return senior mechanical engineering and IT workers to the labour market by developing new ICT-based intergenerational learning methods. These methods were particularly applied to SMEs. **Grigoris Andronikos** then presented the navigator project (Greece), one of the principal activities of which was the establishment of a support centre to respond to industrial restructuring in the Greek shipbuilding sector. The support centre on the island of Syros provided a wide range of information on vocational training opportunities, as well as pension and insurance schemes, job offers, application support and business start-up advice. Last, **Anabela Herculano** from the Rita project took the floor. The RITA project (Portugal) focused on reviving and valorising the traditional gastronomy in the Algarve region as means of preserving national heritage and adding a new dimension to the local tourism industry. The local traditional food production units were on the verge of disappearing as they were mostly constituted by older, rural workers, whose skills were not recorded or passed on.

#### Conclusions

A positive conclusion to the workshop was the range and number of questions raised by those attending. Indeed, this was a clear sign of the interest generated by the presentations, as well as the relevance of age management for regional-level debate. The first area of discussion concerned the added value of older workers: older workers generally cost more than their younger colleagues, so what other advantages can they bring to justify their retainment? The answer was that there are areas of professional competence that come with time and hence are not immediately available amongst younger recruits. The discussion moved on to the question of the representation of women in the EQUAL projects. As a general response, it was explained that the strand under which the EQUAL projects had been funded ('Adaptation to Change') was not specifically focused on women; another strand ('Equal Opportunities') was concerned with this target Group. Nevertheless, the equal opportunities theme was also a horizontal priority in EQUAL.

Given the timing of the workshop, it was hardly surprising that the debate turned to the question of the current financial crisis. It resulted that initiatives like EQUAL need to continue in the future in order to keep age management at the forefront of employers' minds. And this imperative very much concerns regional authorities and organisations who are well placed to work with employers and ensure that there are clear, strategic responses to dealing with the challenges of demographic change – with or without a financial crisis.





### More and better jobs through flexibility and security

08 October 2008, 14:30–16:15

#### Outline

Flexicurity strengthens the European Growth and Jobs strategy and can be defined as an integrated strategy to enhance, at the same time, flexibility and security in the labour market. Flexibility, on one hand, is about successful moves and upward mobility during one's professional life course, flexible work organisations, and facilitating the combination of work and private responsibilities. Security, on the other hand, is more than just the security to maintain one's job: it is about equipping people with the skills that enable them to progress in their working lives, and helping them find new employment. It is also about adequate unemployment benefits to facilitate transitions. Finally, it encompasses training opportunities for all workers, especially the low skilled and older ones. Thus, enterprises and workers can both benefit from flexibility and from security.

#### Debate

**Prof. Ton Wilthagen** opened the workshop and introduced the participants to the concept of Flexicurity and the responsibilities of different actors in the policy framework. Presenting ways and instruments to codify flexicurity at different levels of policy-making, he made way for the speakers to present their practical examples and instruments. **Louis Vervloet** outlined the policy of the ESF to increase the quality of labour in Flanders. In this presentation he explained that the key to success is integrated organisational renewal. In many cases one can find remains of the bureaucratic configuration in the structure, systems, culture and 'people' of an organisation. These need to be renewed in order to create a more flexible and customer oriented organisation. Mr. Vervloet also presented the plans of the ESF Flanders to take the lead on a community of practice on social innovation. **Marco van Deepen** from Caritas Luxembourg gave an interesting presentation on reintegrating men and women in the labour market and rising the offer of high-quality, flexible and demand-oriented childcare. Caritas is reaching these goals by combining both in one project: creating childcare centres with flexible structures where unemployed women and men get a chance to attend training and reintegrate in the labour market. The added value of these *maison relais* is not only the decreasing costs for the social security system but also the motivation for a life-long-learning process. The experimental approach funded under the EQUAL initiative has now been mainstreamed: Caritas operates now more than 100 "maison relais" in Luxembourg. **Wilhelm Riepert** presented what the European guidelines on flexicurity means to promote flexicurity in Nordrhein-Westfalen (NRW). In this region, preventive employment is focusing especially on 'employability'. Promoting flexicurity must therefore focus on developing of the workers (behaviour), as well as the working conditions of the businesses (circumstances). Three major factors contribute to this: consulting to realize full potential, cheques to receive trainings and an area-wide network of advice centres. Whilst promoting flexicurity, NRW emphasizes the importance of considering cross subjects like: equal opportunities, demographic change and participation of employees. **Commissioner Vladimir Spidla** commented on the previous speakers and outlined the mission of flexicurity set up by the commission. "The ESF is a great instrument that offers important means for implementing innovative approaches. The examples we have just seen demonstrate that flexicurity is more than just a concept as they bring the echo of this idea from regional and local level". It is evident that flexicurity applied at regional and local level is the indispensable supplement of national flexicurity strategies. "To conclude, I would like to underline that it is essential that social partners and public authorities find themselves in a climate of trust so that they can define balanced reforms and establish a consensus on a national flexicurity model together.

#### Conclusions

Flexicurity approaches should be tailored to the specific circumstances of each Member State. Flexible, multi-functional and adaptable workers enjoy greater security in the labour market. Employability + competitiveness = flexicurity

#### Organiser:

European Commission, DG Employment, Social Affairs and Equal Opportunities

#### Chair:

**Professor Ton Wilthagen**,  
University of Tilburg, The Netherlands

#### Speakers:

**Vladimir Spidla**,  
Commissioner of Employment, Social Affairs and Equal Opportunities:

**Louis Vervloet**,  
ESF Agentschap Vlaanderen, Belgium

**Marco van Deepen**,  
Caritas Luxembourg

**Wilhelm Riepert**,  
Ministry of Labour, Health and Social Affairs  
Nordrhein-Westfalen, Germany

#### More information:

ESF Flanders:  
[www.esf-agentschap.be](http://www.esf-agentschap.be)  
Qualiflex:  
<http://www.caritas.lu/>

**"Employability + competitiveness =  
flexicurity."**





### Sound planning, management and self-assessment of programmes and projects under the structural funds: Quality systems at work

09 October 2008, 9:00-10:45

#### Organiser:

European Commission, DG Employment, Social Affairs and Equal Opportunities

#### Chair:

**Peter Stub Jørgensen,**

European Commission, DG Employment, Social Affairs and Equal Opportunities

#### Speakers:

**Jenny Charlier,**

ESF Agency for the French-speaking Community, Belgium

**Jurgita Sakalyte,**

Human Resources Development Programmes Foundation, Lithuania

**Bartosz Grucza,**

Warsaw School of Economics, Poland

**Beata Puszczewicz,**

Cooperation Fund, Support Structure for transnational and innovative actions, Poland

**Louis Vervloet,**

ESF Agency for Flanders, Belgium

**Cristina Iova,**

Managing Authority for the ESF HRD Programme in Romania

#### More information

[www.soundplanning.eu](http://www.soundplanning.eu)

[www.esfsourcebook.eu](http://www.esfsourcebook.eu)

*“Projects that used PCM methodology had better functional output especially in area of project communication, decision making and efficiency.”*

*“Effective partnerships apply a quality management system to deliver results.”*

#### Outline

The workshop provided an opportunity to discuss the experience of quality systems and management tools for sound planning and implementation of strategies and activities for promoting employment, social inclusion and adaptability of companies and workers. Speakers from five member states and regions shared their experience on the use of quality systems to ensure delivery of results both at project and programme level under the ESF. These experiences are equally relevant for ERDF managers in charge of ERDF priorities and measures to develop the endogenous potential, e.g. to support local development, services to enterprises, or for interregional cooperation.

#### Debate

The first 4 speakers talked about their national or regional experiences, and the benefits of networking. **Jenny Charlier** shared the experience of the ESF in the French speaking Community of Belgium in using the method of Project Cycle Management (PCM) under EQUAL and the ESF 2007-2013, highlighting their advantages in terms of more sustainable partnerships, better budgeting, and more effective delivery of results. **Jurgita Sakalyte** explained how peer mentoring supported the introduction of PCM and CAF in the management of the ESF in Lithuania, while **Bartosz Grucza** and **Beata Puszczewicz** presented a Polish support system for project management, which allowed more than 1,500 project promoters to participate in management trainings, 90% of them will use this approach again, and included a handbook that was distributed to more than 120,000 people. All speakers stressed the beneficial role of networking with other member states and regions. **Louis Vervloet** gave a presentation on integrating results based management and evidence based policy making into the ESF; ensuring that evaluation is an integral part of ESF management. He stressed the importance of peer learning through networking and community development. Finally, **Cristina Iova** introduced a Romanian initiative addressing urgent management issues in the ESF by learning from each other, with a focus on ensuring sound financial management and control; setting up supporting services for project managers; and relations between the different types of ESF authorities.

#### Conclusions

The presentations have shown that their success in programme management depends on three critical factors:

- the skills and competencies of the ESF managers and beneficiaries to use the ESF support effectively, i.e. their capacity to deliver results and meeting the agreed objectives; this calls for training in management tools at all levels;
- incentives to use of effective methods and tools in planning, monitoring, and assessment of outcomes and results, this needs the promotion of the use of such tools by all ESF managing bodies;
- the establishment of network for sharing experience and learning together in improving quality management systems and capacities for delivery of results.

Some Member States and regions have acted as pioneers for improving their ESF management processes and delivery procedures to ensure quality is delivered at all levels, and by all actors involved. They have a rich experience to share. The new opportunity of promoting interregional and transnational action under the ESF can be used for capacity building regarding the use of quality management systems and tools.



## Integrated pathways to active social and economic inclusion

08 October 2008, 11:15–13:00

### Outline

Effective active inclusion strategies are based on the integration of three policy strands, namely adequate income support, personalised support to inclusive labour markets and access to quality services. As reminded by **Jérôme Vignon** in the opening, the Commission adopted on 3 October 2008 a Recommendation which outlines common principles in these three strands and underlines the potential role of the European Social Fund in this area. Regional and local authorities are at the forefront in designing and administering integrated policies at the local level for the active inclusion of disadvantaged people. The workshop highlighted the key challenges at EU level for local authorities and presented three case studies from different welfare and socio-economic contexts. These examples were identified during the active inclusion consultation as good practices of comprehensive policies, based on the effective coordination of employment and social policies, on good governance and participation.

### Debate

**Simon Guentner** highlighted the contribution of EUROCITIES, the network of major European cities, to the active inclusion debate through their position paper and several projects (Inclusive Cities for Europe, INTI-CITIES and CONNECTIONS). Modernisation and reform programmes have created a pressure on cities to respond to the challenge of a “disorganised welfare mix”. Strategy coordination is essential (see the integrated planning in Dortmund or coordination platforms in Barcelona) to face the challenges of leadership and accountability. Concerning implementation, new public management and the paradigm of activation led to new roles of frontline workers, who need to be sufficiently trained and equipped. The ESF can help to pilot innovative and integrative approaches (see London), but a key challenge is to sustain and transfer them into mainstream structures. **Alex Conway** illustrated the challenges for London - a wealthy city but with a generation of workless people with deep rooted problems – and the role played by the ESF. Coordination is a challenge, with responsibilities for employment and skills fractioned among dozens of agencies and with several Government initiatives to be implemented at local level. A positive example is the ‘City strategy pathfinders’ which allows funds from various programmes to be pooled, while the key regional initiative is the creation of the London Skills and Employment Board. Increasing employer engagement (see the ‘Diversity Works for London’ programme) and a demand led and integrated approach (see ‘Train to gain’ for employers and ‘Skills Accounts’ for individuals) are key to success. **Pilar Solanes** presented the ‘Citizens’ Agreement for an Inclusive Barcelona’ which is a network of local entities, associations and organizations to develop public policies to improve social inclusion processes, always with the involvement of citizens and diverse social and community partners. The network includes around 400 members and it is based on the principles found in the Social Inclusion Municipal Plan of Barcelona: the promotion of equality, diversity, personal autonomy and coexistence in the city. The members share knowledge and experience and cooperate in fields in which joint action is necessary. **Manfred Stankewitz** illustrated how the reporting on the social situation and a detailed data collection of social areas in Dortmund formed the basis for Dortmund’s mayor to initiate the “action plan social city of Dortmund”. The plan’s main element is a chronological sequence of a discussion-process, decision-making and of putting agreed measures into practice. The aims are to strengthen social cohesion and to make a lasting improvement in disadvantaged districts, given the strong segregation process in Dortmund. Main objectives are generating jobs, combating child poverty and empowering children and parents. Citizens are invited to take part in this process.

### Conclusions

The case studies show that cities that are at the forefront of the competitiveness and employment agenda take social policies seriously including access to quality services in prevention and assistance.

The comprehensive active inclusion approach is welcome, but this broader framework needs to be accompanied by a better matching of different funding streams and more compatibility and flexibility of instruments (such as ESF and ERDF).

Comprehensive data collection, better monitoring and the use of specific targets have proved to be effective tools to design and focus policies.

Participation of all relevant actors is essential and it requires efforts and time. When this involves a decentralisation in the provision of services further challenges emerge in terms of co-responsibility and sustainability of resources and organisational structures.

### Organiser:

European Commission, Employment, Social Affairs and Equal Opportunities DG

### Chair:

**Jérôme Vignon,**

European Commission, Employment, Social Affairs and Equal Opportunities DG

### Speakers:

**Simon Guentner,**

EUROCITIES

**Alex Conway,**

London Development Agency, United Kingdom

**Pilar Solanes,**

Barcelona City Council, Spain

**Manfred Stankewitz,**

City of Dortmund, Germany

### More information

European Commission (social inclusion website):

[http://ec.europa.eu/employment\\_social/spsi/poverty\\_social\\_exclusion\\_en.htm](http://ec.europa.eu/employment_social/spsi/poverty_social_exclusion_en.htm)

EUROCITIES:

<http://www.eurocities.eu>

London Development Agency:

<http://www.lda.gov.uk/>

Citizen Agreement for an Inclusive Barcelona:  
<http://www.bcn.es/barcelonainclusiva/esp/index.htm>

City of Dortmund:

[www.sozialbericht.dortmund.de](http://www.sozialbericht.dortmund.de)

*“A balance is needed between rationalising lots of different approaches which can be confusing for the service-user and avoiding the trap of imposing a ‘one size fits all’ approach on provision of services.” (Alex Conway)*



### Learning for change: support of transnational and interregional cooperation under the ESF

08 October 2008, 16:45-18:30

#### Organiser:

European Commission, DG Employment, Social Affairs and Equal Opportunities

#### Chair:

**Peter Stub-Jørgensen**,

Director, European Commission, DG Employment, Social Affairs and Equal Opportunities

#### Speakers:

**Gerhard Bräunling**,

European Commission, DG Employment, Social Affairs and Equal Opportunities

**Lucia Scarpitti**,

Ministry of Labour, Health and Social Policy, Italy

**Vicki Donlevy**,

Racine, France

**Markéta Pěchoučková**,

Ministry of Labour and Social Affairs, Czech Republic

**Iain Willox**,

Department of Enterprise Innovation and Networks, Welsh Assembly Government, United Kingdom

**Rafał Zawada**,

European Commission, DG Employment, Social Affairs and Equal Opportunities

#### More information

[www.racine.fr](http://www.racine.fr)

[www.esfcr.cz](http://www.esfcr.cz)

[www.transnational-toolkit.eu](http://www.transnational-toolkit.eu)

[www.transnationality.eu](http://www.transnationality.eu)

[www.copie.esflive.eu](http://www.copie.esflive.eu)

*“There is no single tool to implement Lisbon Agenda – and there is no better way to find out how to do it by learning from one another.”*

#### Outline

The workshop was opened by **Peter Stub-Jørgensen**, who referred to the Member States' commitment to undertake reforms under the Lisbon Agenda for growth and jobs. The Lisbon Agenda is implemented in close partnership between the Commission and Member States on national, regional and local level using a variety of tools and approaches. One of these approaches was EQUAL – in order for ESF to better contribute to meeting the Lisbon targets the experience from this Community Initiative was transferred into the support for learning for change in the current programmes. Learning from experimentation, by promoting social innovation, as well as learning from others using, among others, transnational co-operation, viewed as a means to share information and good practice, to strengthen capacities and working together towards common solutions.

#### Debate

**Gerhard Bräunling** presented an overview of transnational cooperation in ESF Operational Programmes. The estimated total budget for transnational and interregional co-operation under these programmes is 3 bn euro. Mr Bräunling also described the Commission's call for proposals for transnational learning networks, which will not only facilitate the exchange of practice thus improving the efficiency and impact of ESF programmes, but also inform policy development at EU level. **Markéta Pěchoučková** described the management and implementation system of transnational cooperation under ESF in Czech Republic. Out of the three Czech ESF operational programmes, one has a dedicated transnational priority (budget 41 mln eur), as well as a horizontal transnationality axis. Czech Republic published their first call for transnational projects in May 2008. **Vicki Donlevy** presented the call for proposals for ESF transnational projects published in France. The French ESF programme has a specific measure on transnational actions, covering three types of activity (Innovative and experimental projects, network activities and mobility). During this session also requirements for applicants and project providers under the call were presented, as well as information tools and support provided to candidates. Results of the call were published towards the end of June – 16 projects were selected for co-financing. **Rafał Zawada** briefly presented the support provided by the European Commission. Following a strategic document – transnationality action plan - the Commission established a network of contact points from each ESF operational programme to share their experience and practice. This is done during contact point meetings, which are held three to four times a year and continuously via a web based communication platform, [www.transnationality.eu](http://www.transnationality.eu). **Lucia Scarpitti** presented the developments of the web based transnationality partner search toolkit, developed by the Italian Ministry of Labour in Cooperation with the European Commission. The toolkit will facilitate the exchange of information on suitable transnational partners, transnational events funded under the ESF, and activities and results of transnational networks. The first phase of the development covering the partner search module was been completed and the toolkit is now available to users.

**Iain Willox**, following Mr Bräunling's presentation of the Commission's call for proposals for transnational learning networks, described the experiences of such network from practical point of view. The Community of Practice on Inclusive Entrepreneurship (COPIE), among other activities, developed an assessment tool to look at the strengths and weaknesses of entrepreneurship support from the point of view of under-represented groups and a linked bank of good practice.

#### Conclusions

**Peter Stub-Jørgensen** concluded the workshop by summing up the discussions as follows:

- Transnational Cooperation is key for promoting innovation and in regional and national programmes.
- ESF Transnational Cooperation Contact Points, being a part of larger dedicated capacity, are crucial to make exchange and cooperation work on both transnational and interregional levels.
- Regions and member states have already started to commit themselves to formal cooperation to maximise synergies, complementarities to benefit common exchange, validation and mainstreaming efforts.
- ESF Transnational Cooperation Contact Points, as well as other stakeholders, such as ESF Managing Authorities are encouraged to use the available web platforms and tools to share common issues, concerns and practices.





## ICT for energy efficiency

08 October 2008, 11:15-13:00

### Outline

The workshop was opened by Dr. Comyn offering a few thoughts on the need to decouple economic growth from energy consumption as the current trends are unsustainable. Indeed, if nothing were to change, final energy consumption in the EU is predicted to increase up to 25% by 2012, with a substantial rise in greenhouse gas emissions. He announced that the aim of the workshop was to show Information and Communication Technologies (ICT) have an important role to play in reducing the energy intensity of the economy - the amount of energy required to produce a unit of GDP - at the same time reducing emissions, and thus contributing decisively to sustainable growth.

### Debate

**Mrs Sanaée Iyama** presented the potential of ICT for improving energy efficiency across the economy and identified the areas with the highest energy-saving potential (namely: the power grid, smart buildings, lighting, transport and manufacturing). She identified the lack of real-time information to consumers, the lack of incentives supporting innovation and the slow adoption of green procurement as the main obstacles to achieve its potential. **Dr. Maher Chebbo** described the power grid of the future (Smart Grid) as a market place where users will not only consume but also produce energy and where electrical appliances will be intelligent enough as to decide when to start working taking into account energy prices in real-time. He identified technical standards and interoperability; accurate modelling of the value chain; and education, training and continuous knowledge transfer as the main obstacles impeding a faster deployment of the Smart Grid. **Mr. José Javier de las Heras** stressed the fact that the energy consumed by buildings accounts for about 40% of all energy consumed in Europe. Smart Buildings will include new monitoring and control systems to optimise energy consumption; will be designed using simulation tools capable of estimating energy costs before the actual construction of the building and will incorporate real-time user awareness systems to stimulate behavioural changes. He identified the lack of cooperation between ICT, energy and the construction sector as the main barrier to overcome in order to foster the deployment of smart buildings. There was a lively exchange of ideas between participants on whether to concentrate the intelligence on the appliances or in the network and on the importance of decision support systems.

### Conclusions

After listening to the potential benefits to be achieved by the deployment of ICTs for energy efficiency and taking into account the main obstacles impeding its realisation the workshop was concluded by **Dr. Gérard Comyn** who presented the Commission actions in this area (namely: the Communication titled "Addressing the challenge of energy efficiency through Information and Communication Technologies", the public consultation and the research and innovation programmes) and the future plans (namely: a second communication, a recommendation, a High Level Event to be held on 19-20 March 2009 and the next call for proposals to be published in November 2008). **Mr. Risto Koivisto** who presented the Committee of the Regions opinion on the Commission's communication. Cities are of paramount importance as are home to almost half the world's population, consume over 75% of the world's energy and produce 80% of its greenhouse gas emissions. The Committee of the Regions, in addition to the energy efficiency potential of ICTs highlighted by the Commission, draws attention to the major impact which the manufacture, transport and destruction of IT products has on the sector's ecological footprint and considers it important to try to influence this impact, both through voluntary agreements and, where necessary, through legislation. Furthermore the CoR proposes the drawing up of general guidelines on the development of research on ICT-enabled energy efficiency, so that fragmented European, national and regional resources can be combined to better serve common goals.

### Organiser:

European Commission, Information Society and Media DG

### Chair:

Dr. Gérard Comyn, Acting Director, European Commission, DG INFSO

### Speakers:

**Mrs. Sanaée Iyama**,  
Bio-Intelligence, France

**Dr. Maher Chebbo**,  
SAP, France

**Mr. José Javier de las Heras**,  
ACCIONA, Spain

**Mr. Risto Koivisto**,  
Member of the CoR, Finland

### More information:

DG Information Society and Media Activities on Energy efficiency:

[http://ec.europa.eu/information\\_society/activities/sustainable\\_growth/energy\\_efficiency/index\\_en.htm](http://ec.europa.eu/information_society/activities/sustainable_growth/energy_efficiency/index_en.htm)

REEB project:

<http://www.ict-reeb.eu/>

SmartGrids European Technology Platform:

<http://www.smartgrids.eu/hu>

***"The ICT sector has a key role to play in enabling energy efficiency across the economy and society but it cannot go alone. New working partnerships are to be established, on the supply side, with the energy sector and on the demand side with innovative business, and in particular with progressive cities and regions."***





# Looking forward: A European cohesion policy for tomorrow



The most important contributions to the debate on a **European cohesion policy post-2013** followed the publication of the 4th Cohesion Report by the European Commission. A public consultation linked to this report sought feed-back on the new challenges European regions are facing and on the policy's management. Contributions confirmed the wide support for a cohesion policy which involves all the Union's territories while maintaining its priority on the less developed regions. A majority of contributions suggested that challenges such as climate change should be among the policy's future priorities together with the objectives of the growth and jobs strategy to strengthen territorial cooperation; and to further simplify procedures.

Observers of the debate on the future EU cohesion policy seem to agree that it should increasingly become **performance-based and result-oriented** while ensuring at the same time sound financial management. Existing mechanisms should be further developed to better demonstrate results, impact and the added value of the policy's interventions. The recognition of territorial cohesion as one of the aims of cohesion policy calls for a structured approach to territorial issues. Such an approach would encompass geographic characteristics (islands, peripheral areas, sparsely populated areas) and socio-economic dynamics (rural depopulation, urban deprivation) affecting EU territories.

During the OPEN DAYS, **ten events** focused on the 'future of European cohesion policy'. With 700 participants, the most important one was organised by the European Parliament's Committee on Regional Development and the Committee of the Regions' Territorial Cohesion Commission. An expert panel debate, jointly organised by the European Commission's Directorate-Generals for Regional Policy and Employment was attended by 200 participants. The 'partnership principle' in the management of the structural funds was discussed during a one-day 'Civil Society Forum', while seminars organised by regions from the United Kingdom and Scandinavian countries presented their views on the future of EU cohesion policy.

# Looking forward: A European cohesion policy for tomorrow



## The future of the Cohesion Policy after 2013

07 October 2008, 11:00 – 12:45

### Organiser:

European Parliament's Committee on Regional Development (REGI) and the Committee of the Regions' Territorial Cohesion Commission (COTER)

### Chair:

REGI Vice Chair **Jan Olbrycht** and COTER Chair Dr **Michael Schneider**

### Speakers:

#### **Lambert van Nistelrooij,**

REGI, Member of the European Parliament EPP-ED Coordinator

#### **Constanze Angela Krehl,**

Member of the European Parliament, REGI PES Coordinator

#### **Jean-Marie Beaupuy,**

Member of the European Parliament, REGI ALDE Coordinator

#### **Elisabeth Schroeder,**

Member of the European Parliament, REGI Greens Coordinator

#### **Kyriacos Triantaphyllides,**

Member of the European Parliament, REGI GUE Coordinator

#### **Wojciech Roszkowski,**

Member of the European Parliament

#### **Victor Bostinaru,**

Member of the European Parliament

#### **Sir Albert Bore,**

Vice-President of the Committee of the Regions

#### **Jean-Yves Le Drian,**

Member of the Committee of the Regions, President of the Brittany region, France

***“What we need is a revamped cohesion policy that brings together economic and social policies. Breaking up objectives will result in the fragmentation of the process.”***

### Outline

The meeting was aimed at directly involving stakeholders in the political debate on the future cohesion policy. Opening the meeting **Jan Olbrycht** raised some of the dilemmas to which cohesion policy is confronted: the interrelation between cohesion and the Lisbon strategy, the choice of investing in infrastructure or in innovation, the determination of the criteria for distributing the funds, the reinforcement of the cohesion policy versus its re-nationalisation. He referred to the debate on territorial cohesion reinforced at EU level by the recent publication of the Commission's Green Paper on Territorial Cohesion and stressed the importance of the cooperation between REGI and COTER, as well as the need for the implication of stakeholders to the European debate on cohesion policy. **Michael Schneider** welcomed the Green Paper, and stressed the interconnectedness of different areas of EU policy and the need for partnerships between governments and governance.

### Debate

Discussion followed on which regions should be the 'targets' of cohesion policy, and to what extent the EU should concentrate on the poorest regions. Stakeholders raised practical problems linked with the implementation of structural funds and achieving the economical and social goals of the cohesion policy. The necessity of supporting the development of small and medium-sized enterprises has been underlined, as well as the need to fix new ecological objectives which would address the problem of climate change. Participants also debated the meaning of 'territorial cohesion', whether GDP remains an appropriate measure for determining aid, and the need to limit bureaucratic 'red tape'. A common theme throughout the meeting was the need for effective partnership if policy is to be successful. In response to questions about reducing bureaucracy and administrative burdens so as to give the local authorities a free management of available funds to cover the needs identified at local level, **Jan Olbrycht** and **Lambert van Nistelrooij** agreed that it is necessary to reduce administrative burdens, which was already strongly advocated by the EP during the legislative work on the structural funds for the present period 2007-2013. However, the suggestion to leave the local authorities to manage freely the EU funds met opposition. MEPs reacted that EU funding are not meant for redistributing money from the common EU budget but are allocated for the realisation of specific EU objectives commonly decided by the Member States. Therefore, it is not possible to eliminate completely the administrative and audit procedures. **Constanze Angela Krehl** put forward the opinion that solidarity is a two-way street, and funding only the poorest regions will unbalance cohesion policy. **Jean-Marie Beaupuy** stressed the need for to guarantee present objectives, and emphasised the role of partnership and coordination. **Elisabeth Schroeder** argued that cohesion policy is the EU's cement, and should aim to overcome regional differences. The need for clear objectives in order to use money correctly was stressed. **Sir Albert Bore** stated that cohesion policy has worked as disparities have reduced, but the effect of cohesion policy on competitiveness and growth is unclear. He declared that when deciding future policy, structural funds' added value should be recognised. Stressing the need to take a 7 year perspective and to set economic, social and territorial objectives, he spoke about the role of cohesion policy as a starting point for bringing member states and the EU together. **Jean-Yves Le Drian** stressed that the concept of 'territorial cohesion' is not clearly defined. He spoke about the need for territorial cohesion to require fair and equitable access to health, education, knowledge and employment, and noted that it is important to evaluate the cost of non-cohesion, including the environmental cost. Speaking about the need to have regional policy in place in all regions, he discussed the gearing between territorial cohesion and competitiveness, and the requirement for proper dovetailing of sectoral policies. **Lambert van Nistelrooij** defended the idea that Europe is a plurality which can create added value by helping regions to learn from each other. He agreed with Dr Schneider that we should be focusing on all regions rather than on the weakest only. He opined that regions should be seen as territorial regions, and we should recognise that there is no one-size-fits-all definition. In this respect terminology is unimportant.

### Conclusions

**Jan Olbrycht** concluded the meeting by emphasising that we should:

- forget about renationalisation
- retain GDP as it remains an appropriate indicator
- focus on multi-level-governance
- institutionalise best practice
- apply an integrated approach where sustainable development objectives would be a part of social and economic objectives

A special emphasis has been put to the fact that this was only the start of the debate on the future of cohesion policy.



## The future of EU Cohesion Policy post-2013

09 October, 9:15-12:30

### Outline

In the framework of this seminar, representatives of the European Commission, Member States and regions as academics presented the challenges and issues for the reform of EU Cohesion Policy post-2013. Around 200 participants attended a panel debate organised by the European Commission and jointly chaired by **Katarina Mathernová**, Regional Policy DG, and **Lenia Samuel**, DG for Employment, Social Affairs and Equal Opportunities.

### Debate

**Peter Heil** focussed his presentation on three issues: the review of the EU budget, the need for a Cohesion Policy and the question of 'how to improve?' In his view, the need for a policy-driven EU budget would include priorities such as solidarity, competitiveness, sustainable development and enhancing the EU's role at global and regional level. He confirmed that EU Cohesion Policy not only delivers added value but is, by its very nature, an "EU public good" including its continuous review and improvement. As regards its future design, Peter Heil argued in favour of an 'evolution' in spite of a 'revolution'. While enforcing the Lisbon strategy and keeping a balance between 'flexibility and subsidiarity', concrete effects rather than rules and 'simplification' should be a priority in future reform. From the perspective of an Audit Authority, **Susanne Rafalzik** summarised the developments of the last ten years resulting in increased and challenging requirements for 'shared management' provisions. She observed a certain element of 'overregulation' which led to uncertainty and distrust on the side of the partners and implementing bodies. In her view, the 'several dilemmas' of Cohesion Policy stem from a complex set of interests at the level of EU institutions, Member States and regions. Susanne Rafalzik argued in favour of programmes to become more innovative, inclusive and less administration-driven. Reducing complexity, simplifying rules, setting tolerable levels of risks for innovative approaches and avoiding 'audit-overkill' were her recommendations for the future.

**Iva Šolcová** spoke about 'policy effectiveness and delivery' from the perspective of the implementation of the ESF in the Czech Republic. Focussing on evaluation of the pre-accession and Structural Funds, she highlighted that this discipline is still developing in the Czech Republic. In her view, the implementation system remains too complex, and staff, often fluctuating, concentrates too much on 'correctness' instead of effectiveness. However, through trans-national cooperation which form an integral part of the ESF implementation, unexpected and valuable results have been achieved. In her conclusions, Iva Šolcová said that as regards 'active labour market policies' project selection would have to be based more on profound analysis and local needs, concerning 'social integration' measures would have to be more target group oriented, and in respect of 'education and training', the focus should be on curricula development, teachers' and students' training in view of labour market needs. **Piotr Zuber** presented 'challenges, proposals and solutions' on the future of EU Cohesion Policy. While Cohesion Policy, in his view, has number of advantages including the modernisation of domestic policies and administrations, its problems rather stem from 'undermining mutual trust' between governments and the Commission. The fact that European policies are in general 'too fragmented' results in the possible loss of the 'integrated approach'. Regaining importance, for example through the new 'territorial approach', and rebuilding trust among all actors could be a possible way forward. Building on the latter, Piotr Zuber argued in favour of a paradigm shift from a 'policy for poor regions' towards a 'policy for Europe' and a stronger coordination role for Cohesion Policy as regards all policies with a territorial impact. In parallel, the orientation on the 'integrated approach principle' should include an increase of administrative capacity, in particular a regional and local levels.

### Conclusions of Prof. John Bachtler

In their conclusions, **Mrs Mathernová** and **Mrs Samuel** highlighted the following points of the debate:

- There is need to improve the 'Cohesion Policy', not to reinvent it;
- enforcing the Lisbon strategy and keeping a balance between 'flexibility and subsidiarity', concrete effects rather than rules'
- an 'economic union' requires a whole range of interrelated policies;
- the need for Cohesion Policy is permanent, 'new challenges' do not alter the fundamentals of Cohesion Policy;
- making best use of the new 'territorial approach';
- closing the current development gap takes time;
- the territorial and sectoral focus will have to shift;
- simplify Cohesion Policy's rules and administration;
- reduce complexity, simplify rules, set tolerable levels of risks for innovative approaches and avoid 'audit-overkill'
- introduce more flexibility in the policy's management.

### Organiser:

European Commission, Regional Policy DG, and Employment, Social Affairs and Equal Opportunities DG

### Chairs:

**Katarina Mathernová**, European Commission, Regional Policy DG, and **Lenia Samuel**, European Commission, Employment, Social Affairs and Equal Opportunities DG

### Speakers:

**Preben Gregersen**, Danish Enterprise and Construction Authority, Copenhagen, Denmark  
**Peter Heil**, State Secretary, Ministry for National Development and Economy, Budapest, Hungary  
**Cathy Presland**, Welsh European Funding Office, Rhydycar, Merthyr Tydfil, United Kingdom  
**Peter Wostner**, Government Office for Local Self-Government and Regional Policy, Ljubljana, Slovenia  
**Susanne Rafalzik**, Federal Chancellery, Vienna, Austria  
**Iva Šolcová**, Ministry of Labour and Social Affairs, Prague, Czech Republic  
**Piotr Zuber**, Department of Structural Policy Coordination, Warsaw, Poland  
**Prof. John Bachtler**, European Policy Research Centre, Glasgow, United Kingdom



# Looking forward: A European cohesion policy for tomorrow



## 3rd Civil Society Forum - Partnership with civil society

08 October 2008, 09:00-10:45

**Organiser:** European Citizen Action Service (ECAS), Brussels

**Chair:** Elisabeth Schroedter, Member of the European Parliament, Member of Committee on Regional Development

**Speakers:** Willebrordus Sluijters, European Commission, Regional Policy DG  
**Szilvia Kalman**, European Commission, DG Employment, Social Affairs and Equal Opportunities  
**Prof. William Maloney**, University of Newcastle, United Kingdom  
**Jürgen Grote**, Charles University, Czech Republic  
**Irma Mežnarič**, Ministry of Public Administration, Slovenia  
**Petra Francova**, The New Economics, Czech Republic  
**Kadri Uustal**, Permanent Representation to the EU, Estonia

### More information

Results from previous ECAS Open Days workshops on the Partnership theme:

<http://www.ecas-citizens.eu/CONFERENCES>

Green Paper on Territorial Cohesion: [http://ec.europa.eu/regional\\_policy/consultation/terco/index\\_en.htm](http://ec.europa.eu/regional_policy/consultation/terco/index_en.htm)  
Structural Funds Regulations 2007-2013

<http://eur-lex.europa.eu/JOHtml.do?uri=OJ:L:2006:210:SOM:EN:HTML>

***“To avoid the illusion of inclusion partnership in EU structural funds needs to be based on real collaboration, trust and good will on the part of all actors involved.”***

### Outline

**Elisabeth Schroedter** welcomed the participants and speakers and opened the event by making a few comments on the context and content of the workshop. She noted that this workshop was directly linked with 3 other workshops organised by ECAS during the previous Civil Society Forum in 2007, where the role of civil society in decision making was discussed as well as the partnership principle in Cohesion policy for the 2007-2013 programming period. Ms. Schroedter invited speakers and the audience to deepen the debate in order to come up with practical ideas on how to improve such partnership.

### Debate

**Willebrordus Sluijters** noted that the Commission has recently published a green book on the future of Cohesion policy and has opened a consultation. Hence, this is the right time to get involved in debates to be able to make an impact. Mr. Sluijters underlined that the multi-level governance system built throughout the years (which sees the involvement of several different actors) needs to be reinforced. Yet, while a greater openness and participation is needed, this should not bring confusion or cause less accountability. **Szilvia Kalman** noted that, on the one hand, partnership has now become an obligation for Member States and that the Commission monitors its implementation. On the other hand, the whole process should not be merely formal and what matters is the quality of partnership. On this, she admitted, there is still a long way to go. But at the same time, there is also a problem on the NGOs side since they are not always well informed and prepared to make effective contributions. Hence, if it is true that there's a need for more will from the Member States side, there is also a need for more capacity building for NGOs. **Prof. William Maloney** made some interesting comments concerning civil society participation in decision-making. The main task of civil society in this context is to achieve better results and outcomes for citizens than political parties. The other task would be to allow citizens to participate in politics and represent the interests of those who do not have the strength to represent themselves. However, NGOs are often non-democratic themselves as they have supporters rather than members. While this is surely problematic and needs to be discussed and resolved, the contribution of civil society to democracy is undeniable. **Jürgen Grote** outlined the contents of his research on the state of civil society in the new Member States. NGOs in these countries are generally weak in terms of structure, management capacity and membership. Yet, years of capacity building activity (which however are now coming to an end) have brought a significant improvement. Mr. Grote pointed out that capacity building is very important for NGOs. On the other hand it can also represent a risk as NGOs may then become real experts working at the EU level but without an actual linkage with their social base. **Irma Mežnarič** presented the Slovenian case where 7% of the European Social Fund has been earmarked to capacity building of NGOs. While this is a positive experience, Slovenian NGOs do not have the capacity to absorb such funds. Hence, the Slovenian government is trying to work with networks of NGOs so as to develop civil dialogue. This case shows that inclusive governance cannot work without a strong partnership and that the sustainability of the process in the long run is more important than the actual amount of money earmarked. **Petra Francova** pointed out that one of the biggest problems of the EU in reaching its citizens (also through civil society) is its peculiar “language”. The EU constantly uses a jargon which discourages people from taking part to policy discussions. Civil society organisations themselves are having difficulties in passing on the message to citizens who are hence kept away from participation by this EU jargon barrier. **Kadri Uustal** reported on the Estonian experience concerning the first two rounds of consultations with Estonian NGOs for the programming period 2004-2006 (i.e. the first period for Estonia as new Member State). She concluded that the Estonian experience shows that a clear process set by the European Commission (and outlining methods, mechanisms and amount of funding to be earmarked) would not work. Such a process would in fact become the lowest common denominator. To have real partnership a real willingness needs to be created.

### Conclusions

**Prof. Simona Piattoni** concluded the workshop by summing up the discussions as follows:

- Partnership must be balanced with subsidiarity; there are several models that can be applied in different ways but there is no single model to fit everyone.
- Some EU policies and programmes lend themselves better to partnership than others (for example employment policy). This is probably because NGOs are more competent in certain sectors.
- Partnership is for better policy making, allowing citizens' participation and improving democracy.
- Citizens will participate if impact is visible as well as concrete and they can really contribute to that impact.
- The sustainability of the process matters more than the amount of money allocated to the process itself.



## 3rd Civil Society Forum - Communication policy and the European Transparency Initiative

08 October 2008, 11:15-13:00

### Outline

**Tony Venables** opened the workshop by introducing some of the key themes. Firstly, he noted that the workshop should investigate how EU communication policy can work not only to inform but also engage with European citizens. Secondly, he pointed out that the seminar should also discuss the implementation of the European Transparency Initiative and whether it could improve the participation of better informed citizens.

### Debate

**Prof. Jean Lemaître** highlighted a number of challenges concerning EU communication not only for the EU themselves but also for journalists and particularly for journalists working at the EU level. In fact, promoting information concerning the EU at the local level it is not simply a decentralisation of information elaborated at the central level. On the contrary, the local journalists need to create a link between the EU level and the citizens by explaining the impact the EU can have on local communities. He concluded that communication should be a "bottom-up" approach. **Barbara Piotrowska** described how communication mechanisms are elaborated and implemented by the European Commission to send the message concerning Cohesion policy. The Commission's communication plan concerning Cohesion policy 2007-2013 includes a number of activities and initiatives ranging from events to publications, to the setting up of user-friendly on-line networks. However, she concluded, communication of Cohesion policy cannot be done in isolation and regions do need to play a key role in communication the results and achievements of Cohesion policy. **Rafał Nowak** presented the experience of the Polish government in communicating the structural funds and in particular the IROP – Integrated Regional Operational Programme which represents one of the biggest Polish operational programmes. One of the main difficulties concerned the EU jargon and how to translate it into a language the citizens can understand. In the end, the process was very useful as they could elaborate, on the basis of this experience, coherent and effective guidelines on the communication of EU structural funds. **Keti Medarova-Bergstrom** highlighted the weaknesses of current Commission's communication policy concerning the Structural Funds. In fact, while it is important to inform the citizens about who receives money from the EU, this type of information does not say much on the contents of the projects approved and on whether they have a positive or negative impact on people's lives or on important aspects such as the environment. **More information** and greater chances to intervene should be offered to citizens from this point of view. **Carlo Sessa** introduced the participants to the RAISE project which aimed at increasing citizens participating in EU policies and particularly concerning urban sustainable development. RAISE is a successful example of participatory democracy projects which should be implemented on a wider scale to effectively involve EU citizens in policy making. If widely disseminated, the RAISE approach will ensure increased transparency and communication between groups of citizens and experts/policy makers on complex policy issues, at EU and local level.

### Conclusions

**Tony Venables** concluded the workshop by summing up the discussions as follows:

- Promoting information concerning the EU at the local level it is not simply a decentralisation of information elaborated at the central level.
- Local journalists need to create a link between the EU level and the citizens.
- Regions need to play a key role in communication the results and achievements of Cohesion policy.
- It is important to inform the citizens not only about who receives money from the EU but also about the impact of the projects on citizens' lives and environment.

### Organiser:

European Citizen Action Service (ECAS),  
Brussels

### Chair:

**Tony Venables**,  
Director, ECAS

### Speakers:

**Prof. Jean Lemaître**,  
L'Institut des Hautes Etudes des  
Communications Sociales, Belgium  
**Barbara Piotrowska**,  
European Commission, Regional Policy DG  
**Rafał Nowak**,  
Ministry of Regional Development, Poland  
**Keti Medarova-Bergstrom**,  
Friends of the Earth, Belgium  
**Carlo Sessa**,  
RAISE, Italy

### More information

IROP (Integrated Regional Operational  
Programme) Poland:  
[www.zporr.gov.pl](http://www.zporr.gov.pl)  
Bankwatch Network:  
<http://www.bankwatch.org/>  
RAISE project:  
[www.raise-eu.org](http://www.raise-eu.org)

*"Better-informed citizens are more  
willing to engage with the  
Cohesion Policy".*

# Looking forward: A European cohesion policy for tomorrow



## 3rd Civil Society Forum - Participatory Democracy Toolbox

08 October 2008, 14:30-16:15

### Organiser:

European Citizen Action Service (ECAS),  
Brussels

### Chair:

**Richard Wilson**,  
Director, INVOLVE

### Speakers:

**Tanguy Vanloqueren**,  
Foundation for Future Generations, Belgium

**Gerrit Rauws**,  
King Baudouin Foundation, Belgium

**Peter Bryant**,  
Community X Change, the United Kingdom

**Prof. Simona Piattoni**,  
University of Trento, Italy

### More information

ECAS website:

[www.ecas-citizens.eu](http://www.ecas-citizens.eu)

INVOLVE website:

<http://www.involve.org.uk/home>

ECC project:

<http://www.european-citizens-consultations.eu/>

European Citizens Panel on the Future of  
Rural Europe:

<http://www.citizenspanel.eu/>

***"If 0.5-1% of the target audience gets engaged then it means that they can change the terms of the political debate."***

### Outline

The session was chaired by Mr **Richard Wilson**, who set the scene for other interventions and the debate. In his presentation he stressed that participatory approach works best with the so-called "intractable" political issues such as pensions, taxation or energy, where no quick and easy political decisions can be taken. Such issues are on the rise nowadays. He also claimed that a broader and deeper engagement must take place between all citizens and policy-makers considering that the participation can occur in every decision-making process and at every moment of the policy cycle. This needs to be, however, confronted with the difficulty in engaging people since surveys show a constantly low trust in government. Mr Wilson pointed out that engagement processes that have been conducted so far, e.g. those on preventing traffic congestion or improving the health service in UK or reconstruction of New Orleans proved that citizens can become enthusiastic about participation and can make useful recommendations.

### Debate

**Gerrit Rauws** congratulated ECAS on suggesting the EU Cohesion policy as the field where the participatory democracy methods can be applied to. First of all, he stressed that this is multi-level and multi-stakeholder policy having direct impact on citizens' lives. Secondly, the Cohesion policy, by virtue of its universality, provides opportunity for significant capacity building exercise. He underlined that there is no single "best method" and that are no intrinsic obstacles to pan-European participatory processes related to EU policies. The barriers of language, distance and complexity can be easily overcome as demonstrated by the project "European Citizens' Consultations". **Tanguy Vanloqueren** stirred the debate by mentioning two classical obstacles to citizens' participation. The first one is the mutual distrust between citizens and politicians and the second the assumption that a lay citizen cannot deliver reasoned opinions on complicated issues. Despite these obstacles, it is important to involve citizens in EU policy-making in order to narrow the growing gap between them and the European Institutions. In order to fulfil this ambition, several requirements need to be met. First of all, objective selection mechanisms need to be established; secondly information balance must be redressed. Finally, empowering conditions need to be created for deliberation. **Peter Bryant** stressed that citizens who take part in the panels or similar undertakings may end up being seriously "annoyed" if they feel that there is no follow-up and that their time was wasted. This leads to a fundamental question of ensuring the follow-up. One of the ideas that Mr Bryant suggested was to link the organisation of participatory projects with existing social movements so that citizens do not feel left without support and they can see continuity of the process they started. He also recommended establishing the minimum standards of quality that could signal to politicians which citizens' recommendations were made in a democratic and thoroughly designed way.

### Conclusions

**Richard Wilson** and **Prof. Simona Piattoni** concluded the workshop by summing up the discussions as follows:

- Participatory projects have already proved to be successful in delivering reasoned and innovative recommendation on complex issues.
- There are no intrinsic barriers to pan-European participatory projects.
- Although there is no "best method", the minimum standards should be established in order to ensure the quality.
- EU Cohesion policy being decentralised and having significant impact on citizens' lives is well suited and could benefit from the application of participatory methods.
- The follow-up to citizens' recommendations is crucial to the success of the whole undertaking.





## Capital cities and regions: Cohesion Policy beyond 2013

07 October 2008, 9:30-12:30

### Outline

The objective of this open debate was to have the contributions of the official EU institutions and of representatives of our cities and regions to the debate on the future of the Cohesion Policy and to establish a dialogue between the different levels of governance. The debate on the future of the Cohesion Policy beyond 2013 started with mentioning the publication of the Fourth Progress Report on Economic Cohesion by the European Commission. Multi-level governance in Cohesion Policy allows the involvement of stakeholders from different levels and it is important to have all of them in the debate. The future Cohesion Policy must be well adapted to the urban challenges of the coming decade, taking into account our experiences during the current funding period.

### Debate

**Jean-Sebastien Lamontagne** declared that concerning the future of Cohesion Policy, the involvement of the regional and local actors is very important. It is also important to keep in mind that we are in a very preliminary state of the debate. There are two arguments for defending Regional Policy in capital regions and cities: they are the most dynamic actors and they concentrate the majority of the population. This fact has increased territorial disparities. National steering committees will be formed to debate Cohesion Policy. He explained that the debate about future cohesion policy will also take place at the national level with all the stakeholders, including Capital Cities and Regions. **Katarina Mathernova** said that cities matter in the world and capital cities are the most dynamic stakeholders. Cities are at the heart of the design of Cohesion Policy. Linkages between cities with their agglomerations and rural areas should be strengthened. It is important to consider the results of Cohesion Policy using impact evaluation. The extraordinary territorial differentiation of Europe should be seen as an opportunity. **Miroslav Mikolasik** said it would be necessary to maintain the results of Cohesion Policy all around the EU. The thematic priorities in the Cohesion Policy should be innovation, human capital, territorial cohesion, clusters, etc. Globalisation and cross border issues, as well as the principles of simplification, multi-level governance and subsidiarity are also relevant. **Peter Osvald** confirmed that cities and regions are very important actors of Cohesion Policy, since EU legislation has to be implemented in the regions and cities. It is crucial to make citizens aware about the EU. **Vladimir Kissiov** said that decentralisation should be promoted. In a knowledge-based future, the involvement of the Universities is very important. In the future, the role of the local and regional authorities will become more important, because they are closer to the citizens. That is why they should play a more important role in the decision making process.

### Conclusions

Cohesion Policy has to be one of the main pillars of the EU, and it should have an important added value. According to fourth cohesion report that will be one of the bases for the work of the French Presidency, there are new priorities that could influence the architecture of the future CP: climate change, energy saving, territorial cooperation and globalisation. Cities should be bigger partners than they are now. Subsidiarity should be promoted. It is important that National politicians make cities beneficiaries of European Funds. The future cohesion policy should improve competitiveness: promote entrepreneurship, innovation and service development, as well as job creation, in order to make our capital cities and regions more attractive for investment, work and life.

### Organiser:

Conglomerate of 'Capital cities and regions for cohesion'

### Chair:

**Jean-Charles de Cordes**,  
EurActiv, Brussels

### Speakers:

**Katarina Mathernova**,  
European Commission, Regional Policy DG  
**Jean-Sebastien Lamontagne**,  
French Permanent Representation to the EU  
**Miroslav Mikolasik**,  
Member of the European Parliament  
and the Regional Development Committee  
**Peter Osvald and Mr. Vladimir Kissiov**,  
Members of the Committee of the Regions,  
Committee on Territorial Cohesion



# Looking forward: A European cohesion policy for tomorrow



## Investing in the future: potentials and challenges of the new territorial cohesion

08 October 2008, 10:30-12:30

### Organiser:

Conglomerate 'C.R.E.A.T.I.V.E Cohesion'

### Chair:

**Maria Baroni,**

Secretary General, Foundation Anci Ideali, Italy

### Speakers:

**Leonardo Domenici,**

Vice-President of the Committee of the Regions, Mayor of Florence, President of ANCI

**Danuta Hübner,**

Commissioner for Regional Policy

**Martin Čaja,**

Head of Regional development department, Nitra Region, Slovakia

**Charalampos Kafyras,**

President of the Prefecture of Iliia, Greece

**Marian Oprisan,**

President of the Regional Council, Vrancea Region, Romania

**Claudio Baffioni,**

City of Rome, Italy

**Daniel Kotrc,**

Zilina Region, Slovakia

**David Sventek,**

Regional Council, Moravian-Silesian Region, Czech Republic

**Andrzej Kassenberg,**

Institute for Sustainable Development, City of Warsaw, Poland

**Gianni Carbonaro,**

European Investment Bank

**Gianni Pittella,**

Member of the European Parliament

**Michele Pasca-Raymondo,**

European Commission, Regional Policy DG

### Outline

While the European institutions debate on how reshaping the EU budget after 2013, Creative Cohesion Conglomerate has launched to the wide group of cities and regions attending the seminar a debate on the crucial challenges and priorities which European cities and regions are facing now and will be certainly dealing with during next decades. The main issues on the floor have been: a common research to create and boost regional innovative clusters in the global competition; modern and efficient infrastructures ensuring the access of Europeans cities and regions to the TENs; investing and learning to prevent and mitigate the consequences of climate change and building an European social policy to prevent social exclusion.

Starting from the local actors' point of view, the seminar drew new scenarios for cohesion policy after 2013.

### Debate

**Leonardo Domenici:** Local authorities need a direct commitment of the European Commission on their territories to improve the quality of their administrative action and to realise quality projects. The President of Anci has proposed an enhanced cooperation between cities and European institutions to cooperate to the definition of the new cohesion policy. "Regional policies are the pillar on which to build the development of all European local authorities, we will oppose any attempt to diminish the amount of resources in the next European budget". **Danuta Hübner** said that she counts on local authorities to achieve the objectives of the European commission strategy to develop territories and to reduce the negative consequences of the financial crisis on the local level." **Martin Čaja** argued in favour of a dynamically developing region, building a powerful and competitive economy that is based, above all on sectors using modern technology and producing high added value. **Charalampos Kafyras** favoured strengthening the regional dimension of regional policy. The structural measures will be more effectively implemented in a more decentralized system and in accordance with the principles of good governance." **Marian Oprisan** said that cohesion policy means a better infrastructure to access the trans European network, a more active involvement of the citizens in the community, means intercultural dialog and social inclusion, means investments in education and in the environment protection. **Daniel Kotrc** explained that progress of the EU cohesion policy in Zilina region after the 2013 can be composed due to the experiences with the implementation of the projects in the current EU funding period and also by the clear visions of the individual regions. Our experiences and visions would like to aimed at the following issues: Information and communication technologies; research and innovation; cross-border cooperation; education and training. "We strongly believe that cohesion policy in the future will offer to the regions to improve the quality of learning system and provide thus great opportunities for people at all stages of their lives without any discrimination". **Gianni Carbonaro** elaborated on the EIB and the cities 2007-2013 for which an action plan would be in the making. Why 'JESSICA'?:

- To make Structural Fund support more efficient and effective by using "non-grant" financial instruments, thus creating stronger incentives for successful project implementation.
- To mobilise additional financial resources and expertise for PPPs and other urban development projects with a focus on: Sustainable urban transformation and Allowing re-use of funds.
- To utilise financial and managerial expertise from international financial institutions such as EIB.

*"This conference is a crucial chance to empower the cities."*

*"We need more tools from the European Commission for quality projects and administrative efficiency."*



## Northern periphery – added value for the whole of Europe

08 October 2008, 11:00-13:00

### Outline

The workshop focused on the strengths of the northern regions and the added value that they can bring to the benefit of Europe as a whole. This said the point of the workshop was to bring out possibilities and strengths of the Northern periphery. In many difficult issue areas that the rest of the Europe is now facing, the northern regions have found efficient solutions, and thus it is possible to see them as forerunners in many fields.

### Debate

**Head of Unit Peter Berkowitz** gave a presentation regarding European Commission's assessment about challenges that regional policy in EU level will be facing in coming more than ten years (until 2020). In year 2008 Commission will publish a green paper regarding regional policy that will be significant document about the EU's view of that area. According to Mr. Berkowitz the main challenges that EU is facing are globalization, climate change, demographic change and challenges related to energy. The main conclusion was that these challenges influence in asymmetric ways to different regions and thus regional policy is needed to stabilize this development. **Prof. Rasmus Ole Rasmussen** gave a speech regarding demographic change, human capital and northern labor market. In his presentation he outlined long term trends in demographic change and statistics regarding the population in the north. The main question in the area is the question of employment, according to Professor Rasmussen. It will be the main stimulus for staying in or leaving from the area. To the structure of settlements and phenomena of migration, four factors are decisive: politics, economy, gender differences in aspirations and mobility and generation differences in aspirations and mobility. **Mr. Risto Pietilä** presented in his turn the mining industry and its importance in the Northern districts of EU. He outlined three general cycles in the steel consumption during 20<sup>th</sup> century. First was the phase of reconstruction after the Second World War. Second was the rise of "service economy" when industrial raw materials' prices went down. Third was "Asian boom" that has caused enormous rise in demand in this field. In his analytic maps he showed the current situation in the north, and proposed that the area's projects will employ thousands of people in the near future. The change in the point of view proposed in his presentation was from north as target of aid to north as welfare provider. **Dr. Anssi Niskanen** was giving a presentation regarding forestry issues in the northern Europe. His main logic was that as Europe will be demanding more renewable resources in the future, and the supply of non-renewable resources is declining, forests will have rising and diversified strategic value in meeting the EU's objective in the future. Products refined from forest products are various. The future vision is that forests provide solutions to economic challenges that the area is facing as well as several opportunities to people living in the area. **Prof. Anthony Hawkins'** presentation covered another important topic of the northern periphery, the opportunities that its sea area gives. In general, the northern periphery has a lot of sea areas that are clean, cold and productive. They are thus sources of food, energy and biodiversity. Therefore they will serve the region as food providers and energy sources, but in the same time they will possess environmental value (biodiversity) and give aesthetic experiences for the domestic and foreign population (for example eco-tourism). To manage the sea areas better, in Shetland Islands, the marine spatial planning is implemented. **Mr. Hans M. Gjennestad** gave a presentation about gas reserves in the High North and about possibilities regarding these reserves in the long term perspective. It is assumed that gas demand in USA and Europe will be on increase, and this means rising import of gas to these areas. Mr. Gjennestad presented two significant projects (Snøhvit and Shtokman) that are important in this situation. His conclusion was that Arctic will have a key role in the future's long term energy supply, the situation that includes significant opportunities but also challenges. **Mr. Vifill Karlsson** was giving a presentation about tourism industry in the northern periphery, with the foresight point of view included. According to his presentation, the northern periphery is very exceptional community as it has various cultures and languages included, and because of its historical and geographical specialties. From this standpoint, it provides various possibilities for tourism, such as nature tourism and recreational tourism. Main "target groups" are families, elderly people and business tourists.

### Conclusions

The northern regions have many features in common: vast natural resources of forest and minerals, for example, as well as very particular biodiversity, strong leisure industry, and top-level education and investment research activities. However, despite their many strengths these regions are also among the first to experience the harsh effects of the challenges the whole of Europe is facing: climate change, demographic change and globalisation. Thus, the northern periphery can help find new innovative solutions to these threats.

### Organiser:

The conglomerate Northern Periphery Looking Forward comprises eight partners from six countries: North Finland EU Office, North Sweden European Office, East Finland EU Office, Mid Sweden EU Office, North Norway European Office, Icelandic Association of Local Authorities, Highlands and Islands European Office and Greenland Representation

### Chair:

**Graham Meadows**,  
Former Director General of the European Commission, Regional Policy DG

### Speakers:

**Mr. Peter Berkowitz**,  
Head of Unit, Policy Conception – DG Regional Policy (Keynote speaker 1)  
**Prof. Rasmus Ole Rasmussen**,  
Senior Research Fellow at Nordregio and Professor at Roskilde University in Denmark (Keynote speaker 2)  
**Mr. Risto Pietilä**,  
Regional Director, Northern Finland Office, Geological Survey of Finland  
**Dr. Anssi Niskanen**,  
Forest Foresight Unit, University of Joensuu, Finland  
**Prof. Anthony Hawkins**,  
Acting Principal of the NAFC Marine Centre UHI, Scotland  
**Mr. Hans M. Gjennestad**,  
Senior Advisor, StatoilHydro, Norway  
**Mr. Vifill Karlsson**,  
Consultant and researcher, SSV, regional development office of West Iceland

### More information:

See presentations:  
<http://www.northfinland.fi/index.php?920>

*"Creating welfare in the North – benefits to the entire EU." (Risto Pietilä's presentation)*



### A Vision of the Northern periphery in 2020 – a roadmap for success – What is needed to achieve bright prospects for the northern regions?

08 October 2008, 14:30-16:15

#### Organiser:

The conglomerate Northern Periphery  
Looking Forward

#### Chair:

**Graham Meadows,**  
Former Director General of the European  
Commission, Regional Policy DG

#### Speakers:

**Mr. Erik Gløersen,**  
Research Fellow at Nordregio (Keynote  
speaker 1)

**Dr. Olav Orheim,**  
Advisor at the Research Council of Norway  
(Keynote speaker 2)

**Ms. Eva Fridman,**  
President at BioFuel Region, Sweden

**Dr. Stellan Lundberg,**  
Director of ÅF Infrastructure, Sweden

**Mr. Jukka Klemettilä,**  
CEO at Oulu Innovation, Finland

#### More information:

See presentation slides:  
<http://www.northfinland.fi/index.php?920>  
[www.biofuelregion.se](http://www.biofuelregion.se)  
[www.ouluinnovation.com](http://www.ouluinnovation.com)

*“Driving forces & opportunities:  
climate change, energy supply &  
energy security, industrial &  
regional development, potential  
to use our raw material more  
efficiently” (Eva Fridman’s  
presentation)*

#### Outline

In the workshop foresight vision of the northern peripheral regions in 2020 was presented. The question was asked, how Europe can make sure that these regions will not decline in the face of globalisation, climate change and the demographic challenges, but that they will prosper and become even stronger and more vital in future. Preliminary level results of a research mapping future development in the region in accordance with a roadmap for success were given.

#### Debate

**Mr. Erik Gløersen** presented the results of the NSPA (Northern Sparsely Populated Areas) network’s foresight work where more than 40 senior officials and politicians were included to map vision and strategy for northern sparsely populated areas. The question was asked, does Europe understand the challenges these areas are facing? Polarization and depopulation phenomena’s characterize the region to a some extent, according to Mr. Gløersen. His presentation covered distances from periphery to core areas, R&D, economic performance, IT level as well as economic situation of the mentioned areas. Also their status in the European comparison and their future possibilities were discussed. **Dr. Olav Orheim’s** topic was very much of a current interest as he was talking about climate change, its benefits and challenges from the point of view of the northern periphery. His presentation covered three issue areas. First he talked about what is going on in the Arctic climate. Second, his topic was the benefits and challenges of climate change in the North and third, the arctic climate change’s global implications. His main claim was that arctic is facing a rapid change in climate. Main question was: can the Arctic cope with it? Especially coastal areas will be more exposed to problems caused by climate change such as storms and erosion, he argued. Global impacts will be sea level rise and increasing release of methane, and it has been assumed that the consequences will impact to ocean circulation as well. **Ms Eva Fridman** asked how the northern sustainable energy resources can benefit in reaching the common goal of sustainable Europe. Driving forces towards sustainable energy use are climate change, energy supply and energy security, industrial and regional development and the aim to use our own raw materials (in the north) more efficiently. Ms Fridman’s other main question was what can we do about climate change and energy supply? First, we can curb uncontrolled growth of transport, increase energy efficiency and increase the use of biofuels. The contribution of the north to the global system could be found from its vast resources, its great potential for biomass production, its energy resources management knowledge and its system perspective for usage of sustainable resources, said Ms Fridman. **Dr. Stellan Lundberg** talked about how to make north more accessible. He presented various logistical possibilities for the northern logistical challenges and solutions to the better accessibility question that is very significant from the point of view of our remote region. His presentation also covered the main fields of industry and their locations in the northern areas, as well as problems and possibilities these geographical facts cause and provide. **Mr. Jukka Klemettilä’s** presentation topic was triple helix model for future development of northern research and innovation. Northern regions face challenges that can be summed up as follows: disappearing manufacturing jobs (global competition and area’s distance from major markets), slow growth of services because of sparse population and public sphere’s pressure because of ageing population. Furthermore, other industries (for example construction) face natural growth boundaries. The region he is representing relies on high tech field as it provides continuous opportunities, demand of innovation and skills that the region possesses. Innovative Oulu region relies on Finnish backbone, good education. Triple Helix Model in this context means continuous communication and cooperation between research and business people that has given good results already.

#### Conclusions

In order to make sure that the northern regions will be able to prosper also in the future and be providers of natural resources, clean environment for leisure and living as well as top-level education and innovations, these regions need specific support measures and policies. Well-functioning transport links are vital to make the north accessible. Also, investment in research and development activities plays a key role. The potential of the northern regions in the face of climate change is also a major question that can bring both benefit and challenges in these areas. Thus, a vision of the future in 2020 and beyond is needed to make sure the future challenges will be tackled successfully and opportunities seized in time.







# Closing Session



Attended by more than **1 200 representatives** from regions, cities and European businesses, banking and civil society associations, the OPEN DAYS Closing Session, took place on 9 October between 14:00-15:30 in the Hemicycle of the European Parliament. It summarised the **discussions on the four thematic strands** of the OPEN DAYS 2008 and was chaired by Gerardo Galeote of the European Parliament's Committee on Regional Development. Speakers included European Parliament President Hans-Gert Pöttering, European Commission Vice-President Günter Verheugen, Committee of the Regions Vice-President Michel Delebarre and Karl-Heinz Florenz, the Chairman of the 'Climate Change' Committee of the European Parliament. Commissioner Danuta Hübner and Committee of the Regions' President Luc Van den Brande drew conclusions at the end of the session.

Hans-Gert Pöttering referred to the newly designed cohesion policy and welcomed the fact that it favours more than ever innovation and knowledge. For the European Parliament and the **future design of EU cohesion policy**, the notion of 'territorial cohesion' would be of key importance including the aim of having a policy at the disposal of all regions and citizens. In his contribution, Günter Verheugen highlighted the fact that more than ever regions play an important role in fostering innovation. In his view, cohesion policy and innovation policy together can play an important role to tap the innovation potential of the less advanced regions. Michel Delebarre elaborated on cooperation between regions which in his view is the most straightforward example showing that EU cohesion policy can improve the daily life of citizens. Europe's objective is to overcome national and cultural borders and to contribute to sustainable growth and job creation.

In their closing remarks, Commissioner Danuta Hübner and Committee of the Regions' President Luc Van den Brande thanked all participants and concluded that **'territorial cohesion' would help better integrating different policies**, involving all levels of government while taking account of the diversity and potential of the European regions and cities.



## Closing address by Günter Verheugen

This year, the "OPEN DAYS" have taken place against a turbulent economic and political background, which I do not need to recall. Rather than downplaying the importance of this gathering and its main themes - innovation, sustainable development, cooperation, and cohesion policy - it has increased it. Let me express my appreciation that these OPEN DAYS have dedicated so much time to the important issue of innovating regions. The collective intelligence gathered during these days is exactly what we need now.

The tasks of the moment are clear. First, use all available means to extinguish the fire that has started to spread across the financial system. Second, take our political responsibilities and do all we can to limit the damage to the real economy. We have to stop the fear. We have to reassure people. We have to support businesses. We have to show them that growth and jobs are the highest priorities.

It is now clear that global markets also need global governance. Many have rejected this idea and followed the laissez-faire policies, yet they were proved wrong. Those who feel the pain on the ground now expect politicians to step in. Indeed, a functioning market economy needs a robust regulatory framework. The State has a role to play. Markets themselves will not provide for adequate levels of schooling, research or community services.

As a result of globalisation, "global news" can now become the source of local worries. Indeed, global players - businesses and politicians - must take their responsibilities. But at the same time, the potential of the local environment to give confidence and provide opportunities has never been so big - now, but also in the future.

Indeed, once the dust of the financial turbulence has settled - we will all have to ask two fundamental questions. First, how to ensure that such situation does not happen again. Leaders will have to have the courage to take action in common. The Commission has already made and will continue to make far-reaching proposals. Second, how to get back on the positive growth path - supported by the reforms undertaken under the growth and jobs strategy - on which we were still some months ago.

My first message to you today therefore is this: adjustments in the global governance system will be needed, but the globalisation process is here to stay - with its challenges but above all with its tremendous opportunities. Regions play a key role in seizing these opportunities and

in transforming challenges into economic advantages. Regions are the closest to reality. Regions are the places where real rather than virtual values are created.

In today's world, competition is no longer just between individuals as it was from the beginning of mankind, and even no longer only between companies as it was since the last century. It is also between nations and regions. Competition is inevitable. Therefore we have to prepare to win. We cannot compete with countries like China and India on labour costs - we want to keep our high standards. We need a competitive edge in excellent quality and innovative technologies.

Hence my second message: as places where knowledge is transferred, where local innovation systems are built and where the competition to attract investments takes place - regions and cities have become key actors in our competitiveness agenda. And competitiveness in the European context means research, innovation, education and the support of entrepreneurial talents. This is why we put so much emphasis on the support of innovation capacity at regional level - starting with the launch of the first wave of the Regional innovation strategies in the mid-90s.

Do not get me wrong - our regions are different in their focus on research and innovation and it would be wrong to aim at levelling out these differences. Diversity of our regions is what makes Europe strong and attractive. But it would be equally wrong to conclude that research and innovation is only for the most advanced - the current high-tech regions with high talents.

We need flourishing, high-aiming regions across the EU. We need to make an asset of our diversity. That is why we have introduced tools for more cooperation and best practice exchange between member states and/or regions. That is why, within the Competitiveness and Innovation Programme, we are providing ideas and instruments for the development of innovation support tools and programmes adapted to the regional level.

But we must go a step further - facilitate true partnerships, help people to solve problems together. We will soon propose a strategy to support the emergence of competitive clusters in the EU. This is a recognition of the fact that performance of regions depends not only on the performance of enterprises and research institutes, but also on interactions between the different actors - enterprises, policy makers,



*Adjustments in the global governance system will be needed, but the globalisation process is here to stay – with its challenges but above all with its tremendous opportunities. Regions play a key role in seizing these opportunities and in transforming challenges into economic advantages. Regions are the closest to reality. Regions are the places where real rather than virtual values are created.*

**Günter Verheugen**

administrations, research institutions to name a few. Success can be achieved only by cooperation and as result of mutual learning. These clusters will not be devised at the EU level. Regions and markets should be deciding on where and how to create clusters. The Commission however is ready to provide assistance and support, while regions and cities will take the concrete actions, because they are the best suited to do so. They know best about the local characteristics.

Last but not the least, we have also refocused cohesion policy towards the building of a more innovative Community by a major increase in the funding available for this priority. I am sure that during these days it has been mentioned many times – and rightly so – that compared to the previous programming period, investments in research, technological development and innovation quadrupled (allocations amount to almost EUR 86 billion, 25% of the total budget).

Cohesion policy and innovation policy together can play an important role to tap the innovation potential also of the less advanced regions. So-called 'traditional' SMEs, which are often not able to develop their own R&D departments, are often the backbone of the economy in such regions. Regional authorities need to keep this in mind when designing innovation policies and I am happy that the voice of SMEs has been heard during these days of debate confirming their will to be integral part of the regional innovation systems.

Let me conclude now. More than ever before, regions play an important role to foster innovation and, by means of it, contribute to sustainable economic growth. We are aware of the specificities of European regions. Innovation systems are different in different contexts and specific well-designed strategies need to be put in place. But in today's world, the success of regions depends on intelligent links within the EU and even at continental scale. A shared analysis of successes and failures, increased and better spending under the cohesion funds, strong partnerships and cluster cooperation can be supportive to this.

From our side, we will continue to work on favourable framework conditions for innovation and provide an open platform where the different innovation actors can meet and seek mutual learning and the exchange of experience.

I will close with a Chinese proverb – "A tree which grows in stormy weather has strong roots." Our regions are the roots of the European economic growth. We need very strong roots now. It takes courage, perhaps even heroic courage, to drive ahead with innovation now. But it is the right thing to do. Because it is needed for to achieve our overall objective: social welfare.

**Günter Verheugen**

Vice-President of the European Commission





## Closing address by Michel Delebarre

While the topic of the 2008 Open Day event has been "Regions and cities in a challenging world: why geography matters", my theme today as rapporteur for "Cooperation and networking: the exchange of good practices in the field of regional development" (i.e. territorial cooperation) will be the eternal topic (or more prosaically the overriding and most cross-cutting concern) of the history of the OPEN DAYS.

Indeed, for the nearly 25 000 people who have come from outside Brussels to attend the OPEN DAYS over the six years that the event has been held, this is why they came: the exchange of information, encountering new ideas, meeting new partners for cooperation and gaining a better understanding of how to make the most of European programmes.

So it is not by chance that this year, 55 of the 145 seminars have focused on territorial cooperation. Recurrent topics naturally included cross-border, trans-national and inter-regional cooperation, as well as regional cooperation in the Baltic Sea area, research into land use and the European grouping of territorial cooperation (EGTC).

As rapporteur for territorial cooperation, I will draw the conclusions of the various seminars on this issue. First: At political level, territorial cooperation is a way of deepening European integration - structuring and consolidating the new post-2004 EU territory. Beyond its symbolic value, territorial cooperation and the exchange of good practices are the most tangible illustration of how cohesion policy can improve Europeans' daily lives by overcoming and disregarding national borders and linguistic, administrative and cultural barriers. This is given form through projects to open up isolated regions through infrastructure, generalised public services, staff exchanges, skill development and greater employee mobility. These projects contribute to sustainable development and help generate jobs.

Furthermore, I do not speak today solely as a representative of the CoR presidency. As mayor and MP for Dunkirk and, as of last May, president of MOT (the cross-border operational mission) and EURMOT, territorial cooperation is a key concern for me personally. Dunkirk is located some ten kilometres from the Belgian border and for us territorial cooperation is not simply grist for European speeches: it is an aspect of everyday life and a way to improve living standards in my region.

Second: territorial cooperation is generally the most innovative part of cohesion policy. It is a vector for networks, clusters, the exchange of ideas across national borders within and outside the EU. It generates forward-looking, dynamic regional development policies.

Third: while INTERREG or other Community initiatives have often been the springboard for territorial cooperation projects, many of these projects have taken on a life of their own. Many projects have also acted as catalysts for wider projects at national or regional level.

Four: the territorial cooperation aspect of European cohesion policy has become an international benchmark. Five seminars during this Open Day event were thus dedicated, in partnership with Russian, Chinese and Latin American representatives, the World Bank and the OECD, to the exchange and analysis of information on regional development policies in a global context.

Five: The green paper on territorial cohesion presented by the Commission last Monday asks a number of questions about the future configuration of territorial cooperation. These questions concern cross-border developments, including the idea of a joint allowance on both sides of the border; boosting trans-national cooperation (INTERREG III-B) which was slashed in the course of budget arbitration for the period 2007-2013, notably by drawing up more relevant geographical frameworks (such as maritime and river basins) or extending the scope of cooperation; and streamlining the administration of inter-regional cooperation activities.

My sixth point is more of a call to arms: the message sent by the various seminars and participants is that territorial cooperation must not become a Europe-wide bluff! Naturally, all Community stakeholders applaud at the very mention of territorial cooperation. Indeed, to quote the response sent by the French authorities in January 2008 to the Commission questionnaire in the wake of the 4th report on economic and social cohesion, concerning possibilities for inter-regional cooperation both within and outside the EU: "Territorial cooperation is a small constraint with strong EU added value".

The message that I have heard throughout this Open Day event is that territorial cooperation should not be seen by Member States and the European institutions as an overly weak or no-cost constraint. Best practices are well and good and we are all in favour of them, but



*Politically, territorial cooperation responds to the ambition of further deepening European integration in particular since 2004 within the larger Union. In addition, territorial cooperation and the exchange of good practice is the most concrete illustration how cohesion policy can change the daily life of the citizens by crossing national, linguistic, administrative and cultural barriers.*

**Michel Delebarre**

they cannot be put into effect without a minimum of European funds and regulations. With regard to funding, it must be made clear that in the views of elected representatives and institutional, economic and social stakeholders in our local and regional authorities, it is inconceivable that there should be any doubt about the current third objective of territorial cooperation for the post-2013 planning period. Changes, yes, reforms, again yes - but territorial cooperation must not be restricted to the "free of cost" exchange of best practices! This is the message that we ask participants in the sixth Open Day event to state loud and clear in the debate on the future of cohesion policy beyond 2013.

As an illustration of the regulation needed for territorial cooperation, I must point to the EGTC. It is one of the most tangible means of implementing the principle of territorial cooperation and can therefore be considered an acknowledged success story in which the CoR has played a leading role since 2001. The EGTC will enable the first cross-border hospital in Europe to be opened in Cerdagne in the Pyrenees, joint Bulgo-Romanian dredging operations in the Danube, and increased cooperation in the field of transport and jobs in the Lille-Kortrijk-Tournai Eurometropolis. However, this regulation cannot achieve its aims if Member States do not take the necessary steps at

national level to implement it. Member States had until 1 August 2007 to adopt the provisions needed for the effective application of the EGTC regulation but to date, only 12 Member States have done so<sup>2</sup>.

Which brings us to my second call to arms today: the remaining 15 Member States must implement the EGTC and help heal the scars of outdated borders!

As our work on territorial cooperation comes to an end, a certain degree of satisfaction (and some self-satisfaction) is merited, but much remains to be done before 2013, and so I am pleased to confirm in complete agreement with the CoR president, Mr Van den Brande, that territorial cooperation will continue to figure among the Committee of the Regions' political priorities.

**Michel Delebarre**

**First vice-president of the Committee of the Regions, Mayor and Member of Parliament for Dunkirk**

<sup>1</sup> EUR 1 581M 2004 instead of 6 300M as proposed by the Commission, i.e. a 75% cut.

<sup>2</sup> Hungary, United Kingdom, Bulgaria, Portugal, Slovenia, Greece, Romania, France, Spain, Slovakia, Estonia and Denmark.



## Closing address by Hans-Gert Pöttering

I am very delighted to be able to welcome so many representatives of regions and cities, of local authorities, which embody the power and diversity of our European Union, to the European Parliament today. I would also like to thank you for giving me the privilege of addressing you at the Committee of the Regions' closing session. This, to me, is a sign of our outstanding cooperation and our complementary roles in securing a positive future for our citizens.

Thanks to the numerous events and discussions which you have held this week, you have managed to bring out the diversity, the drive and the creativity of regions and cities in Europe. You have also looked at the future, which presents both opportunities and challenges that we must face up to together at all levels, regional, national and European. This is not however, a matter that should be dealt with by European and national institutions, and regional and local authorities alone. If we are to carve out new opportunities and perspectives from the challenges we face, we must work closely with civil society.

That is why I am pleased that, along with regional and local politicians, so many representatives from the private sector, civil society, universities and international organisations are amongst us here today.

As President of the European Parliament it is both an honour and my duty to highlight the contribution of the European Parliament to regional development policy. For us, as Members of the European Parliament and elected representatives of the European public, and considering also our role as European legislators, it is absolutely crucial to maintain lasting and regular contact with decision makers who work IN the regions and ON BEHALF of the regions in the Member States.

It is vital for us to regularly exchange views and identify together future challenges and problems. That is also the reason why I very much welcome the close, strong cooperation that has developed between our two institutions. We have been working together not just in the context of the Committee of the Regions' activities but also, in the meantime, in all parliamentary Committees relevant to us. Not only is this to be welcomed. It is, in fact, crucial if we are to carry out quality work on behalf of the public.

These developments need to also be seen in the context of an increasingly intensive debate that is taking hold on the future of

regional policy. This debate will lead to legislative decisions on the next programming period after 2013. The implementation of the revamped structural funds in the Member State began only in 2007. The European Parliament, as co-legislator, has been following the implementation process with great interest, as well as with some concern. Above all, we want to assess whether the new framework does in fact correspond to the needs and expectations of regions and cities, and thus also our goals as co-legislators.

In this way, we can gradually establish whether the solutions chosen for the 2007-2013 period are sustainable and effective. In carrying out this assessment of current cohesion policy we will also have to look at the future of our regions given that they are confronted with significant socio-economic challenges. I should like to mention just a few here: growing discrepancies in prosperity and development, the provision of the services required to boost companies, attracting new investors and creating new jobs, improving energy efficiency and fighting climate change.

In the opening session of this year's OPEN DAYS, the French minister for Agriculture and Fisheries, Michel Barnier, stated that cohesion policy – I quote – was "one of the nicest European policies." Cohesion policy aims to promote one of the fundamental objectives of the European Union, and is the most visible, tangible and measurable expression of European solidarity. If we look at Member States such as Ireland, Spain or Portugal, we notice that in spite of the criticisms heard in recent years, this project of European integration has nonetheless been a success story, largely thanks to cohesion policy.

At the same time though, cohesion policy should not be considered as a financial instrument to be used for other policies or as a mere component of the Lisbon Strategy. Cohesion policy should basically be understood as an instrument that supplements the Lisbon Strategy and the EU policies aimed at innovation.

By helping to remove social, economic and territorial differences, it opens up the path to greater growth and prosperity. The actual "raison d'être" of cohesion policy, however, should not be lost out of sight in the process. This is to bring European regions on a par economically and socially.

I would also like to draw your attention to one other point as well: Whilst differences between Member States have diminished in recent



*For the European Parliament, the new dimension of 'territorial cohesion' presents a key element in our current debate on the future of EU cohesion policy. Territorial cohesion would take account of the regions' challenges and opportunities, for example by addressing development gaps between urban and rural areas.*

**Hans-Gert Pöttering**

years, differences in development within Member States have increased. This means that greater regional and local discrepancies in for example unemployment, productivity, income, education or innovation have opened up. That is why one of the key elements of our current thinking is to introduce a new dimension to territorial cohesion, which would focus more on the specific features of regions. For instance, it would seek to create a better balance between urban and rural development.

The Green Paper on territorial cohesion which was adopted by the European Commission on 6 October this year, and presented by Commissioner Hübner at the opening session of the OPEN DAYS, will, I am certain, provide positive impetus to the debate that is to take place in the European Parliament and elsewhere at national, regional and local level. You can be certain that the Members of the European Parliament, and especially, of course, the Members of the Committee for regional development will play an active role in the discussion. The European Parliament wants to be in a position where it can propose sustainable policy approaches and solutions for the next generation of structural funds for the period after 2013.

We will continue to hold close consultations with the other Institutions, the Council and the Commission, as part of this debate. However, we also wish to have direct meetings with civil society and regional and local representatives, and continue our vibrant, constructive dialogue with the Committee of the Regions. Without the valuable information on the wishes and needs of the regions

which you provide us with through this dialogue, our task would be much more difficult, and our approach less concrete and less in tune with the public's views.

I would like to take this opportunity to highlight the fact that the regional development committee of the European Parliament very often seeks opinions from the Committee of the Regions, and that we also work closely together on other occasions, for example in organising events that are important to us all, such as the OPEN DAYS. Last Tuesday the Members of the EP's Regional Committee and the Members of the CoR's Commission for Territorial Cohesion held a joint meeting involving 700 stakeholders, as part of the OPEN DAYS. This provided us with an opportunity to hold a useful joint discussion on the future. In fact, many of you who are present here today took part in that discussion. We are delighted that our dialogue went smoothly and many new ideas were raised. We hope to maintain this positive cooperation on the issues of the future so that, being united in diversity, we can develop a cohesion policy that fosters harmony for the period after 2013.

My greatest wish is that we continue our positive cooperation for a better shared future in the 21st century.

**Hans-Gert Pöttering**  
President of the European Parliament





## Closing address by Danuta Hübner

For four days your energy and enthusiasm made Brussels the voice of regional and local Europe. Now OPEN DAYS 2008 are coming to an end.

In the past years I used to start my closing speeches by saying that never before have so many regions, cities and participants shared the OPEN DAYS experience. I won't disappoint you by making an exception this year; we had 7,500 registered participants in more than 140 seminars and workshops focused on regional development and cooperation, here in Brussels and continuing all over Europe. All of this reported by regional media represented by almost two hundred journalists. So, who said that our citizens are tired of Europe?

This year OPEN DAYS focused on the challenges and opportunities that affect regions throughout Europe and beyond. Let me briefly go through most important messages I took from these discussions.

First, the new regional policy got it right. The four major themes we have discussed over the past four days – innovation, sustainable development, co-operation and the future cohesion policy – are underpinned by the fact that European regions and cities are active actors in the global economy. This engagement was the foundation of the silent revolution which put Lisbon, innovation, climate change, new mechanisms for co-operation such as the European Grouping of Territorial Co-operation and Regions for Economic Change, as well as novel forms of financial engineering at the heart of regional policy for 2007-2013.

Indeed, the OPEN DAYS have once again demonstrated the creativity and wealth of ideas that regions and cities are generating to help Europe face global challenges. And the role that European regional policy can play in equipping them with necessary instruments and means. This is multi-level governance at its best – Community, Member States, regions and cities working hand in hand. This is how we can meet the expectations of our citizens. 84% of them, according to a recent Eurobarometer survey, want EU regional policy to play a frontline role in tackling the challenges of globalisation, climate and demographic change.

The second message is that there is no long term development strategy for a city or a region which does not build on internationalization. We all have to "learn to fly", no matter where our region or city is located. Regional and local authorities need to

anticipate and react to international developments in order to seize opportunities. Inspiration and impulses can also come from social partners and private actors, ranging from multinational firms to small and medium enterprises, which are often the source of the most original and innovative ideas.

The third message is that one of the best ways of plugging into countries outside the EU is through international co-operation and networking. We have been promoting European networks since the dawn of European regional policy. In recent years, however, we have seen an increasing demand for the involvement of local and regional government in international co-operation. We could see during OPEN DAYS how, through cooperation and networking, European regional policy supports a growing web of clusters, networks - and, yes, friendships - extending well beyond the Union's borders.

EU regional policy has become an internationally recognized model for policies and inter-state cooperation on territorial development. We have seen proof of this with the increasing presence of non-EU countries at OPEN DAYS. Five of our seminars, organised together with representatives from Russia, China, Latin American countries, the World Bank and the OECD, have analysed regional development policies in a global context. We have also finalised agreements on a second stage of co-operation with Russia and Brazil.

We could also see the contribution that new forms of co-operation can bring to economic development. What is the link between UNIDO, Cordoba region in Argentina, Piedmont in Italy and goat milk? Well, these are the elements of partnership which resulted in a creative strategy for rural economic development in Cordoba region.

This is also a proof that European regions and cities have a specific message on development policy - a development experience to share, and a know-how to transfer. That is also why the involvement of regional and local authorities in development cooperation will be at the centre of the 3rd European Development Days, organized by my colleague Louis Michel in Strasbourg from 15 to 17 November.

The discussion on the future European regional policy gave us a fourth message which can be best summarised as: "we are on track".



*The OPEN DAYS have once again demonstrated the creativity and wealth of ideas that regions and cities are generating to help Europe face global challenges. And the role that European regional policy can play in equipping them with necessary instruments and means. This is multi-level governance at its best – Community, Member States, regions and cities working hand in hand.*

**Danuta Hübner**

Everybody we're working with in regions and cities wants to see further changes, building on the last policy reform - more innovation, more networking and co-operation, more research and development, more entrepreneurship and sustainability.

Let me mention today's burning issue. In the midst of turmoil and global financial crisis, cohesion policy is able to offer support to the real economy, invests in SMEs, produces goods and services and creates new jobs in every region and city of the Union.

A dynamic single market needs a dynamic cohesion policy that supports long-term investment for growth in Europe, and that equips its citizens for the adjustments and social change that are part of how the markets work. This policy has to be available to all regions and citizens.

This takes me to my final message, concerning territorial cohesion and the Green Paper the Commission adopted on Monday. The key question is how to turn the diversity of the Union's territories into competitive advantage, how to unleash all economic opportunities throughout the Union and how to ensure that every territory contributes to its well-being, for the ultimate benefit of all our citizens.

OPEN DAYS has already given us some clues. In the past few days we have heard about competitive mountainous regions, innovative

islands, creative rural areas. We are here to help Europe's 'ugly ducklings' grown into beautiful economies. The debate on territorial cohesion launched by the Green Paper will help us improve the competitiveness of all our territories and the well-being of our citizens, wherever they live.

Let me remind you that we are holding an online consultation on the Green Paper until the end of next February and we hope that you will contribute. Let me end up by reminding you about one more novelty – this year OPEN DAYS went truly local. Throughout the month of October, over 30 countries are hosting more than 230 local 'fringe' OPEN DAYS events, under the banner of "Europe in my region". We may be concluding the OPEN DAYS in Brussels, but the discussions here will continue throughout Europe.

I would like to finish by saying a big thank you for your encouragement, for your contributions to the debates and for coming. I look forward to seeing you all again next year!

**Danuta Hübner**  
European Commissioner for Regional Policy



## Closing address by Luc Van den Brande

I think everybody will agree that the OPEN DAYS 2008 really was the European summit of regional and local interests. I have not only spoken to many enthusiastic participants who were impressed by the quality and organisation, I have also experienced the motivation of the different EU institutions working together as partners over the last days.

For those not so familiar with "the 2 sqKm Brussels": close and fruitful cooperation among the latter is not always guaranteed. In my view, this shows that we have something very precious in our hands, an event which merits like no other to learn from it and to take it to the next level.

We regard "learning" as one key element of the OPEN DAYS. The event's evaluation will start with tomorrow through an online survey involving all the partners, speakers and participants. The feed-back and recommendations will be summarised in a report available by mid-December.

I am convinced that there are several key elements which need to be kept.

We need to keep the wide partnership involving the regions and cities, the private partners and the civil society organisations.

We will continue to go local. Especially as regards this aspect, we have a unique opportunity in our hands and we have to make a common effort here including the European Parliament's and the European Commission's offices in the member states.

Moreover, I am convinced that we can make better use of information technologies to support the preparation and the content the event's future editions.

Finally, we need to ensure that the political message of this event, the impulses for the development of regional policy, is conveyed.

Tomorrow we will start the thinking about the next year's edition which will be held between the 5 and 8 October 2009.

Allow me to add some key thoughts on the future of European cohesion policy: The OPEN DAYS have set the scene for a step forward the debate on the future of European cohesion policy: the Green Paper on Territorial Cohesion. I am convinced that the moment to launch the paper was well chosen. We have now a

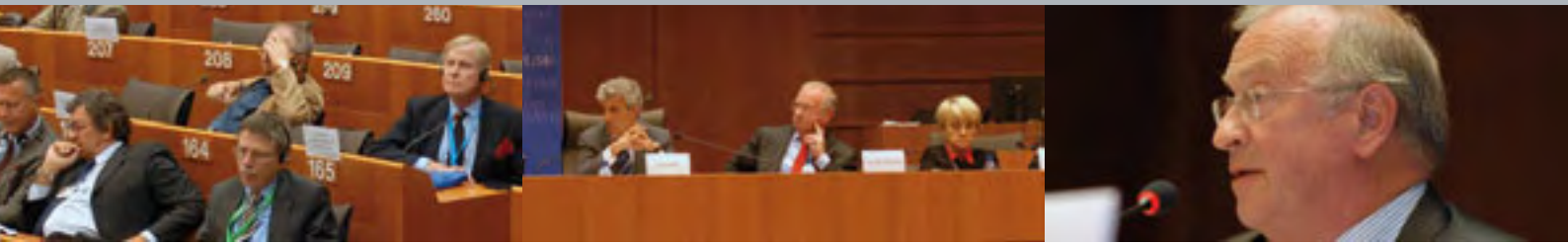
period of reflection on what territorial cohesion could mean in practice and how we want it to be developed. One week after the closing of the public consultation period launched by the European Commission on its Green Paper, the Committee of the Regions will hold in Prague the Summit of Regions and Cities, next 5 and 6 March 2009. Again, the perfect timing to meet again together and further developing our considerations on this important topic.

"Territorial cohesion" offers to Europe the opportunity to win back an integrated perspective on its overall development. Instead of fragmentation of interests, we have the chance to identify and act on horizontal development challenges and trends. In my view, the concept of territorial cohesion excludes a European regional policy benefiting only certain regions. Cohesion policy should be open to all regions as an important instrument to achieve not only economic and social cohesion but also a polycentric and sustainable development of the European continent.

Territorial cohesion needs to be first of all inclusive while integrating different policies with territorial impact. Second, it needs to be participative while involving all levels of government, the citizens and the social and economic actors in the process. And finally, we need to be visionary while taking account of the diversity and potential of the European territories.

During the last 20 years, cohesion policy has been crucial as regards these aspects, first and foremost, I believe, through its mode of governance. Cohesion Policy is unique among European policies and represents a real success-story to tell. It is conceived as a system of multi-level governance in which supranational, national, regional and local governments have all an essential role to play. By virtue of the partnership principle a close co-operation between the European, Member State and Local and Regional authorities was established almost since the beginning of the European Regional Policy. It has been subsequently reinforced and broadened with each reform and each new programming period. The work of the Committee of the Regions aims for a constant improvement of this partnership: a model to be transferred also to similar tools in other geographical areas, starting from the Euro-Mediterranean region.

Integrating policies and stimulating partnerships across political and institutional borders has been and remains the innovative



*Europe can count on its regions and cities. Cities and regions must count on Europe. Partnership will ensure better coping with common global challenges lying ahead.*

*Cohesion is not a business of Member States and experts. It can only be built on a strong and inclusive partnership at local and regional level.*

**Luc Van den Brande**

approach which distinguishes cohesion policy from all others, and makes it the most developed and important policy of the Union.

Solidarity is at the core of the EU project and regional policy is the best example of how this commitment is put into practice. A European cohesion policy is still necessary because important disparities and structural problems remain persistent at national, regional and intra-regional level.

I would like to stress again the commitment of the CoR for a strong regional policy, rejecting any attempt of renationalisation, stressing the need of efficient concentration on the regions that are lagging behind, allowing at the same time the others to fully develop their potential, adapt their economy to the new challenges of demography, climate change and globalisation, and help them to offer equal rights and opportunities to its citizens wherever they happen to live or work in Europe. Cohesion policy makes linking Europe with its territories and citizens. This is politically speaking the most important asset of this European policy.

The key message of the OPEN DAYS has again been that Europe can count on its regions and cities. Cities and regions must count on Europe. Partnership will ensure better coping with common global

challenges lying ahead. Cohesion is not a business of Member States and experts. It can only be built on a strong and inclusive partnership at local and regional level.

On behalf of the Committee of the Regions, I would like to use the opportunity to thank everybody who has contributed to the success of the OPEN DAYS 2008. My special thanks go to - President Pöttering and Gerado Galeote, our hosts for today's event; - to Danuta Hübner, her colleagues and the staff of DG REGIO and other Commission DGs for their commitment and motivation;- and last not least to all partners involved in the event's preparation and organisation over the last months and weeks, and the staff of the European Commission and the Committee of the Regions. Without you it would be not possible.

You are contributing to something very important and I hope we will see each other again. I look forward to meeting you at the OPEN DAYS 2009.

**Luc Van den Brande**

President of the Committee of the Regions





# Local events



Following on from the Brussels programme, more than **25 000 people** participated in around **230 local "Europe in my region"** events which took place in October 2008 throughout Europe including Norway, Iceland, Croatia, Bosnia and Herzegovina and Turkey. Speakers included members of the European Parliament and the Committee of the Regions. The events were organised by regional and local authorities with the support of the Europe Direct Network and the Commission's representations in the member states.

The majority of events focused on 'regional innovation' 'sustainable development and climate change', and 'cooperation and networking'. Press conferences, forums, exhibitions and workshops, together with festivals, cultural and sports activities, road shows and radio programmes were opportunities to **encourage discussion** by local and grassroots-level stakeholders, civil society organisations, teachers and the general public on major European themes such as intercultural dialogue, climate change, maritime policy and the future of EU cohesion policy.

Through the local events, the regions and cities of Europe played an active part in enhancing a constructive **dialogue between citizens and EU institutions**, raising public awareness and exchanging good practice. By bringing these events to public attention, local media highlighted the key role of the grassroots level in promoting the development of a real sense of being European.

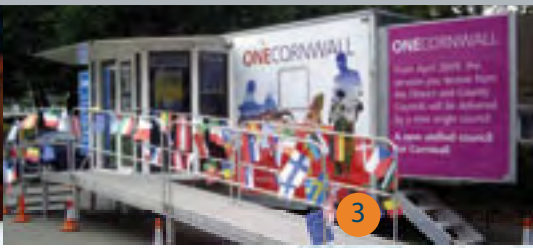
A **special report** on the local events can be found at: [www.opendays.europa.eu](http://www.opendays.europa.eu).



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## 1 Assembly of EU capitals Dublin, Ireland

The **Lord Mayor of Dublin, Eibhlin Byrne**, welcomed the 48th annual general assembly of the Union of Capitals of the European Union held between 13 and 15 October 2008. Its purpose is to stimulate and encourage debate on the key issues among the leaders of Europe's capitals and then to turn this debate into potential action. A unique photographic exhibition, 'The many faces of Europe's capitals' was shown which draws together images of what is unique and special about each of the European capital cities.

## 2 Do you speak European? London, United Kingdom

*I believe that the 'Do You Speak European' competition is designed as a way to introduce young people to Europe. It allows them to start exploring the challenges and opportunities that Europe can present.*

The 'Southern England Local Partners' organised on 16 October 2008 a competition between schools from Devon, Hampshire, Somerset and West Sussex. Each team had to make a presentation in front of the four judges: **Richard Ashworth**, Member of the European Parliament, **Gordon Keymer**, Member of the Committee of the Regions, **Dave Phillips**, National Youth Agency and **Dinendra Haria**, Ministry of Justice. They declared the Kingsmead Community School from Somerset winner with their presentation on the advantages of being part of the EU. This team will go through to represent the UK at the European finals in Brussels on 3 December 2008.

## 3 OPEN DAYS Roadshow Cornwall, United Kingdom

During the month of October 2008, The 'OPEN DAYS Roadshow' travelled through five towns of Cornwall using the County Council trailer and promoting the European Union amongst local people. The roadshow was specifically promoting the 'Youth in Action' programme and the 'European Voluntary Service'. Over 500 young people came to the trailer for information and it is hoped that they will soon be experiencing their own European adventure volunteering in another member state.



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## 4 Mazovia in Europe, Europe in Mazovia Warsaw, Poland

Organised by the Mazovian Unit for Implementation of EU Programmes on 6 October 2008, a conference gave the opportunity to beneficiaries who obtained funding in the programming period 2004-2006 to exchange experience with the potential beneficiaries who aim to apply for the financial assistance from the European structural funds in 2007-2013.

## 6 Regions and cities in a challenging world Göttingen, Germany

A lively discussion held in Göttingen the 8 October 2008 gave floor to different views on how local bodies and a metropolitan region can play an active role in preparing the region for a 'challenging world'. On the basis of the regional development strategy the event focused on networking and the exchange of best practice in regional development. It addressed key topics for the region's sustainable development.

## 5 I innovate with Europe Villeneuve d'Ascq, France

*Bringing the OPEN DAYS to our region is a good idea, and the fact that we chose the topics of research and development is essential: we are living in a region that is oriented towards innovation.*

On 10 October, 120 participants from local authorities, researchers, small innovative companies, consultants, and university students attended this event whose objective was to inform about the opportunities of European research and innovation programmes. In her closing speech, **Marie-Noëlle Lienemann**, Member of the European Parliament and Vice-President of the Regional Council of Nord-Pas de Calais, made clear that the role of European programmes is also to foster cooperation between Europeans and thus helping to create innovation to our mutual benefit.





# Evaluation



On the following pages one finds the results of the online surveys and other sources such as meetings, individual feedback and reports on the outcome and prospects of the OPEN DAYS – European Week of Regions and Cities. Between 10 and 24 October 2008, the OPEN DAYS participants, event partners, speakers, journalists and local event organisers – the latter could answer until 18 November - were asked to fill in online questionnaires concerning their appreciation and views on the event. In the end, total of **1,610 questionnaires** were filled in by the different target groups representing a relatively high turn-out of 17% on average. Highest response rates came from the event partners (44%), local event organisers (33%) and speakers (23%) while about 16% of participants or 1,244 in total answered to the survey. The latter seems to confirm that a relatively high level of identification with and interest in the event and its development exists among its 'users'. As most questions were asked in a comparable way in the previous evaluation, the results of 2008 can be compared to 2007 figures which one finds in brackets.

## The most important findings in short:

- the **quality of the event** seems to have improved as compared to previous years and was assessed either 'excellent' and 'good' by 93% of the participants (90.3%), by 98.5% (97.5%) of the speakers/chairpersons, by 91.6% (98%) of the journalists, and even by 100% of the local events' organisers;
- **Expectations** of all groups were obviously best met on information and issues such as 'EU programmes' and 'learning about best practice'; however, critical remarks were often made on the **lack of time for debate and networking**;
- On the **event's organisation**, most of the feed back indicated overall satisfaction with services; however, a lot of complaints were voiced on the badges which had been promised to be sent in advance but in many cases arrived too late or never due to a problem with the postal services;
- Many **recommendations** to enhance the quality of the event suggest to focus more on quality than on quantity, to limit the number of presentations per workshop, to amend the quality of the printed programme and the online sources, and to revise the registration process;
- In view of **themes for 2009**, the most frequently mentioned ones were: 'regions and climate change'; 'regional responses to the economic crisis'; and 'innovation and creativity'.

Based on internal reflections, the event's organisers, the Committee of the Regions and the European Commission's Regional Policy Directorate-General, highlighted the following points of reflection and departure for the event's future:

- to reflect on the event's **political and concrete impact** while avoiding to let it become a repetitive and 'too social' event combined with the need to develop a more sophisticated reporting system on outcomes;
- to further develop the clarity of **information and guidance** given to all those involved in the event's organisation;
- to review the concept of the **'Investors' Café'** and the involvement of business partners;
- to develop **the 'going local' dimension** of the event and in particular the involvement of the European Commission's Communication DG and its representations in Member States;
- to maintain and develop the **communication and media activities** accompanying the event.



## Assessment by participants

The OPEN DAYS address a community working on all aspects of regional policy and development at local, regional, national and European level. While the event's audience peaked with 7,400 registrations in 2008 (+35% compared to 2007), the **participants' profile** changed a little toward a higher participation rate from public administrations and business/banks while the one of research/consultancy/civil society organisations decreased. The results below are based on a total of 1,244 or 16% of the registered audience (compared to 886 or 16% in 2007) who answered to the online survey between 10 and 24 October. As regards their organisational affiliation, the OPEN DAYS 2008 participants can be described as follows:

- **61.3%** of the participants worked either for a **regional and local** (31.8%) **or national** (11.7%) **administration**;
- **16.3%** represented **research** (6.4%), **consultancy** (5.5%) and **civil society** (4.4%) **organisations**;
- **8.1%** came from **business organisations** (7.3%) **or banks** (0.8%);
- **7.8%** represented **EU institutions**;
- **1.3%** were **media representatives** and 5% classified themselves as "other".

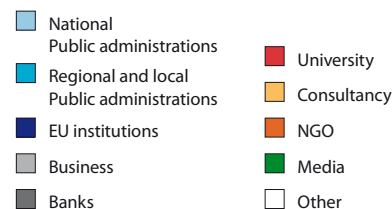
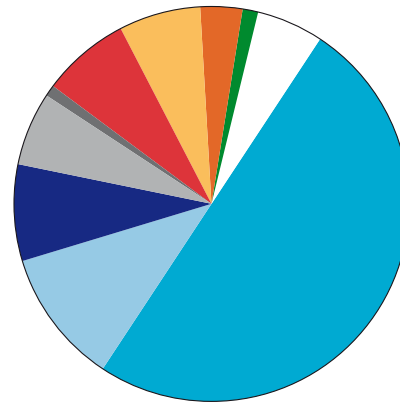
As in previous years, the OPEN DAYS attract a relatively **young audience**: Over 40% of those answering the survey were below the age of 35, slightly more than half of which below the age of 30. About 2 out of 3 participants (66.7%) **travelled to Brussels** for the event, and countries most represented among those were Italy, France, Poland, the United Kingdom and Germany, with between 6 and 10% of the audience, followed by Greece, Finland, the Netherlands, Sweden, the Czech Republic and Romania with between 3 and 5% each.

Astonishingly, 70.3% of the survey participants were **first-time OPEN DAYS participants** and said that they did not attend the OPEN DAYS 2007.

In terms of **intensity of seminar participation**, 36.4% of participants said they attended 1-2 seminars, 34.3% between 3-4, and 19.6% said that they went to 5-6 seminars. As regards **networking and exchange** with other professionals, two thirds mentioned that possibilities in this respect were good (52.6%) or excellent (12.1%) while 29.2% judged them poor or even bad (6.1%).

The 1,244 individual participants answering to the online survey were asked about their **expectations** and whether these were met by the event. Their **assessment** of the quality of the event, its organisational aspects, networking possibilities and recommendations or ideas reveals the following:

- On **expectations**, the possibility to find out more about "best practice" in regional development was ranked as important/very important by 92%, followed by "networking with other regional representatives" and gathering information from the "European Commission/other practitioners" (both 88%), "presenting my region/city/organisation" (67%) and "meeting business representatives" (65%);



- **Expectations** were best met as regards "best practice" ("very much satisfied": 41%, about ten percent more than in 2007), "structural funds' management" (34.6%, a value 13% higher than in 2007), "networking and exchange" (33%), "presenting my region/city/organisation" (24%), while only 17% of participants were satisfied with the possibility to "meet business representatives";
- In their **overall assessment**, 92% (+ 3 percentage points) found the seminars either good (71.9%) or excellent (21.1%). The quality of presentations was judged good by 70.9% and excellent by 18.9%, while of the moderators 61.3% received a "good" and 32.1% an "excellent", the latter value being twice as high as in 2007. As regards the debate, 70% voted either good or excellent, but 27.3% "poor" which means that – similar to 2007 – this part of the seminars received the lowest appreciation;
- On **organisational aspects**, about four out of five participants assessed the services offered as good or excellent: first in the ranking came "help by hostesses" (88.6%), followed by the "OPEN DAYS website" (88.1%), the "use of different venues" (85.4%), the "registration process" (81.2%), "printed material and documentation" (80.1%), the "Investors' Café" (79.2%) and the "handling of badges" (77.4 %);
- Just above half of the participants said that they visited the **Investors' Café**, of which around 90% assessed its concept either good (58.4%) or even excellent (31.2%). At the same time, however, one third of the visitors found that the number of contacts that they could make was either poor (28.8%) or bad (4.4%), whereas two third said that contacts made would be followed up;
- **90.5%** said that they would **participate again** in the OPEN DAYS.



Some **selected recommendations** by participants:

- Fewer **presentations** per workshop and make all of them accessible on the web;
- more time needed for **debate and networking**;
- lack of **clarity of the programme**;
- **2009 themes:** climate change and renewable energy supply; structural funds management; financial crisis and regional development policies; future of cohesion policy beyond 2013; the future of the Lisbon Strategy; tourism and regional development; gender issues; cross-border and transnational cooperation, including Baltic Sea and Mediterranean regions; urban development; demographic development; universities, education and training in regional development; public-private partnerships; clusters and business development; social, health and ICT services development; evaluation of good practice; twining between regions/cities; international aspects of regional policy;
- **Organisation:** registration process: messages and criteria of accepting request were not clear; a lot of criticism on the badges most of which did arrive too late (or never); amend the printed programme or update it on the occasion of the event.

## Assessment by event partners

Since 2004, the organisation of the OPEN DAYS is built on a partnership between the Committee of the Regions (CoR) and European Commission Directorate-General for Regional Policy (DG REGIO) with regions, cities, banks, European associations and business and civil society organisations. In this partnership, the CoR and DG REGIO are the main drivers of the event in terms of concept, infrastructure and finance, while the other partners either team up in so-called regional conglomerates or become partners of the “Investors Café” as exhibitors and seminars’ co-organisers. It is important to mention that the latter remain responsible for the concept and costs of the seminars they contribute to the common programme.

Following a **call for applications** in December 2007, a record number of them was received of which finally 216 regions and cities (212 in 2007) representing 31 European countries were selected. In total, 26 Member States are represented among the OPEN DAYS countries, along with Turkey, Croatia, Norway, Switzerland and Bosnia-Herzegovina and Iceland. France registered the highest number of partners, 22, followed by Italy and Spain (19), the United Kingdom (18), and Poland (17).

The partner regions and cities were split into 22 conglomerates, focused on shared challenges in areas such as innovation, sustainable energy use, cooperation, creativity and other. Over spring 2008, the partnership grew and involved finally **a total of about 300 different institutional partners** including the European Parliament, the European Ombudsman, six other Directorate-Generals of the European Commission, civil society organisations such as the European Citizens’ Action Service, and banks, business organisations and enterprises, among which the European Investment Bank, BusinessEurope, Eurochambres, European Association of Craft, Small and Medium-sized Enterprises (JEAPME), European Association of Regional Development Agencies and

Enterprise Europe Network, as well as a host of international companies including Siemens, General Electric, Philips, Cisco, Ernst&Young, Veolia, Michelin, Dexia, HP and the Alliance for Synthetic Fuels in Europe group (Bosch, Renault, Volkswagen, Daimler, Shell, Sasol Chevron).

This **complex partnership** and the making of the event was managed through a structured process starting at the end of 2007. It was based on a guidance note which laid down the roles and obligations of all partners, quality standards, and a timetable, including delivery deadlines and dates for organisational meetings. Five such meetings were held between January and September 2008 each of which with up to 100 participants. A password-protected partners’ website facilitated communication throughout the preparation period.

All partners were invited to a debriefing meeting and to contribute to an online **survey** between 10 and 24 October 2008 which finally 92 (44%) of them did a tripling in contributions compared to 2007. In addition, the organisers received a lot of internal feed-back throughout the preparation and after the event. In the survey, the event partners were asked about their expectations and their assessment of the quality of the event, organisational aspects including cooperation within the conglomerate and their recommendations or ideas.

As regards their **expectations** for the event, the most important ones put forward by partners were “to network”, “to learn about best practice” and “to present the region or organisation”. Lowest scores were given for ‘meeting business representatives’ and ‘managing Cohesion Policy programmes’. On “networking” and ‘presenting’, only one in two partners was fully satisfied which indicated room for improvement and confirms that occasions to meet outside formal seminar settings would be required.

On a critical note, many partners said that the **registration process** and in particular the **distribution of badges** should be revised. Most partners mentioned as well, that the web-based services and information should be further developed.

On the **quality of the seminars**, close to 93.5% (86.1%) were satisfied (“good” or “excellent”) with the presentations and around 88% (95.4%) with the quality of the moderators while lowest scores received the question on the “debate with the audience” which 23% assessing it “poor” or “bad”;

The following **results** can be highlighted:

- As regards **expectations**, a clear dominance can be observed for “networking with other regional partners” (95.6%), followed by “learning about best practice” (93.4%); “presenting the region/city/organisation” (92.4%) while least important were “gathering information about structural funds” and “meeting business representatives”. These figures indicate a shift for many regional representations as compared to previous years from “presentation” to “networking” purposes;
- **Expectations** were fulfilled for the “networking” and “presenting” issues with 50% answering “very much”, followed by “learning about best practice” (35.2%), while “business connections”; “information gathering” received “very good” scores between 10 and 24%;





- On the **quality of the presentations and chairpersons**, the picture confirms what the other surveys suggest: speakers were assessed as excellent by 26.1%, good by 67.4% and poor by 6.5% while moderators received excellent from 51.1%, good from 37% and poor from 9.8% of the votes, both sets of data indicating an increase of quality as compared to previous years;
- **Organisational issues** such as attendance, venues and interpretation received all good/very good scores around the level of 90%;
- On the **event's preparation** and services offered by the organisers, the assessment improved significantly as compared to 2007 including 37% judging it excellent and 51% good. The OPEN DAYS website receives slightly lower but still very positive feed-back with 24% finding it excellent and 63% good;
- One in two survey participants was actively involved in the **Investors Café**. While the vast majority of these were convinced by its concept and satisfied by the facilities, nearly half of the answers indicated that the "number of contacts" were not sufficient. Concerning those made, however, 3 in four answered that they would be followed up:
- 85% of the partners answered that they would **participate again** in the event.

Some **selected recommendations** by the institutional partners:

- **2009 themes:** climate change and energy efficiency; creativity and innovation/European Year of Creativity and Innovation; experiences of regions in EU representation; partnership in regional development; local needs and global challenges; research/innovation; territorial cohesion; cooperation/networking between regions and cities; social capital; rural development;
- **Organisational:** Keep organisation more simple and avoid too intensive flow of new ideas from the organisers; limit the number of seminars, speakers and participants; create more opportunities for debate and networking; provide for a better identification and availability of speakers from EU institutions; better briefing and accompanying of the media;

## Feedback by speakers and chairpersons

The OPEN DAYS programme in Brussels involved about **850 speakers from 41 different countries**, including 27 EU Member States and Bosnia and Herzegovina, Croatia, Iceland, Norway, Switzerland, Turkey, US and Russia. They represented a large variety of regional, national and European institutions, public and private entities, involved in regional policy and urban development:

- 39% represented national, regional or local authorities;
- 18% represented European institutions;
- 20% came from private companies, banks and others;
- the others came from international organisations, civil society organisations and universities.

The countries with most speakers represented were France (62), Italy (55), the United Kingdom (53), and Germany (47). 53 speakers were

either Members of the European Parliament, Members of the Committee of the Regions or national and regional ministers or mayors. More than 150 speakers came from European institutions, most of them representing different European Commission Directorate-Generals.

Speakers and chairpersons were either selected by the organisers or partners in spring/summer 2008. They were supported by the event's conference secretariat as regards organisational issues. As the most visible outcome, about **400 presentations, abstracts and articles** were finally made available through the OPEN DAYS website during and after the event and remain public for further use.

The 195 speakers and chairpersons (23%) who answered to the online survey between 10 and 24 October 2007 were asked about their assessment of the quality of the workshops, organisational aspects and networking including recommendations or ideas.

The following **results** can be highlighted:

- 96% found the **overall quality** of the event either good (76%) or excellent (20%);
- 94.8% found the quality of the **presentations** either good (73.3%) or excellent (21.5%) – an increase compared to 2007 - while the **moderators** received a better assessment (62.6% good, 32.3% excellent) – slightly less positive as compared to 2007;
- about a third of speakers and chairpersons would have wished a better **quality of debates** with the audience, while the rest still found it either good or excellent;
- for 90% of speakers and chairpersons **services** such as guidance, help by the conference secretariat, the website etc. were either good (59%) or excellent (31%);
- **92.6%** of the speakers and chairpersons would **participate again** in the OPEN DAYS.

Some **selected recommendations** by speakers and chairpersons

- Watch out for **'quantity destroying quality'**;
- aim for **shorter presentations**, better prepared moderators and more time for debate and networking;
- introduce **'homework' for participants** to be better prepared for debate;
- learn from the **'unconference format'** for a more participants-driven event;
- better engineer the **social events** including access for everybody;
- **2009 themes:** climate change; regional responses to the financial crisis; energy infrastructure; results of cohesion policy programmes; creative industries and the European Year of Creativity and Innovation; urban transport; demographic challenges; urban-rural linkages; cross-border cooperation; simplifying EU funds' administration;



- **Organisational:** reduce number of messages to speaker during the preparation and have a 'speakers' corner' again on the website; criticism on the late arrival of badges; too many presentations per workshop and lack of documentation; review the registration system and investigate on high number of 'no shows' in some seminars; give more detailed online information on seminars beforehand including agenda of the seminar, speakers' CV, links to relevant material etc.; improve services for speaker as regards travel and hotel reservation.

## Impact of the local events

Following on from the Brussels programme, **more than 25 000 people** participated actively in around **230 local "Europe in my region" events** during the month of October 2008 in **31 European countries** including Norway, Iceland, Croatia, Bosnia and Herzegovina and Turkey. Speakers included members of the European Parliament and the Committee of the Regions. The events were organised by regional and local authorities with the support of the Europe Direct network and the European Commission's permanent representations in the member states.

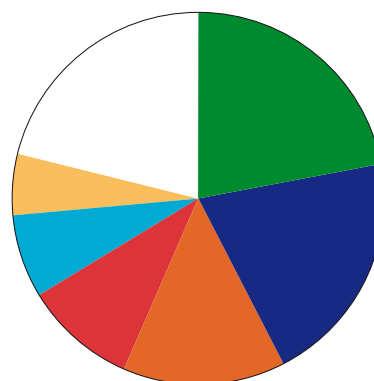
As regards the **themes**, the majority of events focused on 'EU cohesion policy and its future' (50 events), followed by 'climate change' (45), 'cooperation and networking' (29), 'intercultural dialogue' (21) 'regional governance' (16), and other (for example research and development; the Lisbon Treaty; The role of local and regional media; European awareness – how to inform young Europeans etc.) (49). Press conferences, debates, exhibitions and workshops, together with festivals, cultural and sports activities, road shows and radio programmes were opportunities to encourage discussion by local and grassroots-level stakeholders, civil society organisations, teachers and the general public on major European themes. Most events had the **format** of a seminar or conference (57%), followed by exhibitions (14%), cultural or sports events (8%), festivals (4%) or other (3%) such as radio programmes, press conferences, school competitions etc.

While the average **number of participants** in seminars was between 100 and 200, some events stood out with 600 (conference in the Czech Republic) 2,000 (conference in Slovenia) or even 4,000 (marathon in Slovenia; Festival in Italy).

On all local events, a total of 53 questionnaires (19%/33%) covering 73 local events answered to the online **survey** between 10 October and 18 November 2008. Questions concerned background on and expectations of the organisers, whether the latter were met by the events and looked for ideas and recommendations for the future of local OPEN DAYS.

The following results can be highlighted:

- The majority of institutions answering the survey were **public authorities** which had organised one or two events, most of these targeting the general public (47%) and experts' audiences (37%);



- EU cohesion policy and its future
- Climate change
- Cooperation and networking
- Intercultural dialogue
- Regional governance
- Maritime policy
- Other

- **Organisers' interests** were 'presenting the region/city', a motive considered 'very important' or 'important' by 97%, followed by 'learning about good practice' (95%) and "networking with regional representatives" (84%);
- **Expectations** were best met for the aspect of 'good practice' for which 63% answered 'very much met', followed by 'networking' (60.5%) and presenting the region/city' (59%);
- On **quality of the events**, the presentations and the moderators, all organisers were very much satisfied with 'excellent' assessments between 55 and 60%;
- around 95% of the local event organisers were satisfied by the **support offered by OPEN DAYS organisers** such as printed material and the website judging them either 'excellent' (37%) or 'good' (58%);
- 58% said that they received support, too, by the **European Commission's representations**, delegations or networks in their country;

all 53 local event organisers answering the survey would **participate again** in the OPEN DAYS.

### Some selected recommendations by the local organisers:

- **2009 Themes:** the theme most often mentioned was 'regional responses to climate change', followed by 'EU funds', 'cross-border cooperation' and the 'European Year of Creativity and Innovation';
- **Organisation:** comments made indicated the need for more straightforward communication, setting a clear and detailed agenda deadlines and better support in the search for speakers from EU institutions.



# Media strategy and coverage analysis



The media programme has been a priority in the planning and organisation of the OPEN DAYS. All elements of the media programme were developed by the European Commission, Regional Policy DG, the Committee of the Regions and by 'Mostra Communications'. The final programme included a two-days' visit to Brussels for about **275 journalists from more than 30 countries**, the majority of them from regional media, and a full day programme of briefings, a press conference and interview opportunities with Commissioner Danuta Hübner and Committee of the Regions' President Luc Van den Brande. The programme was completed the possibility to take part in social events and to meet the Brussels' representatives of the regions concerned.

As a result, **314 media mentions from 29 countries** were collected, half of which from written press, the rest from audiovisual and web sources. Potentially, the collected print coverage has reached estimated **7.5 million readers**, whilst the audiovisual coverage has reached more than **20 million viewers**; The vast majority of the 170 articles collected from written press were from daily newspapers, followed by agencies and the audiovisual media, both making up roughly 20% of coverage, and 10% being online and a further 5% being institutional.

Five countries, Bulgaria, Italy, Portugal, Romania and Spain, account for 55% of the coverage obtained; over half of the print coverage obtained by OPEN DAYS was found in Portugal, Finland, Italy and Greece while audiovisual media coverage was the strongest in Romania, Slovakia, Italy, Poland, Greenland and Slovenia. The content analysis found that over half of the coverage that the OPEN DAYS received was entirely devoted to the event. Most of these concerned the **region's direct involvement** in EU projects and affairs.

**A dedicated report** which includes clippings from written press, the internet and audiovisual sources can be found at the OPEN DAYS website under 'Information sources' ([www.opendays.europa.eu](http://www.opendays.europa.eu)).



# Media strategy and coverage analysis



## Strategy

As part of the OPEN DAYS communication strategy, all 216 participating regions and cities were entitled to name at least one regional journalist to be invited for a stay of two days, including the 'media day' on 8 October. Alongside with these, other representatives of the national and regional media from all EU Member States were invited as well. The method as a whole seemed to be the most effective way to obtain coverage in as many of the regions that were participating as possible. To be able to attract journalists from as many regions as possible, it was crucial to devise a programme that would be seen to maximise the potential of the event amongst journalists. This would most notably incorporate the following elements:

- Enabling journalists to have the understanding of what the event and its organisers were trying to achieve;
- enabling journalists to obtain information that would be relevant for them in their coverage of the event;
- enabling journalists to have the chance to ask their questions to the high-profile people involved;
- enabling journalists to gain a taste of how the EU functions by seeing its assorted institutions represented by the different buildings on the ground.

All elements of the media programme were developed by the European Commission, Regional Policy, the Committee of the Regions and by 'Mostra Communications'. One of the first decisions that was taken was that the "institutional" media offer would be concentrated on a single day. This strategy would enable journalists to have a focal point on their agenda, and attend the individual or joint institutional media events, which they could work around in the other activities that they were involved in Brussels. As a result of the media day, therefore, all journalists stood to receive the institutional messaging intended by DG REGIO and the Committee of the Regions. The schedule of the final programme was the following:

- **11:00 until 12:00:** Technical briefing on 'EU Regional Policy' and the 'Committee of the Regions'
- **12:30-13:15:** Press conference with Regional Policy Commissioner Danuta Hübner and Luc Van den Brande, the President of the Committee of the Regions
- **14:15-14:45:** Press conference with Janez Potočnik, Commissioner for Science and Research
- **15:00-16:00:** "News from Europe: How (regional) media work in Brussels", panel debate with Brussels-based journalists and media experts

In the European Commission's headquarters, the Berlaymont building, finally around 60 journalists attended.

## Analysis

Bulgaria, Italy, Portugal, Romania and Spain together accounted for 55.2% of the **total coverage** obtained. It is worth noting, however, that with 65% the member states from EU-15 dominated the coverage, while 31% of sources stem from the member states acceded the EU after 2004 (EU-12, and, finally, 4% covered non-EU member states. Over half of the media coverage gained by the event was in printed publications. The second source of coverage was from the audiovisual media, which was followed by the agencies. Within the audiovisual coverage TV was slightly more dominant than radio.

As regards coverage in **printed media**, statistics show that over half of it was found in Portugal, Finland, Italy and Greece. The fact that Portugal alone obtained over a quarter of the coverage is also worth mentioning, and this will be examined later in this section in our quantitative analysis of the journalists present. Potential conclusions of this will also be drawn in the quantitative analysis conclusions at the end of this section. 76% of the printed coverage concerned media in EU-15 and 21% in EU-12. The following table demonstrates that the vast majority of print media coverage was gained in daily publications. Secondly to this there were a number of weekly publications that covered the event.

In contrast to the printed media, 66% of **audiovisual media** coverage of the Open Days came from the newer EU member states, as the following chart will illustrate:

Notable absences in the audiovisual media coverage of the event are the Scandinavian countries, Germany, the Netherlands and Belgium. This absence in Northern European audiovisual coverage is likely to account for the statistical weight of the newer member states' coverage. Unsurprisingly, if one examines the timescale over which the audiovisual coverage of the OPEN DAYS has been given, one will see that this was most focused in the week of the event itself. However, some media coverage was still given over the next two weeks:

It is worth bearing in mind that much of the audiovisual, print and institutional coverage of the event has also been published online, but has not been recorded as such in our analysis, as we have focused on each article or programme's primary media source. In light of this fact the Spanish **online media** seemed very keen to report on the OPEN DAYS, as the following table indicates: In terms of the divide between new and old member states, the event seemed to appeal more to the online media in EU15. As the following table demonstrates, however, this difference is very marginal (particularly given the statistical weight provided by Spain):

Similarly to print and audiovisual coverage, the **agencies' coverage** was focused in the week itself. However, unlike the others it also started in the week before the event, as agencies often act as an alert service to journalists planning their week ahead. This could be an area of focus for next year's media relations activities.

The OPEN DAYS received coverage by **institutional or government media** in particular in Spain, from where more than a quarter of our institutional coverage came and in institutional media sources in the new member states confirming the more prominent role that government-funded media sources have in Eastern European countries.

In **quantitative terms**, the analysis can be summarised as follows:

- The OPEN DAYS 2008 were attended by a total of **275 journalists from more than 30 countries**, 158 of which were supported by the organisers as regards their travel and hotel expenses while 117 journalists did not receive funding.
- Following the event have detected, compiled and analysed **314 media mentions** of the Open Days from **over 30 countries** half of which from written press, the rest from audiovisual and web sources.
- Potentially, the collected print coverage has reached an estimated **7.5 million readers**, whilst the audiovisual coverage has reached more than **20 million viewers**.



- The vast majority of the 170 articles collected from written press were from **daily newspapers**, followed by agencies and the audiovisual media, both making up roughly 20% of coverage, and 10% being online and a further 5% being institutional. Given that the readership of online media is generally lower than its print counterpart, we can be satisfied with this balance. It is also worth mentioning that in this quantitative analysis a 30-minute TV or radio programme has been given equal weighting to a 1-paragraph newspaper article. In real terms, therefore, these statistics inevitably under-represent the level of audiovisual media coverage and impact gained by the event.
- **65% of the coverage** came from the EU-15 member states, whilst 31 % 12 member states that accessed the EU after 2004. Given the demographic weight of the EU 15 compared to the EU 12, we can be satisfied with this.
- **Portugal, Finland and Italy** have gained particularly strong coverage in the print media, whilst **Spain** has gained strong online coverage.
- As regards **agency coverage**, the Italian, Portuguese and Spanish agencies should be examined to see how the interface works between them and their subscribers.
- Notably the only EU member states where we have been able to detect no coverage are **Ireland and Luxembourg**.
- Journalists are not especially interested in explaining regional and cohesion policy in detail but are instead more likely to be more preoccupied by their **region's direct involvement** in EU affairs than the specific political and financial mechanisms.
- An important finding is also that **regional events** have received far less coverage than the central Brussels one. Given the local nature of these events it should be easier for local journalists on the ground to attend their local manifestation of the OPEN DAYS. Accordingly work should be done to ensure that these events receive adequate publicity amongst journalists.
- The nature of the **coverage** that was given to the OPEN DAYS by the audiovisual media is very similar to that found in the written media. This is unsurprising, given that all journalists had the same media programme and were treated in a similar way.
- In half of the media mentions that have been made of the event as a whole, both **the European Commission and the Committee of the Regions** have been mentioned. This is an increase from 2007. Ways to increase this will be mentioned in the 'recommendations' section.

In terms of content, 31% of the articles published in the print, online, agencies and institutional press about the OPEN DAYS, as well as giving general information about the event, had a tendency of focusing on the participation of their region or delegation *in the event*. The second most popular topic amongst journalists was the projects that were being presented at the OPEN DAYS, which had particular regional relevance. One such project could be the improvement of the metro in Porto. Thirdly, specific seminars and workshops were also occasionally referred to when they were viewed as having particular relevance and interest to journalists' regions. The most telling statistic below, however, is the percentage of coverage that has addressed regional or cohesion policy. The articles that have been classified in this category reveal that regional journalists are not especially interested in explaining the mechanism that is helping their region to benefit from the EU, but more the material reality that their readers are experiencing. The nature and distribution of the coverage by the audiovisual media is very similar to that found in the written media. Once again you will see below that detailed coverage of regional and cohesion policy do not feature heavily, and it is general information and region and delegation-specific coverage that dominate. However, among the print, online, agencies and institutional coverage we have been able to detect that the regional events have received far less coverage (18% of the total) than the Brussels one. This discrepancy seems slightly surprising, and is definitely something that can be worked on redressing for next year's event.

In **qualitative terms**, the following can be stated:

- The content analysis found that over half of the coverage that the OPEN DAYS received was entirely **devoted to the event**.

## Feed-back by journalists

**36 journalists** (18% of the total) - most of them from written regional press being in Brussels for the first time - answered the online survey by which they were asked about their motivation and expectations, their appreciation of the programme's quality and the media centre/TV studio, organisational aspects, articles/programmes produced and on their recommendations or ideas.

The following **results** can be highlighted:

- the most important **issues of interest** were "EU and regional affairs" (receiving 94% 'very important' or 'important'), followed by "EU institutions" (86%) and 'networking with colleagues from other regions/media' (61%);
- **Expectations** were 'very much met' for 58% on the theme 'EU and regional affairs', followed by 'EU institutions' (53%) and 'networking' (31%);
- in their **overall assessment** of the OPEN DAYS, 42% of journalists found the event excellent, and 58% still 'good';
- 91% found the **media programme** either 'good' (58%) or 'excellent' (33%);
- 72% said they were in contact with their **regional representation** in Brussels;
- **97%** would **recommend participation** in the event to a colleague.

Some **selected recommendations** by media representatives

- Time was too short to cover a lot of events;
- To discover all during the first visit, time is short, would be good to be invited a second time;
- Just keep working in this line and match colleagues with common interest;
- Try to book all journalists in one hotel in the EU quarter.

# Background: The development of the OPEN DAYS



## Background: The development of the OPEN DAYS

Organised jointly by the Committee of the Regions and the European Commission, Regional Policy Directorate-General, the OPEN DAYS – European Week of Regions and Cities has become **the biggest annual event on the calendar of the EU** institutions. Since 2003, the event has not only involved an ever increasing number of regions, cities and business, financial and civil society organisations, but was more and more supported by the European Parliament, the actual EU Presidencies and addressed regularly by personalities such as the President of the European Parliament, the European Commission, high representatives from Member States' and regional governments and personalities from the academic world. Below one finds a short history of the event's development since 2003.

- **2003:** The OPEN DAYS was conceived in with the idea of federating and giving visibility to the – already then - more than 200 Brussels representations of local and regional authorities. 10 offices participated under the auspices of the Committee of the Regions, and - over three days - organised 30 conferences, workshops, seminars, exhibitions and receptions in their premises.
- **2004:** 67 regional offices based in Brussels joined in the event, co-organised this time by the Committee of the Regions and the Commission Directorate General for Regional Policy. In addition to workshops and seminars organised by regional offices, the European Commission's Regional Policy DG offered 30 training

sessions on managing Structural Funds. The Opening Session hosted by the Commission and the Closing Session hosted by the European Parliament gave the event a wider institutional frame and raised its profile.

- **2005:** A common motto of the event - 'Working Together for Regional Growth and Jobs' – including four sub-themes were defined for the first time. In addition, 70 journalists from regional media took part in a dedicated programme.
- **2006:** Under the slogan 'Investing in Europe's Regions and Cities: Public and Private Partners for Growth and Jobs' saw the addition of the Investors' Café, conceived as a meeting place and networking opportunity among representatives from business, the banking sector and other institutional partners in the building of the Committee of the Regions. For the first time, OPEN DAYS local events were in the participating regions and cities.
- **2007:** 'Making it happen: Regions deliver Growth and Jobs' attracted 212 regional and local partners and another 30 from business, banks and other organisations. The number of participants peaked and reached 5,500 and the number of local events doubled compared to the previous year. Noble Prize laureate Michael Spence addresses the Closing Session.

	2003	2004	2005	2006	2007	2008
Regional partners	10	67	106	135	212	216
Conglomerates	—	11	16	14	24	22
Number of seminars	16	64	66	135	150	145
Number of venues	10	12	24	37	44	35
Individual participants	1,200	2,000	2,500	4,000	5,500	7,400
Journalists	—	—	70	122	240	275
Stands Investors' Café	—	—	—	110	160	150
Events in regions	—	—	—	50	95	220





## OPEN DAYS 2009: Global challenges, European responses

The seventh OPEN DAYS will be held between **5 and 8 October 2009** in Brussels accompanied by local events all over Europe throughout the month of October. While the Brussels event will consist of about 100 seminars, workshops, debates, exhibitions and networking for around 7,000 participants and it is planned that again over 200 local events will be organised.

As in previous years, the **purpose** of the event is multiple: First, it brings together political representatives, decision makers, experts and practitioners of regional policy as well as stakeholders from banking, business, civil society organisations, academia, EU institutions and the media to discuss common challenges for European regions and cities and debate possible solutions. Second, it provides a platform for capacity-building to those involved in implementing EU cohesion policy and in managing its financial instruments. Third, the event aims at facilitating cooperation and networking among regions and cities on good practice in regional development. And finally, it offers the opportunity to debate the European cohesion policy of tomorrow in a wider context involving recent research and views from third countries and international organisations.

Among the challenges that regions and cities face, it can be expected that the economic crisis will still prevail debates at European, national and regional level. With the newly elected European Parliament and the incoming new European Commission, discussions on the EU's political priorities and the review of its budget after 2013 will be kicked-off in autumn 2009. Finally, the date of the OPEN DAYS 2009 is just a few weeks ahead of the United Nations Climate Change Conference in Copenhagen and an opportunity to showcase regional and urban best practice in developing a low-carbon economy. The OPEN DAYS 2009 will be **an ideal framework for Europe's regions and cities** to present the message of maintaining a forceful and effective cohesion policy helping to enhance sustainable and innovative responses to global challenges.

### Themes 2009

The **four themes** of the OPEN DAYS 2009 are

- Restoring Growth: Innovation in Europe's regions and cities
- Regions and climate change: Europe's way
- Territorial cooperation: Working together across borders
- Achieving results, looking ahead: EU cohesion policy's evaluation and future prospects

In terms of **organisation**, a new and flexible concept of a **"Meeting Place"** in the Committee of the Regions' premises will involve public and private partners, the **"Local Events"** will be open for participation to a wider range of organisations, and the new **"OPEN DAYS University"** will add a series of research-oriented seminars.

Regions, cities, public institutions, companies, universities and other organisations in the field are invited to check out further details at: [www.opendays.europa.eu](http://www.opendays.europa.eu)





<b>ALDE</b>	Alliance of Liberals and Democrats for Europe	<b>Interact II</b>	ERDF-funded programme for inter-regional 'Animation, Coordination and Transfer of experience'
<b>CEB</b>	Council of Europe Development Bank	<b>Interreg VIC</b>	ERDF-programme supporting inter-regional cooperation
<b>CIP</b>	Competitiveness and Innovation Programme	<b>IPA</b>	Instrument for Pre-Accession
<b>CoR</b>	Committee of the Regions	<b>JASMINE</b>	ERDF-funded 'Joint action to support micro-finance institutions in Europe'
<b>COTER</b>	Commission on Territorial Cohesion of the Committee of the Regions	<b>JASPERS</b>	ERDF-funded 'Joint Assistance to Support Projects in European Regions'
<b>CSR</b>	Corporate Social Responsibility	<b>JEREMIE</b>	ERDF-funded 'Joint European Resources for Micro to Medium Enterprises'
<b>DG</b>	Directorate-General	<b>JESSICA</b>	ERDF-funded 'Joint European Support for Sustainable Investment in City Areas'
<b>EARDF</b>	European Agriculture and Rural Development Fund	<b>MEP</b>	Member of the European Parliament
<b>EDUC</b>	Commission on Education of the Committee of the Regions	<b>NGO</b>	Non-government organisation
<b>EEA</b>	European Environment Agency	<b>NSRF</b>	National Strategic Reference Framework
<b>EGF</b>	European Globalisation Fund	<b>OP</b>	Operational Programme
<b>EGTC</b>	European Grouping on Territorial Cooperation	<b>PES</b>	Party of European Socialists
<b>EIF</b>	European Investment Fund	<b>PPP</b>	Public-private partnership
<b>EPP</b>	European People's Party	<b>PPS</b>	Purchase parity standards
<b>EQUAL</b>	ESF-funded Community Initiative (2000-2006)	<b>R&amp;D</b>	Research and Development
<b>ERA</b>	European Research Area	<b>REGI</b>	Commission on Regional Development of the European Parliament
<b>ERDF</b>	European Regional Development Fund	<b>RfEC</b>	Regions for Economic Change, ERDF-funded action
<b>ESF</b>	European Social Fund	<b>RTD</b>	Research and Technological Development
<b>ESPON</b>	European Spatial Policy Observatory Network	<b>SME</b>	Small and medium-sized enterprises
<b>ETS</b>	Emission Trading System	<b>TEN</b>	Trans-European Networks
<b>FP7</b>	7 <sup>th</sup> Framework Programme for Research	<b>Urbact II</b>	ERDF-programme supporting cooperation of cities in the EU
<b>GDP</b>	Gross Domestic Product		
<b>GHG</b>	Green House Gases		
<b>GUE</b>	Group of European United Left		
<b>ICT</b>	Information and Communication Technologies		

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Together with other sources of the OPEN DAYS 2008, the publication is available online at:  
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Organised by the Committee of the Regions and the European Commission's Regional Policy Directorate-General under the heading 'Regions and cities in a challenging world', the 2008 OPEN DAYS mobilised roughly 300 institutional partners, whereof 216 regions and cities representing 32 European countries. 145 seminars were held in Brussels between 6 and 9 October including more than 800 speakers and 7,400 individual participants. During the month of October, another 230 local events organised in 31 European countries attracted around 25,000 participants. Politicians, experts, representatives of enterprises and citizens exchanged views on a variety of subjects including cooperating across borders in research and innovation, sustainable development and regional responses to climate change, and cooperation and exchange of best practice between Europe's regions.

More information including the event's speeches, presentations, photos and videos available at: [www.opendays.europa.eu](http://www.opendays.europa.eu)



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