



European Week of Regions and Cities  
Brussels  
5 - 8 October 2009

P R O G R A M M E



# Global challenges, European responses

EUROPEAN UNION



Committee of the Regions



EUROPEAN COMMISSION  
DG Regional Policy



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# Welcome addresses



I am pleased to present to you the programme of the European Week of Regions and Cities - OPEN DAYS 2009. This is now the seventh time that the Committee of the Regions presents, together with the European Commission and around 250 other partners, what has become the annual landmark event for Europe's regions and cities. With 7,500 participants last year, the OPEN DAYS is now in fact the biggest event on the calendar of the EU institutions. This proves that regions and cities matter and that they have an active part to play in the European project.

OPEN DAYS 2009 top priorities will be the economic crisis and the fight against climate change. Both challenges particularly concern regional and local authorities and our event will prove that regions and cities have responses to it. We expect Europe to act in a coordinated way on its most important threats, including an active partnership with regional and local governments.

OPEN DAYS 2009 will serve several objectives. First, it will bring together political representatives, decision makers, experts, practitioners and the media to discuss common challenges from a regional point of view. Second, it will provide a platform for capacity-building for those involved in managing EU funds. Third, it will facilitate co-operation and networking among regions and cities in order to find out what works best. Finally, it will provide an opportunity to debate on the future of the EU cohesion policy in a wider context by presenting recent research and views from third countries and international organisations. To help fulfil this latter objective, there will be for the first time an 'OPEN DAYS University' to provide a platform for academic debates.

'Bringing Europe home' is a real challenge. One of the most important elements of the OPEN DAYS are the local events. In 2009, we expect around 230 of these held in 33 countries addressing an audience of 30,000. Schools, universities, local institutions and organisations will make October 2009 the 'European month of regions and cities'. I look forward to meeting you at the OPEN DAYS 2009!

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



**Committee of the Regions**

The EU's Assembly of Regional and Local Representatives



The OPEN DAYS - European Week of Cities and Regions has become the leading event in the regional policy calendar. For 4 days, more than 7000 participants will meet in Brussels to discuss a whole range of issues relevant to the implementation of European Union cohesion policy. This huge interest proves that the OPEN DAYS meet a real and growing need and that our policy remains at the heart of efforts to lay down the foundations for growth and competitiveness.

The 2009 edition of the OPEN DAYS are taking place in a world full of changes. It is not by chance that this year's theme – 'Global challenges, European responses' – looks at how our regions and cities can lead the way in responding to the new challenges of globalisation, climate change and the global economic crisis.

The OPEN DAYS will provide a forum for the exchange of good practices and reflection on regional and local responses to these challenges in the framework of European integration. It will examine ways in which we must aim at restoring growth through innovation if we want to get the EU economy back on track.

This year, we will also discuss how to work together across borders by highlighting the EU Strategy for the Baltic Sea Region. As the first macro-regional strategy of its kind, it can be seen as a starting point for a new approach to regional and territorial cooperation between regions and countries across Europe. The OPEN DAYS will also look at the future development of regional policy beyond 2013 in the context of the ongoing general review of the EU budget and the results of the evaluations of the 2000-2006 EU Cohesion Policy programmes. Our aim is to help all regions to find local solutions, tailored to meet the combination of challenges which they face.

For the first time, renowned academics and researchers will take part in the debates in the framework of a new OPEN DAYS feature: The University.

I look forward to this opportunity to meet with regional policy experts, practitioners and scholars and to exchange our views and thoughts.

**Paweł Samecki**  
Member of the European Commission  
responsible for Regional Policy



**EUROPEAN COMMISSION**  
**DG Regional Policy**

# Welcome addresses



As the world's biggest event on regional policy, the OPEN DAYS provides the excellent opportunity for experts and policy-makers alike to exchange views, to come up with new ideas and to agree upon deepened co-operation, not least within the European Parliament.

Regions and cities matter for the European project because citizens' view of Europe and the European Union are often shaped locally. This is why I look forward to welcoming again the delegates of the Committee of the Regions and the participants of the OPEN DAYS to the European Parliament in Brussels. Together with Europe's regions and cities, the European Parliament takes a great political and legislative interest in the two main themes of the OPEN DAYS 2009: the effects of climate change and the economic crisis. Europe is not short on ideas, even if regional solutions may vary. We work together to find solutions which are underpinned by local approaches, programmes and projects.

Having all the above in mind I wish the OPEN DAYS every success.

**Jerzy Buzek**  
President of the  
European Parliament

This year's OPEN DAYS is being held at a critical time for Europe's regions and cities. Not only will the Copenhagen summit on climate change be weeks away in which we need to make sure that we can achieve a new global agreement but the challenges that Europe's regions and cities face in an increasingly globalised world will require us to think of new ways to work together.

The EU Strategy for the Baltic Sea Region is one such way, helping make this dynamic region more environmentally sustainable, attractive, prosperous and secure. Many of the challenges that the Baltic Sea Region face are common challenges to other parts of Europe; challenges which will need to be addressed on a regional basis.

This year's OPEN DAYS provides a unique opportunity to exchange ideas and experiences on the benefits of cross-border co-operation within a strategic framework.

**Maud Olofsson**  
Minister for Enterprise and Energy,  
Deputy Prime Minister, Sweden,  
on behalf of the EU Presidency

I have been fortunate to participate in many of the past editions of OPEN DAYS and it never ceases to be a special occasion. It is about helping to strengthen the links between European cohesion policy and other policy areas such as innovation, sustainable development, transport, energy, etc. It is about providing a forum for regions and cities to meet and exchange experiences on issues which affect their daily reality. This truly broad cross-section of participants interested in the development of European regions and cities can meet and discuss the common challenges they face.

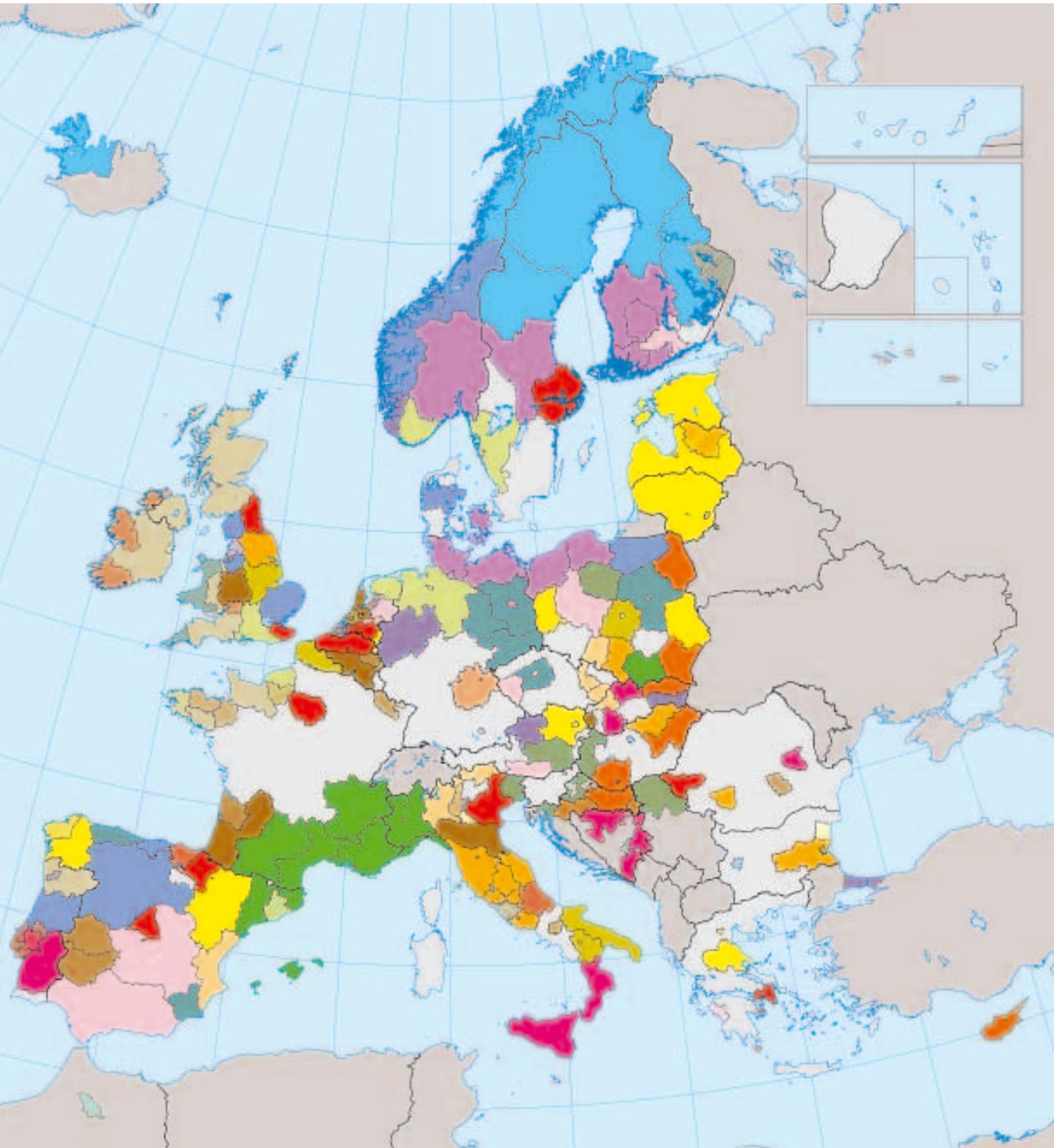
The ongoing economic crisis reminds us that all regions are facing the need to respond to emerging global challenges. It is also teaching us that European cohesion policy is a powerful instrument of economic and financial stability - it provides secure financing and it invests in coherent development strategies.

I am convinced that this year's edition of the OPEN DAYS, with 213 regions and cities participating from all EU Member States, as well as many from outside the European Union, and an impressive number of about 250 local events, will give us all a fresh wave of ideas and energy.

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



# OPEN DAYS Regional Partnerships



# 213 Partner regions and cities

## 20/20/20 Regions against Climate Change

Lazio (IT), Chalandri (GR), Gorj (RO), Marche (IT), North Hungary (HU), Silesia (PL), South East Region (BG), Tuscany (IT), Umbria (IT), Yorkshire and Humber (UK)

## 2020 Regions: Acting for the Future

Castilla y Leon (ES), Cantabria (ES), Central Denmark (DK), Central Region (PT), East of England (UK), England's Northwest (UK), Mid-Norway (NO), Warmia and Mazury (PL), West Norway (NO)

## Achieving Regional Innovation: Innovative Regions for Growth

East Midlands (UK), Apulia Region (IT), Arnhem Nijmegen (NL), Basilicata (IT), Dunkirk (FR), Lodz Region (PL), Municipality of Burgas (BG), Nicosia (CY), Nord - Pas de Calais (FR)

## Addressing the Crisis through Skills and Inclusion: Regional and Local Responses

Stockholm region (SE), Attica (GR), Flanders (BE), Ile de France (FR), Kent (UK), Madrid (ES), Navarra (ES), North Brabant (NL), North East England (UK), Timis (RO), Veneto (IT)

## Advanced Co-operation in the North Sea - English Channel

Northern Netherlands Provinces (NL), Bremen (DE), Finistère (FR), Niedersachsen (DE), South Norway (NO), Southern England (UK), Upper Normandy (FR), West Sweden (SE), Zuid Holland (NL)

## Atlantic Alliance

Wales (UK), Brittany (FR), Irish Regions (IE), Lower-Normandy (FR), Norte (PT), Northern Ireland (UK), Province of Corunna (ES), Scotland (UK), South West UK (UK)

## Baltic Sea Group

Mecklenburg-Vorpommern (DE), Central Sweden (SE), Greater Helsinki (FI), Hamburg (DE), Land Berlin (DE), Malmö (SE), Oslo Region (NO), Pomorskie (PL), Riga (LV), Schleswig-Holstein (DE), Southwest Finland (FI), Tallin (EE), Tampere (FI), Vilnius (LT), West Finland (FI), Westpomerania (PL), Zealand (DK)

## BIRTH: Bringing Innovative Regions Together for Health

South Tyrol (IT), Lombardy (IT), Olomouc Region (CZ), Opolskie (PL), Trenčín Region (SK), Valencian Region (ES), Zlín Region (CZ)

## C.R.E.A.T.I.V.E. Tourism, Cities and REgions Acting Together for an Innovative Vision of European Tourism

Nitra Region (SK), Alentejo (PT), Calabria (IT), Firenze (IT), Potenza (IT), Republic Srpska (BA), Sicily (IT), Vrancea Region (RO), Žilina Region (SK)

## Capital Cities

G-4 (Amsterdam, The Hague, Rotterdam and Utrecht) (NL), Budapest (HU), Copenhagen (DK), London (UK), Rome (IT), Sofia (BG)

## Cities for Global Events

Turin (IT), Fés (Additional Partner) (MA), Genoa (IT), Marseille (FR), Munich (DE), Sarajevo Canton (BA), Warsaw (PL)

## Cohesive Regions for a Stronger Europe

Wielkopolska (PL), Andalusia (ES), Carinthia (AT), Castilla-La Mancha (ES), East Netherlands Provinces (NL), Lancashire (UK), Nomarchia Ilias (GR), Pilsen Region (CZ), South Finland (FI)

## Creative Action for Innovation

Styria (AT), Croatian Regions (HR), Friuli Venezia Giulia (IT), Kujawsko-Pomorskie (PL), Vojvodina (RS), West Pannonia (HU)

## Creative and Inclusive Economic Growth Network

Lisbon and Tagus Valley (PT), Abruzzo (IT), Azores (PT), Basque Country (ES), Gloucestershire (UK), Malta (MT), Merseyside (UK), West Ireland (IE), Zeeland (NL)

## European Capitals of Culture

Liverpool (UK), Guimarães (PT), Istanbul (TR), Kosice region (SK), Maribor (SI), North Rhine-Westphalia/Essen (DE), Pécs (HU), Stavanger (NO), Turku (FI), Upper Austria (AT)

## Euroregions for Territorial Integration

Catalonia (ES), Aosta Valley (IT), Balearic Islands (ES), Languedoc Roussillon (FR), Liguria (IT), Malopolska (PL), Midi-Pyrénées (FR), Piedmont (IT), Provence-Alpes-Côte d'Azur (FR), Rhône-Alpes (FR)

## Lisbon Regions Network&Partners

Randstad (NL), Aquitaine (FR), Bratislava Region (SK), Brussels Capital Region (BE), Emilia-Romagna (IT), Extremadura (ES), Wallonia Region (BE), West Midlands (UK)

## Local Intermediate Authorities acting for Europe

Province of Liège (BE), Côtes d'Armor (FR), Eure (FR), Gironde (FR), Ille et Vilaine (FR), Moselle (FR), Prahova (RO), Province of Badajoz (ES), Province of Benevento (IT), Province of Brescia (IT), Province of Cáceres (ES)

## NEEBOR: Networking for Enterprises in the Eastern External Border Regions

Cyprus (CY), Croatian Pannonia (HR), Eszak-Alfold (HU), North Karelia (FI), Podkarpackie (PL), Podlaskie (PL), Prešov Region (SK), South Transdanubia (HU), Vidzeme (LV)

## Networking for Innovation

Province of Barcelona (ES), City of Lodz (PL), Dublin (IE), Province of Mantova (IT), Varna (BG)

## Northern Sparsely Populated Areas

North Sweden (SE), East Finland (FI), Mid Sweden (SE), North Finland (FI), North Norway (NO), West Iceland-Westfjords-North West Iceland (IS)

## Regional Partnership on Transition Regions in Europe

Saxony-Anhalt (DE), Brandenburg (DE), Central Bohemia (CZ), Cornwall (UK), Mazovia Region (PL), Principality of Asturias (ES), Region de Murcia (ES), Saxony (DE), West Wales and the Valleys (UK)

## Successful Cross-Border Cooperation - We Make it Happen!

Lower Austria (AT), Aragon (ES), Estonia (EE), Galicia (ES), German speaking Community (BE), Latvia (LV), Lithuania (LT), Lubuskie Region (PL), Lubuskie Region (PL), Municipality of Veria (GR), Province of Limburg (NL), Thessalia (GR)

## Urban-rural Alliances - METREX plus

Nuremberg Metropolitan Region (DE), Bayreuth (DE), Glasgow (UK), Gothenburg (SE), The Hague (NL), Vienna (AT)

# Global challenges, European responses



The programme of the 7<sup>th</sup> OPEN DAYS will consist of 125 seminars, workshops, debates and exhibitions between 5 and 8 October for around 7,000 participants. More than 250 event partners have joined forces, among which 213 regions and cities from 33 European countries, and more than 600 speakers will be actively involved. During the month of October, another 230 local events will be organised all over Europe addressing an expected audience of 30,000. The event's key objective is to facilitate exchange, debate and networking among Europe's experts and decision-makers in regional and local development from the public, private and financial sector.

In this programme, one finds descriptions and speakers, times and venues of the planned events. More detailed descriptions and the possibility to register one finds on the event's website: [www.opendays.europa.eu](http://www.opendays.europa.eu)

Under the overall headline 'Global challenges, European responses' all events will be organised around four themes:

- Restoring growth: Innovation in Europe's regions and cities
- Regions and climate change: Europe's way to sustainable regional development
- Territorial co-operation: Working together across borders
- Achieving results, looking ahead: EU Cohesion Policy's evaluation and future prospects

Several new features have been added to the OPEN DAYS in 2009 such as the OPEN DAYS University to involve the academic community, the Meeting Place, a networking platform for business and local/regional authorities, hosted in the headquarters of the Committee of the Regions and the OPEN DAYS Tent on the esplanade in front of the European Commission's headquarters to lend more visibility to the event.

## Monday 5 October

10:00	15:00 - 17:00	18:30
Opening of the OPEN DAYS Tent/Delivery of badges	Opening Session	Opening of the Meeting Place

## Tuesday 6 October

9:00	20:30
Workshops/Meeting Place/OPEN DAYS Tent	Concert and Official Reception

## Wednesday 7 October

9:00
Workshops/Meeting Place/OPEN DAYS Tent

## Thursday 8 October

9:00	14:30 - 15:45
Workshops/Meeting Place/OPEN DAYS Tent	Closing Session

# Opening and Closing Sessions



## Opening Session

The **OPEN DAYS Opening Session** will take place on Monday 5 October, 15:00-17:00, in the European Parliament's Hemicycle. It will coincide with the Plenary Session of the Committee of the Regions and the meeting of the Parliament's Committee on Regional Development (REGI). Following a welcome and formal opening by the organisers, the session will consist of three keynote speeches by Jerzy Buzek, President of the European Parliament (tbc); President José Manuel Barroso and Maud Olofsson, Deputy Prime Minister representing the Swedish Presidency. These contributions will be followed by a panel debate on the theme 'Global crisis, regional responses?' with the participation of the President of the Basque Country, Patxi López Álvarez, the Mayor of Dresden, Helma Orosz, the President of the Committee of the Regions, Luc Van den Brande, and the Commissioner for Regional Policy, Paweł Samecki. The debate will be moderated by Jacki Davis, European Policy Centre.

## Indicative Programme

### 15:00 - 15:10

#### Opening of the session and welcome address

**Danuta Hübner**, Chairwoman of the European Parliament's Committee on Regional Development

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

### 15:10 - 15:40

#### Keynote speeches

**Jerzy Buzek**, President of the European Parliament (tbc)

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

**Maud Olofsson**, Minister for Enterprise and Energy, Deputy Prime Minister, representing the Swedish Presidency

### 15:45 - 16:45

#### Panel debate on "Global crisis, regional responses?"

moderated by Jacki Davis, European Policy Centre

**Patxi López Álvarez**, President of the Basque Country

**Helma Orosz**, Mayor of Dresden

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

**Paweł Samecki**, Commissioner for Regional Policy

### 16:45 - 17:00

#### Closing remarks

**Paweł Samecki**, Commissioner for Regional Policy

**Danuta Hübner**, Chairwoman of the European Parliament's Committee on Regional Development

## Closing Session

The **OPEN DAYS Closing Session** will take place on Thursday, 8 October 2009, 14:30-15:45, in the Charlemagne building for an audience of 500 participants. Its main purpose is to draw conclusions on the four themes of the OPEN DAYS 2009 including closing remarks by Paweł Samecki, Commissioner for Regional Policy and Luc Van den Brande, President of the Committee of the Regions. Conclusions on the four themes of the OPEN DAYS will be presented by political representatives from the regional and local level.

## Indicative programme

### 14:30 - 15:30

#### OPEN DAYS 2009 Conclusions

##### Restoring growth and strengthening innovation:

**Jean-Yves Le Drian**, President of Brittany, France, Member of the Committee of the Regions (tbc)

##### Regional responses to climate change:

**Kay Twitchen**, Essex County councillor, United Kingdom, Member of the Committee of the Regions

##### Territorial co-operation:

**Jan Kozłowski**, Marshal, Pomorskie voivodship, Poland

##### Evaluation and the future of cohesion policy post-2013:

**Michael Schneider**, Secretary of State of Saxony-Anhalt, Germany, Member of the Committee of the Regions

### 15:30- 15:45

#### Closing remarks

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

**Paweł Samecki**, Commissioner for Regional Policy

# Come together at the Meeting Place



The Meeting Place will be the place connecting the participants of the OPEN DAYS especially those from regional and local public authorities and the private and financial sector. It is a place to have informal meetings, to make contacts and to develop new and existing partnerships. Located in the headquarters of the Committee of the Regions, 101 Rue Belliard, the Meeting Place provides various facilities, for example to meet and chat over a cup of tea or coffee, for taking a break from the events, for VIP meetings in separate rooms, and for having lunch together. Around 3,500 visitors are expected to visit the Meeting Place over the course of the OPEN DAYS.

- **The Café:** Participants can meet for coffee on 6, 7 and 8 October between 8:00 and 19:00.
- **The Media Centre:** Facilities for journalists include a TV studio, mobile camera crews and live emissions via satellite. 200 regional journalists expected to report and broadcast from the OPEN DAYS.
- **Seminars and networking:** The Meeting Place offers a programme of 33 seminars on the four themes of the OPEN DAYS 2009. Around these seminars, the organisers will arrange for discussions and networking in smaller groups.
- **On stage:** On the 6<sup>th</sup> floor, a stage and up to 100 seats in front of it, will allow for ad-hoc briefings, press points or open debates. The same area will be used for receptions.

The following companies, banks and organisations will be present in the Meeting Place:

- ACI Europe
- BUSINESSEUROPE
- Cisco Systems
- COCIR
- DEXIA
- Ernst & Young
- EUobserver
- EUREGHA
- Eurisy
- EUROCHAMBRES/UNIONCAMERE
- European Enterprise Platform
- European Association of Co-operative Banks
- European Association of Public Banks
- European Investment Bank
- European Savings Banks Group
- GE
- HAL9000 Limited
- Intel
- Motorola
- Philips Lighting
- Siemens
- Veolia Environnement

## Meeting Place 'On Stage'

### Opening of the Meeting Place on 5 October, 18:30

The Meeting Place will be opened on Monday, 5 October, 18:30, by Luc Van den Brande, President of the Committee of the Regions, and Paweł Samecki, Commissioner for Regional Policy. The opening will be followed by a reception and a live concert by the Estonian jazz and bossa nova singer Helin-Mari Arder. Interested persons are invited to register for this reception via the OPEN DAYS website, **event code: 05E02**.

### eHealth educational session: Procuring for beneficial and innovative eHealth services, on 7 October, 09:00

The deployment of eHealth is timid and restrained and rarely achieves maturity to demonstrate its full potential. Ineffective procurement and financial frameworks are pointed out as being significant barriers to market growth. But there are more factors that need the attention of all stakeholders. Dialogue, sharing of experience and knowledge, as well as the education of both policy makers and procurers, are equally recognised as critical success factors. COCIR, EUREGHA and HIMSS will offer a comprehensive perspective to compare progress across Europe and assess critical factors for the care providers, payers, procurers and decision makers of health administration. To register, please send an email to [office@cocir.org](mailto:office@cocir.org).

### European Entrepreneurial Regions: Launch Event on 7 October, 18:30

The European Entrepreneurial Regions (EER) is a new scheme which will be launched by the Committee of the Regions rewarding EU regions with outstanding entrepreneurial vision. Its aim is to create dynamic, green and entrepreneurial regions throughout Europe. Luc Van den Brande, President of the Committee of the Regions, and Günter Verheugen, Vice-President of the European Commission responsible for Enterprise and Industry (tbc) will together launch the EER on Wednesday, 7 October, 18:30, at the Committee of the Regions (Atrium 6<sup>th</sup> floor). More information at: [www.cor.europa.eu/eer](http://www.cor.europa.eu/eer)

For further details, please go to the event's website: [www.opendays.europa.eu](http://www.opendays.europa.eu).



A new element of OPEN DAYS 2009 will be the OPEN DAYS University. A series of lectures and moderated panels with renowned academics and researchers will be organised by the Commission's Regional Policy DG, the Committee of the Regions and the Regional Studies Association covering the four themes of OPEN DAYS 2009. The University's venue is the Charlemagne building, Rue de la Loi 170.

## Tuesday 6 October

### Keynote speech: Restoring growth through innovation

Sustainable economic growth is increasingly related to the capacity of regional economies to change and to innovate. Large disparities continue to exist between EU Member States and regions in the fields of innovation and R&D and overall there is a persistent gap compared to its main competitors at global level. Europe needs to become more inventive, to react more quickly to changing market conditions and to consumer preferences and to become an innovation-friendly society and economy. This keynote address examines ways in which regions can create the conditions needed for an environment that encourages innovation.

### UNIV 06A06

09:30 - 10:30

Venue: European Commission, Charlemagne, Room Mansholt

Chair: Katarína Matherňová (tbc), European Commission

Speakers: to be confirmed

Organiser: European Commission, Regional Policy Directorate-General (DG REGIO)

### Regional responses to climate change

Regions throughout Europe will be increasingly confronted with the impacts of climate change and new challenges in terms of energy provision and efficiency. These challenges will vary depending on the region. While 7% of the Union's population live in flood-prone areas, around 9% live in areas where there are over 120 days a year without rain. The combined impacts of climate change will raise serious questions generally in relation to quality of life for the EU's citizens, but also pose more specific sectoral challenges in some EU regions, for instance in tourism and agriculture. This workshop examines some of these challenges and examines ways in which regions can respond to them.

### UNIV 06B05

11:00 - 13:00

Venue: European Commission, Charlemagne, Room Alcide de Gasperi

Chair: Georges Kremlis, European Commission

Speakers: Jirina Jilková, University of Economics, Prague; Millán Millán-Muñoz,

Center for the Study of the Mediterranean Environment, Valencia; Jürgen Kropp, Institute

for Climate Impact Research, Potsdam; Nikitas Nikitakos, University of the Aegean, Chios;

Jochem Eberhard, Fraunhofer Institute of Systems and Innovation Research, Karlsruhe

Organiser: European Commission, Environment Directorate-General (DG ENV)

### Panel debate: Innovation and the role of the public sector

Investments in science and research have the potential to be one of the key factors in addressing the economic crisis. Innovation is essential for sustainable growth, and there is widespread agreement that it should be a core activity of the public sector. It can help public services improve performance and increase public value, respond to the expectations of citizens, adapt to the needs of users, increase service efficiency and minimise costs. The focus on innovation across Europe has been accompanied by an emphasis on the role of universities in working with industry, with the public sector playing an important role in driving knowledge transfer between these two sectors. This panel explores experience of university-industry knowledge transfer and how it has supported innovation.

### UNIV 06A18

14:30 - 16:30

Venue: European Commission, Charlemagne, Room Mansholt

Chair: Mikel Landabaso Alvarez, European Commission

Speakers: Marzenna Anna Weresa, Warsaw School of Economics; Vesa Harmaakorpi,

Lappeenranta University of Technology; Slavica Singer, J.J. Strossmayer University; Tatjana

Muravska, University of Latvia; Lynn Martin,

Manchester Metropolitan University Business School

Organiser: European Commission, Regional Policy Directorate-General (DG REGIO)

# The OPEN DAYS University

Tuesday 6 October | Wednesday 7 October



## Panel debate: Secondary cities and economic growth?

Secondary cities can play an important role in both spreading economic growth and increasing the potential for national economic growth. In some countries, secondary cities rival and sometimes surpass the economic weight of the capital city, while in other countries the capital is by far the largest economic engine and thus follows a far more mono-centric development pattern. In many countries, the balance between the capital and the secondary cities has been the focus not only of intense debate but also of policy intervention. Some have made a political commitment to encourage the emergence of secondary growth poles outside the capital region, while other countries have continued to maintain a strong focus on public services and investments in the capital region.

### UNIV 06A19

14:30 - 16:30

Venue: European Commission, Charlemagne, Room Jenkins

Chair: Natalija Kazlauskienė, European Commission

Speakers: Rolf-Barnim Foth, Free and Hanseatic City of Hamburg; Leo Van den Berg, EURICUR;

Michael Parkinson, Liverpool University

Organiser: European Commission, Regional Policy Directorate-General (DG REGIO)

## Wednesday 7 October

### Regional responses to the global economic crisis

With many regions across Europe experiencing serious economic challenges under the unprecedented global financial crisis, this panel examines the way that the crisis is having different effects on Europe's regions. The economic crisis which began to hit Europe's regions in late-2008 has also exposed weaknesses in the functioning of the global economy and led to calls for the reform of the international financial architecture. Although the crisis was triggered by events in the United States housing market, it has spread to most of Europe with dire consequences for jobs, investment and growth. This panel examines the various responses to the crisis.

### UNIV 07A15

11:00 - 13:00

Venue: European Commission, Charlemagne, Room Mansholt

Chair: Ronald Hall, European Commission

Speakers: Patrizio Bianchi, University of Ferrara;

Philip McGann, Faculty of Spatial Sciences

University of Groningen; Philippe Aghion, Harvard

University; Robert Hassink, University of Kiel

Organiser: Regional Studies Association

### Panel debate: Multi-level governance in the EU: New prospects for a European Union with its regions and cities

#### Session 1:

**A partnership based renewed Community Method**

#### Session 2:

**Increasing multilevel governance in the EU's to be renewed meta strategies and agenda's**

The development of the European Union's governance model towards a truly multilevel one is of key importance for the Committee of the Regions. In 2008 and 2009, the Committee organised a series of debates involving scholars from Europe and beyond, and finally adopted a White Paper on Multilevel Governance in June this year. The Committee of the Regions' White Paper points out various recommendations and good practices in different EU policies in order to ultimately put multilevel governance into effect. This workshop will further build on the White Paper's recommendations and look into new developments relating to specific instruments and features of multilevel governance in those EU policies that feature an important territorial dimension.

### UNIV 07D07

11:00 - 13:00

Venue: European Commission, Centre Borschette, CCAB 1A

#### Session 1:

Chair and introductory statements: Javier

Sanchez, Director EIPA Barcelona

Speakers: Michel Bauer, University of Konstanz;

Frank Delmartino, University of Leuven; Paolo

Ponzano, European University Institute Florence;

case study by Andrea Benassi, UEAPME

#### Session 2:

Chair and introductory statements: Béatrice

Taulègne, Committee of the Regions

Speakers: Jean-Marie Beaupuy, former Member

of the European Parliament; Bart Vanhercke,

University of Amsterdam; Virginie Guiraudon,

Centre National de la Recherche Scientifique,

Paris

Organiser: Committee of the Regions



## Keynote speech: Does geography matter?

This keynote address by Professor Ray Hudson (University of Durham, UK) looks at the importance of geography in regional and local economic development. It examines how each region's unique characteristics affect its ability to cope with a variety of social and economic challenges. It offers some insight into how the academic debate on this subject is shaping policy, in particular European regional policy.

## UNIV 07A22 14:30 - 15:30

*Venue: European Commission, Charlemagne, Room Mansholt*

**Speaker:** Ray Hudson, Durham University  
**Organiser:** European Commission, Regional Policy Directorate-General (DG REGIO)

## The global economic crisis: Endangering the 'European Social Model'?

There is widespread agreement that there is no such thing as one European Social Model, but rather a variety of models with some common features: it has been described as a unique blend of economic competitiveness and equality. But to what extent can the European Social Model withstand the challenges posed by the global economic crisis? This workshop will debate the extent to which the global economic crisis threatens a model based on strong economic performance and a high level of social protection.

## UNIV 07A23 14:30 - 16:15

*Venue: European Commission, Centre Borschette, CCAB 0D*

**Chair:** Jérôme Vignon, European Commission  
**Speakers:** Stanisława Golinowska, Jagiellonian University; Peter Hengstenberg, Friedrich Ebert Stiftung; Maria João Rodriguez, Institute for European Studies; Bea Cantillon, Antwerpen University  
**Organiser:** European Commission, Employment, Social Affairs & Equal Opportunities Directorate-General (DG EMPL)

## Understanding and Promoting Territorial Cohesion – Addressing the Challenges of the Green Paper

Following the informal meeting of the EU ministers responsible for spatial planning and regional development in Leipzig in 2007, the European Commission was invited to prepare a report on territorial cohesion and, on 6 October 2008, presented a Green Paper on Territorial Cohesion – 'Turning Territorial Diversity into Strength'. The Paper launched a debate with a view to deepening understanding of this concept and its implications for policy and co-operation. Territorial cohesion can be seen to extend beyond economic and social cohesion by reinforcing and adding to these goals, and explicitly recognises the territorial diversity of Europe. The Green Paper opened up a debate on how regional development policies and practices could respond more effectively to the specific needs and characteristics of regions and cities. The Paper also asked how it might be possible for a better account of the territorial dimension to be taken within the EU's own policies and programmes.

## UNIV 07A28 16:00 - 17:30

*Venue: European Commission, Charlemagne, Room Mansholt*

**Chair:** David Bailey, Regional Studies Association  
**Speakers:** Stefanie Dühr, Radboud University of Nijmegen; Simin Davoudi, Newcastle University; Andreas Faludi, Delft University of Technology; Gordon Dabinett, University of Sheffield  
**Organiser:** Regional Studies Association

## How the third industrial revolution can bring the economy back on track Keynote speech by Jeremy Rifkin

Jeremy Rifkin is the author of seventeen books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. In his latest book, *The European Dream: How Europe's Vision of the Future is Quietly Eclipsing the American Dream*, Mr. Rifkin argues the nascent European Dream, is, in many respects, the mirror opposite of the American Dream, but far better suited to meet the challenges of a globalizing society in the 21<sup>st</sup> century. He envisions the dawn of a new economy powered by hydrogen that will fundamentally change the nature of our market, political and social institutions, just as coal and steam power did at the beginning of the industrial age.

## UNIV 07A10 16:45 - 18:30

*Venue: European Commission, Centre Borschette, CCAB 0A and CCAB 0D (listening room)*

**Speakers:** Jeremy Rifkin, The Foundation of Economic Trends  
**Organiser:** European Commission, Regional Policy Directorate-General (DG REGIO)



## Thursday 8 October

### European Cohesion Policy post-2013 - Keynote Address on regional innovation, followed by a panel debate on European Cohesion Policy post-2013

European cohesion policy programmes cover the period 2007-2013. However, the debate on post-2013 cohesion policy is already under way. Representatives of Member States, regions and cities, members of the European Parliament, the Committee of the Regions and the European Economic and Social Committee, and all interested citizens are invited to take part in the debate. This opportunity for reflection is vital as it forms part of the wider debate on the European budget and future priorities of the Union.

#### UNIV 08D02

9:30 - 12:30

*Venue: European Commission, Charlemagne, Room Alcide de Gasperi*

*Chair: Dirk Ahner, European Commission, DG Regional Policy;*

*Keynote address by Commissioner Samecki followed by commentary by Mario Pezzini, OECD*

*Moderator: Jacki Davis, European Policy Center*

*Speakers: Philip McCann, University of Groningen; John Tomaney, Newcastle University; Grzegorz Gorzelak, University of Warsaw; Angel de la Fuente, Instituto de Análisis Económico, CSIC; Mark Drabenstott, OECD/Territorial Development Policy Committee*

*Organiser: European Commission, Regional Policy Directorate-General (DG REGIO)*



Europe's regions must become more innovative in order to cope with global challenges and the current economic crisis. The 54 seminars in this section will discuss strategies, programmes and projects implemented at regional and local levels to help regions innovate in sectors diverse as health, tourism, transport, the automotive industry, the creative economy and the environment.

## Tuesday 6 October

### Public and private co-operation in sustainable innovation

Sustainable innovation can be an important economic driver for regions and cities. The workshop addresses the way innovative technical solutions are developed through the co-operation of regions, universities and private companies and presents best practice projects undertaken in the area of sustainability. It will outline the partnerships; services and competencies regions will need to face future challenges and catalyse new economic growth. An efficient and faster transfer of knowledge and technology from public research institutions to industry is recognised as an essential element in improving Europe's competitiveness and economic performance. The workshop aims at encouraging regional players to discuss sustainable innovation as the economic motor of European regions.

### 06A03

09:00 - 10:45

Venue: Committee of the Regions, Van Maerlant VM1

Speakers: Patrice Lefeu, Europlus foundation; Roelof Kruize, Afval Energie Bedrijf; Jan Siemons, Ernst & Young  
Organiser: Ernst & Young

### The European Globalisation Adjustment Fund

The European Globalisation Adjustment Fund (EGF) was established in 2006 to provide support to workers made redundant as a result of changes in world trade patterns. The economic crisis in 2008 led the European Commission to propose amendments to the EGF regulation by temporarily enlarging its scope to support workers made redundant by the crisis, including a reduction in the trigger number of redundancies from 1 000 to 500, and an extension of the time period for implementation of EGF support from 12 to 24 months. The objective of the workshop is to explain how the amended EGF can improve the reintegration of redundant employees into the workforce and to present concrete achievements in EGF assistance.

### 06A04

09:30 - 11:45

Venue: European Commission, Centre Borschette, CCAB 1B

Chair: Peter Stub Jørgensen, European Commission  
Speakers: Michel Annaert, Centre de formation pour le secteur du Textile; Isabelle Prondzynski, European Commission; Marc De Vos, Ghent University; Ana Bermúdez Odriozola, Public Employment Services Government of Aragón  
Organiser: European Commission, Employment, Social Affairs & Equal Opportunities Directorate-General (DG EMPL) - Unit B4

### JASMINE: A way to promote micro-credit in Europe

Launched in September 2008, JASMINE (Joint Action to Support Micro-finance Institutions in Europe) is a joint initiative of the European Commission and the EIB Group to support non-bank micro-credit providers in the European Union. The purpose of JASMINE is to help such providers to improve the quality of their operations, to expand and to become sustainable. JASMINE will also channel various forms of technical and financial support to selected applicant micro-credit providers, promote good practices in the field of micro-credit lending and draft a code of good conduct. This workshop will provide details on the following topics: the state of play of the pilot phase of JASMINE and the way it operates; the micro-credit pilot experience in Brandenburg; the role of rating agencies; the role of micro-finance networks. The workshop will also allow for an exchange of good practices in the light of the micro-credit initiative.

### 06A05

09:30 - 11:45

Venue: European Commission, Centre Borschette, CCAB 0C

Chair: Rudolf Niessler, European Commission  
Speakers: Gert Van Maanen, Microfinance Centre; Emmanuelle Javoy, Planet Rating; Markus Schaer, FIDES Unternehmensförderungs GmbH; Francesco Consilio, European Investment Fund  
Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit D3

# Theme A - Workshops

## Restoring growth: Innovation in Europe's regions and cities

Tuesday 6 October



### Restoring growth through innovation

Sustainable economic growth is increasingly related to the capacity of regional economies to change and to innovate. Large disparities continue to exist between EU Member States and regions in the fields of innovation and R&D and overall there is a persistent gap compared to its main competitors at global level. Europe needs to become more inventive, to react more quickly to changing market conditions and to consumer preferences and to become an innovation-friendly society and economy. This keynote address examines ways in which regions can create the conditions needed for an environment that encourages innovation.

### UNIV 06A06

09:30 - 10:30

Venue: European Commission, Charlemagne, Room Mansholt

Chair: Katarína Matherňová (tbc), European Commission

Speakers: to be confirmed

Organiser: European Commission, Regional Policy Directorate-General (DG REGIO)

### Shaping Innovation Policy for the European Union

The aim of this debate is to generate policy proposals for the innovation strategies of the regions of the European Union and to communicate these to the EU institutions and national policy makers. The issue of innovation has gained prominence on the agenda of the European Union, since the economic crisis poses severe problems for the future prosperity of our economy. There is no question that innovative companies will be better equipped to survive the financial/economic crisis. One of the main issues will be how to ensure a climate for innovation, promoting co-operation between the public and the private sectors in order to guarantee a creative management of diversity. These decisive issues will be addressed by innovation experts in the business sector, researchers in the field and regional policy makers. A representative from the European Regional Economic Forum (EREF), who will outline how innovation approaches can be implemented in the context of the Lisbon Agenda, will moderate the event.

### 06A01

10:00 - 12:00

Venue: Common House of Steiermark, Kujawsko-Pomorskie, West Pannon Region, Croatian Regions and Trakia-Stara-Zagora

Speakers: Tivadar Lippenyi, National Office for Research and Technology; Valentina Sečen, Croatian Chamber of Economy; Franco Ciro, Coordination body of Research Organisations of Friuli Venezia Giulia; Boris Cizelj, European Regional Economic Forum; Peter Riedler, AVL; Rafał Modrzewski, Marshal Office of Kujawsko-Pomorskie Region

Organiser: Creative Action for Innovation

### Local development benefits for cities from staging global events

Hosting events such as EXPO, the Soccer Cups, European Capitals of Culture, Festivals and Political Summits can trigger innovation and economic growth. Competition to stage these major events is fierce, as cities are increasingly aware of the important returns in terms of visibility and sponsorship. Major events are catalysts of local development and can encourage cities in responding to the new challenges. The ANCI IDEALI Foundation promotes partnerships between the major European cities hosting global events. The city of Turin will be the lead presenter – outlining its experience as the host of the Winter Olympics 2006 and the future host for the 150 years anniversary of the unification of Italy – and will be followed by Marseilles as the future host for the European Capital of Culture. The other members of the conglomerate – Warsaw, Genoa, Grenoble, Barcelona, Sarajevo and Fez – will also present their best practices in organising major events.

### 06A02

10:45 - 13:00

Venue: Espace Montepaschi

Speakers: Debra Mountford, OECD; Jacquelin Pacaud, European Commission; Paolo Verri, Italia 150

Organiser: Cities for Global Events



### Airports: Key engines to restore economic growth throughout the European regions

In recent years the most dynamic growth in European aviation has come from small and regional airports, which have benefited from the huge boom in low-cost travel, regional airline services and business aviation. The ACI Europe Small and Medium Size Airports Action Group (SMAG) was created in June 2006 to provide a platform for small and regional airports to exchange knowledge and share best practices. These airports are the key to restoring economic growth throughout the European regions, creating jobs, revenue, and commercial activities around their locations. This workshop will concentrate on these airports' strategies for success, how to weather the economic crisis and secure a profitable future for the airports and the communities they serve.

**06A07**  
**11:15 - 13:00**

*Venue: Committee of the Regions, Van Maerlant VM1*

*Speakers: Sotiris A Pagdadis, SH&E; David Gering, Brussels South Charleroi Airport; Xavier Mary, Aéroports de Lyon; John Morris, Birmingham International Airport; Tonci Peovic, Dubrovnik Airport*  
*Organiser: ACI Europe*

### Bringing economic stimulus to regions through satellite information and services

Regions and cities are major drivers of their local economies. However, especially in the current economic downturn, regions need innovation to boost their economies. The Broadband Initiative within the EU's Economic Recovery Plan is a clear recognition of this fact. The best practice examples in this workshop will demonstrate how, by investing in and using innovative satellite information and services, regions can increase their economic power, encourage local SMEs to grow, stimulate demand for and provision of new services, all the while improving the quality of life of their citizens. In addition, regions and cities can engage with EU officials to hear how EU funding can help them access and implement these innovative products and services. Participants will have the opportunity to network during an exhibition from service providers after the presentations. This will facilitate contacts between regional representatives and service providers offering satellite applications and services.

**06A08**  
**11:15 - 13:00**

*Venue: Committee of the Regions, Jacques Delors JDE63*

*Chair: Håkan Sandgren, Assembly of the European Regions*  
*Speakers: Colin Hicks, Eurisy, Stelios Himonas, Ministry of Communications, Cyprus; Ignacio Eceiza, Euralis Group; Julien Degas, Chamber of Agriculture of Eure and Loire*  
*Organiser: EURISY*

### The Economic impacts of the 'European Capital of Culture' project

The European Capitals of Culture conglomerate will organize a debate where the partner Capitals of Culture will discuss and share experience on the economic aspects of the European Capital of Culture project, covering the application, planning, programming and post-project phases. In line with their experiences and research, representatives from five of the partner cities will debate the different aspects of the economic impact of ECoC, such as illustrating the economic issues relating to cultural industries, measuring the economic impacts of European Capital of Culture; determining key economic variables and appropriate procedures and economic objectives and examples of economic items such as operating expenditures, expenditures on capital improvements and infrastructure, income, revenue and sponsorship; sharing local and regional experiences and good practice; providing examples of cross-border and inter-regional co-operation.

**06A09**  
**14:30 - 16:15**

*Venue: Istanbul Centre in Brussels*

*Speakers: Vladimir Rukavina, Cultural centre Narodni dom Maribor; Carlos Martins, Guimarães 2012; Cay Sevón, Turku 2011 Foundation; Neil Peterson, Culture Liverpool; Ulrich Fuchs, Linz 2009*  
*Organiser: European Capitals of Culture*

# Theme A - Workshops

## Restoring growth: Innovation in Europe's regions and cities

Tuesday 6 October



### Investing in the Future: Innovative ideas in tourism

Innovation is a priority for European Regions. This workshop will address the current situation in the tourism sector and discuss the challenges and opportunities for innovative technologies for regional SME's. It will outline tools, necessary partnerships and the services and competencies regions need to face future challenges. Efficient and faster transfer of knowledge for innovative solutions from public institutions (such as universities) to industry is being recognised as an essential element in improving Europe's competitiveness and economic performance. Working together in "clusters" helps to bring together public and private partners and will help improve innovation in both regional public institutions and private companies. The workshop aims at encouraging regional players to discuss intellectual property as an element for fostering an innovative environment. It provides an opportunity to bring stakeholders together to share experience and best practices.

### 06A10

14:30 - 16:15

Venue: Espace Montepaschi

Speakers: Anna Maria Darmanin, European Economic and Social Committee; Thomas Carlsson, Assembly of European Regions; Francesco Ianniello, European Commission  
Organiser: C.R.E.A.T.I.V.E. Tourism, Cities and REgions Acting Together for an Innovative Vision of European Tourism

### Growth at all costs?

The seminar will focus on how to achieve goals in relation to the CAP and food production in Europe. These economic sectors could play a crucial role in achieving stronger regional competitiveness and sustainable development. There are major choices to be taken to ensure that growth is accompanied by territorial cohesion, combating the risk of rural depopulation. The trend towards uniform products, concentration of production and the practice of monoculture are factors which expose farmers and fishermen to global market fluctuations and threaten territorial diversity. The logic by which a global crisis should be tackled with global solutions in an international market will be challenged by the speakers. "Bringing the local back into the economy" will be the theme of the discussion, with an eye to WTO negotiations and decentralised co-operation in third countries within the framework of development programmes.

### 06A11

14:30 - 16:15

Venue: Committee of the Regions, Jacques Delors JDE 51

Speakers: Mercedes Bresso, Regione Piemonte, President of the PES Group in the CoR; René Souchon, Regional Council of Auvergne; Olivier de Schutter, UN special rapporteur on the right to food (tbc)

Organiser: Committee of the Regions, PES Group

### SME innovation in traditional industries

European and national SME policies and funding programmes often seem to focus primarily on high-tech and start-up SMEs. However, most SMEs are 'traditional' SMEs, in the sense that they are long-running businesses often outside the high-tech sector. The workshop will address challenges and opportunities for these traditional SMEs. It will focus in particular on the areas of tourism, where SMEs have to cope with seasonal fluctuations in their businesses; and the food and drink sector, where SMEs often have to deal with legal issues related to trademarks of origin ("appellations contrôlées"). The workshop aims to discuss how EU legislation can help or hinder the economic development of these SMEs and support their sustainable growth. It will present best-practice projects undertaken in this area, and outline the tools, necessary partnerships and competences SMEs will need to face future challenges.

### 06A12

14:30 - 16:15

Venue: Committee of the Regions, Jacques Delors JDE 53

Chair: Flo Clucas, President of the ALDE Group in the CoR

Speakers: Susanne Soderberg, SME; Sean O'Curneen, ALDE Group; Nicolas Bertinelli, SME  
Organiser: Committee of the Regions, Alliance of Liberals and Democrats for Europe Group (ALDE)



### Presentation of the outcome of the consultation of European regions and cities on a new Lisbon Strategy after 2010

This workshop will be the official presentation of the outcome of the Committee of the Regions' consultation of European local and regional authorities on the future of the growth and jobs strategy after 2010. The workshop summarises results of the Consultation, discusses them in detail and examines in greater depth the most relevant issues put forward by contributors. Representatives of other EU institutions will provide their preliminary comments on the results of the Consultation and present their standpoints concerning the future of the Lisbon Strategy. The consultation aims to bring the voices, the viewpoints and the concerns expressed by European local and regional authorities to the European Council. The contributions and their analysis will feed into the debate in ECOS and the CoR on a new Lisbon Strategy related own initiative opinion which will contribute to the political that that the CoR will address to the 2010 Spring European Council, where the final decisions will be made.

**06A13**

**14:30 - 16:15**

*Venue: European Commission, Charlemagne, Room Alcide de Gasperi*

*Speakers:* Paweł Samecki, Commissioner for Regional Policy; Javier Vallés Liberal, 2010 first EU Council Presidency, Spain; Christine Chapman, Committee of the Regions; Luc Van den Brande, President of the Committee of the Regions; Cecilia Malmström, EU Council Presidency; Representative of the European Parliament (tbc)

*Organiser:* Committee of the Regions, DTC - Lisbon Monitoring Platform

### Innovation awareness in the regions

The 2009 European Year on Creativity and Innovation proposes a general framework for enhancing the link of creativity and innovation with economic development and social cohesion. This workshop examines the driving factors behind innovation, by looking at the Innovation C.I.R.C.U.S. experience which inspired the European Innovation Weeks concept. The objectives of the Innovation C.I.R.C.U.S. were to identify the driving factors behind innovation, to identify and involve all potential stakeholders, and to instil good practices and new measures into national and regional innovation policies. It addressed all potential innovators, from schoolchildren to advanced research laboratories, from the enquiring man-in-the-street to frontrunners in innovative enterprises. The European Innovation Weeks will be organised, in parallel in various European regions, to showcase regional excellence and innovativeness, highlighting the innovation potential of local companies and helping raise the international profile of participating regions.

**06A14**

**14:30 - 16:15**

*Venue: European Commission, Centre Borschette CCAB 1A*

*Speakers:* Henrique Cayatte, Centro Português de Design; Janis Stabulnieks, Latvian Technological Center; Alessandro Rospigliosi, Alintec; Niels Vinther, Danish Agency for Science, Technology and Innovation; José Freitas, European Commission

*Organiser:* European Commission, Enterprise & Industry Directorate-General (DG ENTR) - Unit D2

### Helping workers in times of crisis: The ESF response

The objective of the workshop is to explore Member States' responses to the economic crisis in using ESF financial support and the effectiveness of these responses in fighting rising unemployment levels. During the workshop possible ways of responding to the economic crisis, with ESF financial support, will be discussed.

**06A15**

**14:30 - 16:15**

*Venue: European Commission, Centre Borschette CCAB 1B*

*Speakers:* Lars Engsted, European Commission; Thomas Bender, European Commission; Tina Weber, GHK Consulting; Łukasz Sienkiewicz, Warsaw School of Economics

*Organiser:* European Commission, Employment, Social Affairs & Equal Opportunities Directorate-General (DG EMPL) - Unit A1

# Theme A - Workshops

## Restoring growth: Innovation in Europe's regions and cities

Tuesday 6 October



### High-Level Session: Towards sustainable healthcare in the EU

Healthcare systems in the EU are facing many challenges today that could undermine their sustainability: globalisation, increased migration, demographic ageing, as well as changing healthcare needs. Not only are our healthcare systems ill-equipped to deal with this shift in demographics and behavioural change, they are also faced with increased public scrutiny and the demand for more and better quality services. The current global financial and economic crisis is adding to the pressure. This high-level session will address the sustainability issue of healthcare systems from the perspectives of the values and principles agreed by the EU's Health Ministers in 2006 and 2008 – the Tallinn commitment to Health equals Wealth. Discussion will also centre around the diminishing availability of human resources, and the innovation funding and investment opportunities, in order to meet the changing needs in healthcare.

### 06A16

14:30 - 16:15

Venue: European Commission, Berlaymont Building, Schuman Room

Speakers: Androulla Vassiliou, Commissioner for Health Policy; Luisa María Noeno Ceamanos, Minister of Health of Aragon; Philippe Maystadt, European Investment Bank; Heinrich Von Wulfen, European Coordination Committee of Radiological, Electromedical and Healthcare IT Industry; Wolfgang Sobotka, Office of the State Government of Lower Austria

Organiser: European Commission, Health & Consumer Protection Directorate-General (DG SANCO)

### Financial engineering instruments in the framework of Cohesion Policy

In order to make Cohesion Policy more efficient and sustainable, the European Union has developed, in partnership with the EIB Group and other international financial institutions, two initiatives designed to increase the use of financial engineering instruments within the framework of the Structural Funds: JEREMIE (Joint European Resources for Micro to medium Enterprises), which aims to promote increased access to finance for the development of micro, small and medium-sized enterprises in the regions of the EU; and JESSICA (Joint European Support for Sustainable Investment in City Areas), supporting investment in sustainable urban development and regeneration. These initiatives allow Managing Authorities to invest some of their Structural Fund allocations in revolving funds – rather than one-off grant financing – and, thereby, recycle financial resources in order to enhance and accelerate urban investment.

### 06A17

14:30 - 16:15

Venue: European Commission, Centre Borschette CCAB OC

Speakers: Eugenio Leanza, European Investment Bank; Hubert Cottogni, European Investment Fund; Georges Kolivas, European Commission

Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit D3

### Innovation and the role of the public sector

Investments in science and research have the potential to be one of the key factors in addressing the economic crisis. Innovation is essential for sustainable growth, and there is widespread agreement that it should be a core activity of the public sector. It can help public services improve performance and increase public value, respond to the expectations of citizens, adapt to the needs of users, increase service efficiency and minimise costs. The focus on innovation across Europe has been accompanied by an emphasis on the role of universities in working with industry, with the public sector playing an important role in driving knowledge transfer between these two sectors. This panel explores experience of university-industry knowledge transfer and how it has supported innovation.

### UNIV 06A18

14:30 - 16:30

Venue: European Commission, Charlemagne, Room Mansholt

Chair: Mikel Landabaso Alvarez, European Commission

Speakers: Marzenna Anna Weresa, Warsaw School of Economics; Vesa Harmaakorpi, Lappeenranta University of Technology, Lahti School of Innovation, Slavica Singer, J.J. Strossmayer University; Tatjana Muravska, University of Latvia; Lynn Martin, Manchester Metropolitan University Business School  
Organiser: European Commission, Regional Policy Directorate-General (DG REGIO)



### Secondary cities and economic growth?

Secondary cities can play an important role in both spreading economic growth and increasing the potential for national economic growth. In some countries, secondary cities rival and sometimes surpass the economic weight of the capital city, while in other countries the capital is by far the largest economic engine and thus follows a far more mono-centric development pattern. In many countries, the balance between the capital and the secondary cities has been the focus not only of intense debate but also of policy intervention. Some have made a political commitment to encourage the emergence of secondary growth poles outside the capital region, while other countries have continued to maintain a strong focus on public services and investments in the capital region.

### UNIV 06A19

14:30 - 16:30

Venue: European Commission, Charlemagne, Room Jenkins

Chair: Natalija Kazlauskienė, European Commission

Speakers: Rolf-Barnim Foth, Free and Hanseatic City of Hamburg; Leo Van den Berg, EURICUR; Michael Parkinson, Liverpool University  
Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) – Unit C2

### The cultural, social and educational impacts of 'European Capital of Culture' project

This debate will discuss and share experience on the cultural, social and educational impact of the European Capital of Culture (ECoC) project, covering the application, planning, programming and post-project phases. Points of discussion: how ECoC can create added value for cities and regions in terms of cultural, social and educational aspects; common methods to determine key variables and appropriate procedures to measure and benchmark cultural, social and educational impacts; development of local talent and growing audience for culture; the effects in terms of 'cultural inclusion'; sharing local and regional experiences and good practice; examples of cross-border and inter-regional co-operation; recommendations on improving of the transfer of knowledge and best practice.

### 06A20

16:45 - 18:30

Venue: Istanbul Centre in Brussels

Speakers: Esra Nilgun Mirze, Istanbul 2010 European Capitals of Culture Agency; Tamás Szalay, Pécs2010 Management Centre Nonprofit Ltd.; Zora Jaurová, Košice; Rolf Norås, Municipality of Stavanger; Oliver Scheytt, RUHR.2010 GmbH  
Organiser: European Capitals of Culture

### New skills for new jobs

Tomorrow's jobs will look different from what we know today. Globalisation, the move to a low-carbon economy, ageing societies, and technological and organisational change will require new skills to respond to the new demands of the labour market. The economic crisis adds an additional element of uncertainty and urgency. The Commission is therefore supporting and developing instruments to more effectively anticipate and match skills with labour market needs at all levels, including the local and regional levels. Better matching is of key importance to help alleviate the immediate effects of the crisis. Combined with the right measures to improve skills or re-skill for new job opportunities, such as those in the green economy, the EU workforce will be able to prepare better for the labour market when the upturn comes. Better anticipation will ensure that the workforce has the skills and competences needed for the labour market in the medium and long term. The workshop will look at ways in which anticipating and matching skills with labour market needs can be developed. It will also look into the role of employers and social partners. In addition the workshop will consider how to use the Structural Funds, and in particular the ESF, to support better matching and anticipation.

### 06A21

16:45 - 18:30

Venue: European Commission, Centre Borschette CCAB 1B

Speakers: Ana Bermúdez Odriozola, Public Employment Services Government of Aragón; Elise Tarvainen, Regional Council of Central Finland; Lesley Calder, ONE North East; Pearce Stewart, Scottish Government  
Organiser: European Commission, Employment, Social Affairs & Equal Opportunities Directorate-General (DG EMPL) - Unit D2

# Theme A - Workshops

## Restoring growth: Innovation in Europe's regions and cities

Tuesday 6 October | Wednesday 7 October



### The role of the regions in tackling health inequalities

The issue of health inequalities has been rising up the European policy agenda since it was prioritised by the UK during its 2005 Presidency. There are major health inequalities in the EU both between and within Member States. This seminar will seek to showcase good practice in addressing health inequalities at regional level; set out how the EU can add value to these efforts, including by exploring the role EU cohesion policy can play in such a strategy; and attempt to identify ways in which EU cohesion policy can best contribute to reducing health inequalities. The objective is to bring together the major actors involved in the management of the funds – alongside economists, health professionals and academics – to advance the discussion of the most effective use of these funds.

**06A22**

**16:45 - 18:30**

*Venue: European Commission, Centre Borschette  
CCAB 1A*

**Speakers:** Paul Cosford, East of England; Ildefonso Hernández Aguado, Ministry of Health and Social Affairs, Spain; Bosse Petersson, Swedish National Institute of Public Health, Ministry of Health; Edmund Škorvaga, Ministry of Health, Slovak Republic; Pierre Bizel, Observatoire de la Santé, Hainaut, Belgium  
**Organisers:** European Commission, Employment, Social Affairs & Equal Opportunities Directorate-General (DG EMPL); European Commission, Health & Consumer Protection Directorate-General (DG SANCO)

## Wednesday 7 October

### Healthmagination: Tackling healthcare access, quality and costs with advanced technology

This workshop will focus on how the healthcare industry can help more people get better outcomes at lower cost. How can industry, government and regions work together to accelerate the innovation and rollout of next-generation home health technologies, particularly important as the population ages and the incidence of chronic diseases increase? How can this approach improve healthcare access and reduce inequalities in patient care in Europe? Though conventional wisdom tends to suggest that healthcare reform and innovation lie solely in the hands of government, the reality is that patients and providers are hugely influential in bringing a high-performance healthcare infrastructure to the industry. Medical technologies are often viewed by some as a driver of increased healthcare costs but, as countries and regions face up to the challenges of delivering healthcare, it will be new technologies that will help contain costs and deliver efficiencies in healthcare systems.

**07A04**

**09:00 - 10:45**

*Venue: Committee of the Regions, Jacques Delors  
JDE 52*

**Speakers:** to be confirmed

**Organiser:** GE

### Restoring regional growth through innovative citizen services

As part of the European economic recovery plan, the Commission has emphasised the importance of new technologies, broadband and innovation. This workshop will address opportunities for regions to deploy information and communication technologies (ICT) in order to strengthen regional economic competitiveness and increase prosperity through enhanced citizen welfare and satisfaction. Broadband remains a key enabler for regions and cities to create a citizen- and business-friendly environment, as stated in the Commission's i2010 strategy. Today, we have regions lacking sufficient broadband infrastructure as well as regions with good broadband infrastructure but lacking adequate and/or innovative services to exploit it. This workshop will demonstrate how innovative solutions can improve welfare and access to services through initiatives in citizen-administration interaction, in healthcare and in regional innovation centres. More efficient citizen services will also lead to significant cost and time savings, both for regional/city administrations and for the individual citizen. All the solutions presented in this workshop will be backed by real-life examples. Its objective is to bring together companies and regions to discuss innovative examples of how regions can increase citizen satisfaction by improving their long-term economic and social welfare.

**07A05**

**09:00 - 10:45**

*Venue: Committee of the Regions, Jacques Delors  
JDE 51*

**Chair:** Diogo Vasconcelos, Cisco Systems  
**Speakers:** Jacek Urbaniak, City of Lodz; Mongi Zidi, Pole Regional Numérique; Peter Droell, European Commission; Tamas Guylai, DEAK Co-operation Research Non-profit Company est. by South Great Plain Regional Development Agency, University of Szeged and Hungarian Academy of Science; José Luis Rocha, Andalusian Regional Health Ministry  
**Organiser:** Cisco Systems



### Microcredits in Europe - Latest Developments

This workshop focuses on the latest developments in microcredits in Europe. It includes keynote speeches on JASMINE and on the European Investment Bank's group developments for microcredit. The keynote speeches will be followed by regional case studies from Germany, Hungary and Italy.

#### 07A06

09:00 - 10:45

Venue: Committee of the Regions, Van Maerlant VM1

Speakers: Patrice Liauzu, European Investment Bank; Philippe Delvaux, European Commission; Henning Schoppmann, European Association of Public Banks; Martin Helfrich, NRW Bank; Ferdinand Sassen, Former Senior Advisor Institutional Affairs & Deputy Head Brussels Office of the EIB; Zsolt Laszlo Becsey, European Parliament; Anna Barone, FINLOMBARDA S.p.A.  
Organiser: European Association of Public Banks

### Mobility in healthcare

The interface between wireless technology, data management systems and health technology is critical to the development of healthcare in regionally managed and integrated services. In parallel with this interface, collaborative and open innovation between health authorities, regional government and higher education can provide a laboratory for the testing and marketing of emerging solutions. Mobility and improved access to information in real time are at the core of high-quality and cost-efficient health care systems. As a result, patients will greatly benefit from better, safer and more personalised care from a highly efficient medical staff. This workshop will demonstrate that providing healthcare workers with handheld mobile computers, with wireless connection to the hospital's computer network, can lead to dramatic improvements in the accuracy and efficiency of every day tasks – from medication administration and specimen collection to patient monitoring, medical rounds and more. The workshop will also be an opportunity for participants to share examples of regional initiatives in the area of healthcare and to feature past and ongoing cross-border European projects supporting e-Health schemes.

#### 07A07

09:00 - 10:45

Venue: Committee of the Regions, Jacques Delors JDE 53

Speakers: Terry Mughan, Anglia Ruskin University; Marco Landi, Motorola Inc.; Andrzej Rys, European Commission; Perks Barnaby, ERBI MedTech  
Organiser: Anglia Ruskin University, Motorola

### Media education for all: A local approach

Media literacy is a fundamental issue for the 21<sup>st</sup> Century. In a continuously globalizing world media use and development of a critical attitude to the media represent key aspects of the process of socialising and integrating European citizens, especially young people, into European, national and global cultural traditions. The aim of the workshop will be to highlight the fact that every European citizen has a fundamental right to participate in media education and the development of media literacy. Such participation is essential because the media have a strong influence on people's view of the world, political developments and public life. The workshop will analyse, summarise and discuss key aspects of educational policies promoting media literacy, in particular from a local and regional perspective.

#### 07A08

09:00 - 10:45

Venue: Committee of the Regions, Jacques Delors JDE 63

Chair: Andras Szalay, Committee of the Regions  
Speakers: Lasio Hartai, University of Budapest; Matteo Zacchetti, European Commission  
Organiser: Committee of the Regions, DTC - EDUC

# Theme A - Workshops

## Restoring growth: Innovation in Europe's regions and cities

Wednesday 7 October



### Achieving regional innovation: Challenges to delivering regional innovation strategies

Fostering regional innovation is crucial in supporting the long-term objective of making Europe the most competitive and dynamic knowledge-based economy in the world. This workshop will highlight the methodologies used by regions in implementing their regional innovation strategies and, in turn, driving up regional growth. The workshop will also address the challenges and opportunities faced by regions in delivering these strategies and will provide a comparative analysis of best practice tools used to enhance knowledge transfer. The workshop will present a range of experiences and approaches to regional innovation, including successful collaborations between public authorities, research institutions and businesses through the 'triple helix' approach. The workshop aims to facilitate an interactive dialogue between all stakeholders in the field of innovation policy in order to share best practices and successful models for delivering innovation. Participants will be encouraged to discuss factors which increase levels of innovation and explore synergies with the ERDF, FP7 and CIP funding programmes.

**07A01**

**09:30 - 13:00**

*Venue: Representation of the European Commission in Belgium*

*Speakers:* Martin French, East Midlands Development Agency; Gianfranco Viesti, Apulia Regional Agency for Technology and Innovation; Jan Piet van der Meer, NedStack Fuel Cell Technology BV; Andrea Freschi, Regione Basilicata

*Organiser:* Achieving Regional Innovation: Innovative Regions for Growth

### Innovation and the urban challenges of today

The majority of European citizens live in urban areas. Cities, especially capital cities, are key centres of cultural and economic activity. Indeed, they are the motors of economic growth, providing the benefits of agglomeration for businesses, and attracting the most dynamic companies and fastest growing industries. Capital cities are centres of economic development, social activities and cultural vibrancy, but can at the same time face concentrations of social, environmental and economic problems, especially in the current economic crisis. This debate will focus on: Innovation and the urban challenges of today: urban development, urban mobility, climate change and growth. How can we as capital cities face the challenges that lie ahead? How can we in the global economic crisis guarantee urban development and growth and focus on making our cities cleaner, attractive for investors, tourists and the ever-growing population?

**07A02**

**09:30 - 13:30**

*Venue: London House*

*Speakers:* Michele Pasca-Raymondo, European Commission; Richard Barnes, Greater London Authority; Mauro Cutrufo, City of Rome; Frank Lee, European Investment Bank; Guy Nicholson, London Borough of Hackney  
*Organiser:* Capital Cities

### Culture and creativity: A motor for regional innovation, growth and cohesion?

The 2009 European Year on Creativity and Innovation provides a general framework for further enhancing the link between culture, creativity and innovation on the one hand, and economic development and social cohesion on the other. In the context of EU cohesion policy, regional and local strategies have successfully harnessed culture to support creativity and promote innovation in many areas. As a catalyst for economic development, culture can contribute to growth and employment at the local level and, as a tool for social and territorial cohesion, it can help balance tradition and innovation, allowing for intercultural and intergenerational dialogue in today's societies. The workshop aims to highlight factors conducive to creativity and innovation which are linked with culture and may be relevant to regional and local development policies. How can European regions and cities develop strategies to boost creativity and innovation? How can development policies enhance the potential of the cultural and creative sector, and how can partnerships between the cultural sector and other sectors of the economy be promoted? How can culture be utilised as a means of developing talent, a tool for social cohesion and a long-term investment in multicultural societies?

**07A09**

**09:30 - 11:45**

*Venue: European Commission, Centre Borschette CCAB 0C*

*Chair:* Xavier Troussard, European Commission  
*Speakers:* José Manuel Melim Mendes, Agencia Regional de Energia e Ambiente da Região Autónoma da Madeira; Barbara Wendling, Stiftung Zollverein; Philippe Kern, KEA European Affairs; Dan Licari, Advantage West Midlands, Ruud Vreeman, City of Tilburg  
*Organiser:* European Commission, Education and Culture Directorate-General (DG EAC) - Unit C1



### Be creative: Creative industry for restoring growth in Europe's regions

In the middle of the economic crisis with traditional sectors facing decreasing turnovers and job losses, the cultural and creative industries – music, fashion, design, architecture, gaming, etc. – offer potential for the EU to remain a key player in terms of global competitiveness. In the context of the 2009 European Year of Creativity and Innovation, the creative industry can play a key role in promoting employment and an economic upturn. This workshop will provide these sectors with an opportunity to show their potential and to reflect jointly upon the role that regional governments can play in further stimulating their growth potential. Regional governments are important facilitators, able to mobilise people and ideas in a single and integrated effort. This workshop will provide a platform where entrepreneurs from the creative industries can dialogue with regional and local governments and where they can demonstrate recent developments such as eco-design, eco-fashion and interactive technologies; regional and local governments can exchange best practices on how they have successfully facilitated creative industries' access to finance, housing etc.); academics can meet, and students in creative studies can obtain an idea of the practical perspectives of their work. The workshop will be followed by a second meeting, within the framework of the Lisbon Regions Network, to brainstorm with participants about the outcomes of the discussions.

### 07A03

10:00 - 13:00

Venue: National Superior School of Visual Arts, La Cambre

Chair: Jacki Davis, European Policy Center  
Speakers: Alexandra Lambert, Ministry of Brussels Capital Region; Walter Amerika, Creative Cities Amsterdam Area; Lucie Sanchez, ASTER, regional Agency Science Technology Business; Lisa De Propriis, University of Birmingham; Rinske Kruisinga, Province of Noord-Holland  
Organiser: Lisbon Regions Network&Partners

### Regional responses to the global economic crisis

With many regions across Europe experiencing serious economic challenges under the unprecedented global financial crisis, this panel examines the way that the crisis is having different effects on Europe's regions. The economic crisis which began to hit Europe's regions in late-2008 has also exposed weaknesses in the functioning of the global economy and led to calls for the reform of the international financial architecture. Although the crisis was triggered by events in the United States housing market, it has spread to most of Europe with dire consequences for jobs, investment and growth. This panel examines the various responses to the crisis.

### UNIV 07A15

11:00 - 13:00

Venue: European Commission, Charlemagne, Room Mansholt

Chair: Ronald Hall, European Commission  
Speakers: Patrizio Bianchi, University of Ferrara; Philip McCann, Faculty of Spatial Sciences University of Groningen; Philippe Aghion, Harvard University; Robert Hassink, University of Kiel  
Organiser: Regional Studies Association

### Role of financial institutions for regional economies in crisis - restoring growth

This workshop tackles the role of sustainability in stimulating growth, provides a keynote speech on the topic by Mr. Dirk Ahner, Director-General, European Commission, DG Regional Policy and offers case studies from Germany and Bulgaria.

### 07A11

11:15 - 13:00

Venue: Committee of the Regions, Jacques Delors JDE 52

Speakers: Sasho Tchakalski, Bulgarian Development Bank; Ferdinand Sassen, Former Senior Advisor Institutional Affairs & Deputy Head Brussels Office of the EIB; Barend Van Bergen, KPMG; Klaus-Dieter Kremkow, Landesbank Baden-Württemberg; Henning Schoppmann, European Association of Public Banks; Dirk Ahner, European Commission  
Organiser: European Association of Public Banks

# Theme A - Workshops

## Restoring growth: Innovation in Europe's regions and cities

Wednesday 7 October



### Enhancing citizens' welfare through the innovative application of ICT

This workshop will focus on how to ensure the effective delivery of public services through innovative applications of ICT. Motorola, the organiser of this workshop, along with participants drawn from the European Enterprise Platform, will look at how ICT is an essential component in guaranteeing the consistent delivery of public services across regions. The workshop will discuss how ICT has changed regional and local government and how it is now an essential tool for guaranteeing public safety and security, managing public transport, and providing healthcare solutions. Speakers at the workshop will provide real-world examples of these services in action and demonstrate how they have been able to improve the welfare of Europe's citizens. The workshop will be an opportunity for participants to learn from the experiences of other regions, exchange best practice, and understand the full potential of ICT.

**07A12**

**11:15 - 13:00**

*Venue: Committee of the Regions, Jacques Delors JDE 51*

**Chair:** Ken Ducatel, European Commission  
**Speakers:** Massimo Gotti, Motorola Inc.; Paul Bhatia, University of Nottingham; Roberto Zuffada, Regione Lombardia; Dražen Pomper, Varazdin General Hospital  
**Organisers:** Motorola; European Enterprise Platform

### EIB and EU Structural Funds in support of innovation in the regions

The role of EIB co-financing, alongside the EU Structural Funds, of individual projects or of Operational Programmes dedicated to enhancing innovation in the regions, notably in the convergence regions.

**07A13**

**11:15 - 13:00**

*Venue: Committee of the Regions, Van Maerlant VM1*

**Speakers:** Jochen Von Kamek, European Investment Bank, Luxembourg; David Malpass, Northwest Regional Development Agency, United Kingdom; Jon Denness, European Commission; Carsten Rasmussen, European Commission  
**Organiser:** European Investment Bank

### Innovation and research at the local level as vehicles for competitiveness and growth

The purpose of the Thematic Subsidiarity Workshops (TSW) is to direct the subsidiarity debate towards practical issues in policymaking within specific sectors, i.e. those policy domains where decisions are mostly made at the local, regional or national levels and where the European Community does not have exclusive competences. The TSW will encourage a dialogue between the actors involved – EU Institutions, local and regional authorities represented in the Committee of the Regions' (CoR) Subsidiarity Monitoring Network, academia, think tanks, etc. – focusing on one or more particular EU initiatives.

**07A14**

**11:15 - 13:00**

*Venue: Committee of the Regions, Jacques Delors JDE 63*

**Speakers:** Heidi Weidenbach-Mattar, Federal Ministry for Innovation, Research, Higher Education and Technology, Germany; speaker to be confirmed from Basque Country Regional Ministry for Industry and Innovation; Christina Diegelmann, Assembly of European Regions  
**Organiser:** Committee of the Regions, DTC - Unit 3



### The global economic crisis: Endangering the 'European Social Model'?

There is widespread agreement that there is no such thing as one European Social Model, but rather a variety of models with some common features: it has been described as a unique blend of economic competitiveness and equality. But to what extent can the European Social Model withstand the challenges posed by the global economic crisis? This workshop will debate the extent to which the global economic crisis threatens a model based on strong economic performance and a high level of social protection.

### UNIV 07A23

14:30 - 16:15

Venue: European Commission, Centre Borschette, CCAB 0D

Chair: Jérôme Vignon, European Commission  
Speakers: Stanisława Golinowska, Jagiellonian University; Peter Hengstenberg, Friedrich Ebert Stiftung; Maria João Rodriguez, Institute for European Studies; Bea Cantillon, Antwerpen University

Organiser: European Commission, Employment, Social Affairs & Equal Opportunities Directorate-General (DG EMPL)

### How can the public sector promote regional innovation?

Stimulating creativity and innovation in a region calls for a long-term and integrated approach. First, the public sector has to contribute to making an entrepreneurial region more creative. Companies need to be convinced of the necessity for creativity and innovation and need to have access to the relevant supporting tools. Second, the public sector has a role to play in making a creative region more entrepreneurial. A booming and dynamic creative industry reflects the image of a region. This, in turn, will attract creative people to the region. The public sector has to provide the creative sector with the relevant advice, training, financial support and infrastructure. Interesting cross-fertilisation initiatives also need to be supported at the crossroads where the entrepreneurs meet the 'creatives'. Last but not least, creative companies and entrepreneurial 'creatives' can only thrive in a region with 'creative DNA'. There can be no creative companies without creative people. Public-sector policy must promote efforts in the educational field to ensure the relevant skills, as well shape public attitudes generally. A region with creative DNA is an attractive region, demonstrating its creativity in its urban development and infrastructure.

### 07A16

14:30 - 16:15

Venue: Centre of the Regions - Information Office Mecklenburg-Vorpommern to the EU

Speakers: Ruta Matonienė, City of Vilnius; Jarle Kristoffersen, College University of Hedmar; Timo Parkkola, HUMAK University of Applied Sciences; Elina Kuzjukėviča, Riga Office to the EU; Pascal Cools, Flanders D.C.; Torsten Mehlhorn, Investitionsbank Berlin; Mart Randoja, EMT TeliaSonera; Petri Räsänen, Technology Centre Hermia  
Organiser: Baltic Sea Group

### Unite and innovate! European clusters for recovery

The wealth of Member States and regions is increasingly dependent on the development of appropriate framework conditions to promote innovation and productivity. Clusters are at the core of innovative development and can create a powerful stimulus for growth, by bolstering connection between companies and centres of research and education. The Commission has published a communication to develop strong world-class clusters as the main drivers for Europe's competitiveness. However, Europe's clusters are large in number but small in scale. While world-class clusters are fundamental to competing internationally, existing clusters still have great potential to respond to the needs of the market and to help developing European regions. Strategies to develop both type of clusters are not mutually exclusive, but may involve important trade-offs that need to be analysed. What does it take to develop world-class clusters in Europe? Which trade-offs do strategies to develop world-class and small-scale clusters imply? What is the role of companies in fostering cluster development?

### 07A17

14:30 - 16:15

Venue: Committee of the Regions, Jacques Delors JDE 62

Moderator: Nikki Tait, Financial Times  
Speakers: Andrea Moltrasio, Confindustria; Dirk Ahner, European Commission; Staffan Bjurulf, Region Värmland; Luc Van den Brande, President of the Committee of the Regions; Jürgen Thumann, BUSINESSEUROPE; Martin Schuurmans, European Commission  
Organiser: BUSINESSEUROPE

# Theme A - Workshops

## Restoring growth: Innovation in Europe's regions and cities

Wednesday 7 October



### Healthcare innovation: The key to sustainability of regional healthcare systems

Against the background of an ageing population with changing disease patterns, regional health systems are hard-pressed to meet the increasing demand for more, better and safer services, while at the same time practitioner numbers are reducing. Patients, employers and payers are demanding better quality and improved patient outcomes. If these trends continue unabated, health systems will face a stark choice of either rationing or restricting access to healthcare, potentially fuelling inequalities that are already evident in society. Given the WHO data linking 'health to wealth', any measures affecting individual patients can, when extrapolated at the population level, seriously impact a region's development and growth. The drive for sustainability of healthcare systems is an imperative. This workshop will discuss the importance of healthcare innovation in addressing the mounting productivity, accessibility, and affordability gaps required to make healthcare systems more sustainable. Everyone has a responsibility and can contribute to this endeavour. The healthcare industry exists to deliver innovative medical and information technologies and services that improve quality, efficacy and cost-effectiveness. Healthcare systems that emphasise consumer awareness and empower patients to make informed choices will also help.

### Regional innovation addressing ICT and demographic change

Demographic changes and the ageing of the population present a number of challenges to sustainable care in terms of both financial and human resources. At the same time, they also offer new opportunities for economic development and innovation through the introduction of ICT-based products and services for Ageing Well (i.e. ICT supporting delivery of health, social care and independent living solutions). In the ICT policy support programme, there are already more than 30 regions involved in large-scale pilot projects on ICT for Ageing Well. This session will bring together representatives of these projects to present the approach and case for investment as examples for other regions to follow, in order to stimulate innovation and regional development.

### Technology transfer: The role of patent offices in regional innovation

This workshop aims to present a pilot project on knowledge transfer from university to industry: "Technology Transfer Office in Universities (TTO)". Recent successes of the project will be highlighted by the representatives of one of the National Patent Offices involved, as well as the University partner, in order to give a complete overview through a case study. Each partner will explain its respective role, tasks and achievements. The aim of the workshop is to examine the potential synergies between projects developed by the European Patent Office and the possible ways of co-financing them via the Structural Funds.

### Lead markets: How to take regions global

This workshop aims to look at how regions can 'go global' and examines the different conditions necessary in a region for companies and markets to grow. The workshop looks specifically at the following sectors: textiles, recycling, renewable energies, bio-based products, sustainable construction and eHealth.

### 07A18 14:30 - 16:15

Venue: Committee of the Regions, Jacques Delors JDE 51

Speakers: Bernard Merkel, European Commission; Roberto Grilli, Regional Agency for Health and Social Care; Josè Luis Rocha, Andalusian Regional Health Ministry; Paul Smit, European Coordination Committee of Radiological, Electromedical and Healthcare IT Industry; Petra Riemer-Hommel, University of Applied Sciences; Patrick Flochel, Ernst and Young, Zürich  
Organisers: European Commission, DG SANCO; COCIR and EUREGHA

### 07A19 14:30 - 16:15

Venue: European Commission, Centre Borschette CCAB 0B

Speakers: Florin Lupescu, European Commission; Claus Nielsen, Region of Southern Denmark/ MedCom International; Gaspar Tarrida, Fundació Televall; Joseph Killen, Tunstall Healthcare, Andrea Leto, Tuscany Region  
Organiser: European Commission, Information Society & Media Directorate-General (DG INFSO) - Unit H3

### 07A20 14:30 - 16:15

Venue: European Commission, Centre Borschette CCAB 0C

Speakers: Doru Zafiu, National Authority for Scientific Research; Alexandru Marin, Polytechnic University Bucharest; Marco Dinis, Portuguese Institute of Industrial Property; Alexandru Strenc, Organisation State Office for Inventions and Trademarks; Georg Artelsmair, European Patent Office  
Organiser: European Patent Office

### 07A21 14:30 - 16:15

Venue: European Commission, Centre Borschette CCAB 1B

Speakers: Harma Albering, Cradle 2 Cradle; Katja Reppel, European Commission; Henriette Van Eijl, European Commission; Mark Hidson, ICLEI European Secretariat; Fredrik Linden, SALAR  
Organisers: European Commission, Research Directorate-General (DG RTD) and Enterprise & Industry Directorate-General (DG ENTR)



### Does geography matter?

This keynote address by Professor Ray Hudson looks at the importance of geography in regional and local economic development. It examines how each region's unique characteristics affect its ability to cope with a variety of social and economic challenges. It offers some insight into how the academic debate on this subject is shaping policy, in particular European regional policy.

**UNIV 07A22**  
**14:30 - 15:30**

*Venue: European Commission, Charlemagne, Room Mansholt*

*Speakers: Ray Hudson, Durham University*  
*Organiser: European Commission, Regional Policy Directorate-General (DG REGIO)*

### Understanding and promoting territorial cohesion: Addressing the challenges of the Green Paper

The Green Paper 'Turning Territorial Diversity into Strength' (October 2008) opened up a debate on how regional development policies and practices could respond more effectively to the specific needs and characteristics of regions and cities. The Paper also asked how it might be possible for a better account of the territorial dimension to be taken within the EU's own policies and programmes. This workshop addresses key ideas questions and debates surrounding the understanding and pursuit of Territorial Cohesion, as outlined in the Green Paper, and asks: What is territorial cohesion about and what is its significance to the future development of the EU? Will the promotion of territorial cohesion require changes in the practices of the many levels of governance that characterise the diverse territories of the EU? How can the EU Structural Funds that seek to reduce regional disparities and increase competitiveness also respond to the needs of greater territorial cohesion? How can territorial co-operation and the development of transnational spatial arrangements promote greater territorial cohesion? How can regional spatial planning make a difference to the pursuit of greater territorial cohesion?

**UNIV 07A28**  
**16:00 - 17:30**

*Venue: European Commission, Charlemagne, Room Mansholt*

*Speakers: David Bailey, Regional Studies Association; Stefanie Dühr, Radboud University Nijmegen; Simin Davoudi, Newcastle University; Andreas Faludi, Delft University of Technology; Gordon Dabinett, University of Sheffield*  
*Organiser: Regional Studies Association*

### How the third industrial revolution can bring the economy back on track Keynote speech by Jeremy Rifkin

Jeremy Rifkin is the author of seventeen books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. In his latest book, *The European Dream: How Europe's Vision of the Future is Quietly Eclipsing the American Dream*, Mr. Rifkin argues the nascent European Dream, is, in many respects, the mirror opposite of the American Dream, but far better suited to meet the challenges of a globalizing society in the 21<sup>st</sup> century. He envisions the dawn of a new economy powered by hydrogen that will fundamentally change the nature of our market, political and social institutions, just as coal and steam power did at the beginning of the industrial age.

**UNIV 07A10**  
**16:45 - 18:30**

*Venue: European Commission, Centre Borschette, CCAB 0A and CCAB OD (listening room)*

*Speaker: Jeremy Rifkin, The Foundation of Economic Trends*  
*Organiser: European Commission, Regional Policy Directorate-General (DG REGIO)*

### Using best practices to champion health

European societies face common challenges related to the intertwinement of different factors: health threats, pandemics, the burden of lifestyle-related diseases, demography issues, and generational change within the workforce. These societal and environmental changes, coupled with the looming consequences of the international financial crisis are likely to draw attention away from health investment. However, data from a large number of countries show that there is a strong positive statistical connection between economic performance and a range of indicators of health status. In support of this theory, a major World Bank study has concluded that no country has ever achieved sustained development without substantial investment in the education and the health of its people. Investing in health entails a major focus on both health promotion and prevention. In this context, regions and local authorities should invest more economic resources in promoting healthy lifestyles, as well as improving the early detection of major illnesses and reducing acute care associated with complications to chronic disease. This seminar will explore some best practices implemented at the regional and local level in these fields.

**07A24**  
**16:45 - 18:30**

*Venue: Committee of the Regions, Jacques Delors JDE 51*

*Speakers: Luigi Bertinato, Veneto Region; Sandrine Raffin, EPODE; Maria-Laura Franciosi, European Journalism Center; Anne Tidmarsh, NHS; Robert Stewart, NHS; Christian Lovis, University Hospital of Geneva; Robert Madelin, European Commission*  
*Organiser: European Commission, DG SANCO; COCIR and EUREGHA*

# Theme A - Workshops

## Restoring growth: Innovation in Europe's regions and cities

Wednesday 7 October | Thursday 8 October



### The 'European Network of Living Labs': Supporting innovation in Europe's regions and cities

The European Network of Living Labs (ENoLL) was initiated by the 2006 Finnish Presidency with the aim of coordinating existing Living Labs in a European dimension. In 2006, 19 Living Labs constituted the first wave of the ENoLL while, in 2007, 32 additional Living Labs joined the network, bringing membership up to 51. A third wave in 2008 led to a growth in the network to 129 Living Labs members, involving more than 70 EU regions. In 2009, ENoLL is undergoing substantial changes, with the creation of its own legal structure. This workshop will present the different national programmes and the Open Innovation user-centric dimension of the ENoLL network.

**07A25**

**16:45 - 18:30**

*Venue: European Commission, Centre Borschette CCAB 0B*

*Speakers: Carlos Zorrinho, Lisbon Strategy and the Technological Plan; Eduardo Crespo De Nogueiro y Greer, Spanish Ministry of Environment, Rural and Seaside Areas; Pascal Estrailier, Ministry for Higher Education and Research; Antti Peltomaki, European Commission; Mikael Bjorejson, CDT Lulea University of Technology*

*Organiser: European Commission, Information Society & Media Directorate-General (DG INFSO) - Unit F4*

### Regional innovation strategies: Sharing knowledge and experience

Regional innovation is a priority for Europe. This workshop will present the tools, networks and partnerships needed to ensure that regional decision-makers can develop the best possible regional innovation strategies. The workshop includes presentations on Regions of Knowledge, the Regional Innovation Scoreboard, and the new Innovating Regions in Europe Association.

**07A26**

**16:45 - 18:30**

*Venue: European Commission, Centre Borschette CCAB 0C*

*Speakers: Jean-David Malo, European Commission; Balazs Borsi, GKI Economic Research Co.; Jean Severijns, Province of Limburg; Katja Reppel, European Commission; Lorelei Hunt, South West England Regional Development Agency; Norbert Grasselli, Eszak-Alfold Regional Development Agency, Hungary*

*Organisers: European Commission, Research Directorate-General (DG RTD) and Enterprise & Industry Directorate-General (DG ENTR)*

### Regional excellence in innovation: Sharing experiences from across the world

Successful regional innovation clusters across Europe's regions prove that local and regional stakeholders can effectively come together and help reshape their local economies. European cohesion policy provides support to many different types of innovation clusters, regional centres of innovation and next-generation industries. With this support, regional business, public authorities and university leaders can collaborate to leverage a region's existing assets – from transportation infrastructure to universities – to enhance long-term regional growth. This workshop provides a comparative perspective on regional innovation and cluster development between the EU and other countries.

**07A27**

**16:45 - 18:30**

*Venue: European Commission, Centre Borschette CCAB 1D*

*Speakers: Alan Barrell, Health Enterprise East Ltd; Mikel Landabaso, European Commission*  
*Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit B1*

## Thursday 8 October

### Automotive industry in crisis: A choice between jobs and environmental progress?

The car is an essential part of modern society and lifestyle – integral to work, leisure and family life, while commercial vehicles deliver the goods and services that ensure economic activity. But large investments will be needed to help the sector survive the economic crisis, sustain the transition to low-carbon mobility, and safeguard manufacturing and employment in Europe. How should taxpayers' money be spent? What efforts are needed at regional and national level to make our cities ready for green cars? What must the automotive industry do to emerge stronger from the downturn? This workshop will bring together representatives of the American, European and Japanese automotive industries to discuss answers to the challenges facing this key manufacturing sector.

**08A02**

**09:00 - 13:00**

*Venue: Committee of the Regions, Jacques Delors JDE 52*

*Speakers: Jeremy Rifkin, The Foundation of Economic Trends; Anne Houtman, European Commission; Jos Dings, European Federation for Transport and Environment; Jean-Yves Le Drian, Region of Brittany, Member of the CoR*  
*Organiser: EUobserver*



### Broadband uptake in rural and regional development

The European Economic Recovery Plan includes a proposal to channel part of the unspent EU budget on broadband investment and announces the development of an EU broadband strategy, in co-operation with Member States and other relevant players. High-speed Internet connections promote rapid technology diffusion, which in turn creates demand for innovative products and services. To boost Europe's lead in fixed and wireless communications and accelerate the development of high value-added services, more work needs to be done on developing broadband strategies to accelerate the upgrading and extension of networks. This workshop will examine good practice examples in regional and rural development – including cases from the Regions for Economic Change fast-track networks B3 Regions and PIKE – in the light of this additional expenditure. The workshop will also feature a general discussion on the results of a study on ICT expenditure in the EU's rural development and cohesion policies.

### 08A03

09:15 - 11:00

Venue: European Commission, Centre Borschette  
CCAB 1D

Speakers: Ken Ducatel, European Commission; Gabrielle Gauthy, Alcatel-Lucent; George Hall, ERISA/EBP; Jeremy Millard DTI; Josefine Loriz-Hoffmann, European Commission

Organiser: European Commission, Information Society & Media Directorate-General (DG INFSO) - Unit C1

### Social Innovation: Sharing creative ideas for sustainable growth

As 2009 is the European Year of Creativity and Innovation, this workshop focuses on the creation and strengthening of bridges between social innovation and growth. Sustainable growth requires improved social integration and fuller utilisation of the potential of EU citizens, in order to correspond efficiently to the constant need of evolution imposed on the European regions. It is not enough to work on the technological dimension of creativity and innovation, we must also take advantage of its social dimension. Regions must respond to the present crisis with innovative solutions. It is paramount to invest in a knowledge society, based upon human capital. The workshop will thus promote the debate on how social inclusion can be an invaluable asset in achieving these goals.

### 08A01

09:30 - 13:00

Venue: Permanent Representation of Portugal to the EU

Speakers: Jorge Miranda, City of Amadora Municipality; Luis Maria Ullibarri, Innobasque/Basque Innovation Agency; Stephen Vella, Foundation for Social Welfare Services; Peters Toon, Province of Zeeland; Ahmed Goga, Gloucester Works, City Employment and Skills programme; Val Jones, Social Enterprise North West; Carlos Zorrinho, National Coordinator of the Lisbon Strategy and the Technological Plan; Artur Martins, Institute of Social Share of the Regional Secretariat of the Work and Social Solidarity; Andy Churchill, Merseyside Network for Europe; Haroon Saad, QeC-European Regeneration Areas Network

Organiser: Creative and Inclusive Economic Growth Network

### Shaking hands: Public-private alliances for new tourism poles

The Capital of Italy, recently entitled as Metropolitan Region, has defined a huge investment plan of around 1 billion euro to respond to the financial crisis and strengthen its position among worldwide tourism destinations. With its portfolio of 23 major urban projects – ranging from transport infrastructure to original architectural landscapes – the Second Tourism Pole of Rome is an example of the new generation of public-private alliances for local development, where the pure financial co-operation goes further to more integrated approaches inspired by common visions and values. This innovative concept schedules private and public investments in a series of key sectors – including the ancient Rome and Cinecittà thematic parks, a Formula 1 urban circuit, a unique exhibition centre of Ferrari SpA, the aquarium by renowned architect Massimiliano Fuksas, the expansion of the Ostia waterfront, a new railway and a branding campaign by Franco Zeffirelli – represents one of the most original territorial projects of this kind in the world. For this "première", EU participants will have the opportunity of discovering the Rome prototype of public-private alliance in a 2300-year-old metropolis that becomes a new millennium capital.

### 08A04

11:15 - 13:00

Venue: Committee of the Regions, Jacques Delors JDE 62

Speakers: Luc Van den Brande, President of the Committee of the Regions; Antonio Tajani, European Commission; Domenico Ricciardi, Mare Nostrum; Luigi Abete, Cinecittà SpA; Mattia Crosetto, HAL9000 Limited; Mauro Cutrufo, City of Rome

Organiser: HAL9000 Limited

# Theme B - Workshops

## Regions and climate change: Europe's way to sustainable regional development

Tuesday 6 October



Some weeks before the United Nations Climate Change Conference in Copenhagen, the OPEN DAYS 2009 will showcase several approaches and best practice in regional and local solutions to tackle the effects of climate change. 19 seminars in this section will deal with regional strategies towards low carbon economies, renewable energies and ways of financing energy efficiency measures through EU cohesion policy.

### Tuesday 6 October

#### Covenant of Mayors – How do cities prepare their 'Sustainable Energy Action Plan' and 'Inventory of Emissions'?

The Covenant of Mayors is a commitment by signatory towns and cities to go beyond the objectives of EU energy policy in terms of reduction in CO<sub>2</sub> emissions through enhanced energy efficiency and cleaner energy production and use. Signatories commit to submitting their Sustainable Energy Action Plans (SEAPs) within the year following adherence to the Covenant. The SEAPs explain how they intend to reach the objectives in terms of reduction of CO<sub>2</sub> emissions for 2020. Since the Covenant commitments concern the whole geographical area of the city/town/region, the SEAP should include actions concerning both the public and private sectors in the city. The first step towards the successful reduction of emissions by local authorities is monitoring and targeting. Cities should set up the baseline inventory of their emissions and identify their amounts and sources (sectors/fields of activity). This is the main precondition for the preparation of a high quality SEAP. How do the Covenant cities proceed? What methodologies do they use and which of them have proved to be popular and efficient? Does the Covenant respect diversity? Local authorities will find the answers in this workshop.

**06B03**

**09:00 - 10:45**

*Venue: European Commission, Centre Borschette CCAB 0A*

*Chair: Ulrike Janssen, Covenant of Mayors Office*

*Speakers: Pedro Ballesteros Torres, European Commission/Covenant of Mayors; Ronald Piers de Raveschoot, European Commission; Gerry Wardell, City of Dublin Energy Management Agency; Ulrike Janssen, Covenant of Mayors Office; Rainer Scheppelmann, City of Hamburg, Ministry of Urban Development and Environment*

*Organiser: Covenant of Mayors*

#### Towards energy efficient housing: The role of European regions

Last 13<sup>th</sup> November 2008, the co-decision procedure was launched on the European Commission proposal of a recast of the Energy Performance of Buildings Directive. The proposal aims to activate the enormous potential energy savings lying dormant in buildings, both residential as well as in the SME sector. Most energy-efficient buildings, besides providing better living conditions and saving money, contribute to the reduction of environmental damage. Regions can play a very important role in the spread of energy efficiency in buildings by developing regional best practices, together with socio-economic support schemes and awareness campaigns. Euro-regions can achieve very positive results due to their significant governance potential. The workshop will present an update of the Directive proposal approval procedure, followed by best regional policies and concrete project examples. This workshop is targeted at public authorities, building professionals, large owners and financial and training institutions.

**06B01**

**09:30 - 12:30**

*Venue: Representation of the Euroregion 'Alpes-Méditerranée'*

*Speakers: Maria Fabianelli, Ligurian Regional Energy Agency; Mercedes Bresso, Regione Piemonte, Member of the CoR; Raphaëlle Vienot, Conseil Régional Languedoc-Roussillon; Pirjo-Liisa Koskimaki, European Commission; Hélène Blanchard, Conseil Régional Rhône Alpes; Nuria Pedrals i Pugés, Environment and Housing Department of the Catalan Government; Tamara Cappellari, Regione Autonoma Valle d'Aosta*

*Organiser: Euroregions for territorial integration*



### Renewable energies and energy efficiency in buildings - chances for urban-rural partnership

The workshop will focus on the role of renewable energies and of energy efficiency in buildings esp. "passive houses" to achieve carbon neutral energy systems on regional level. It will address challenges, opportunities and best practice solutions for regions, municipalities and the private sector. Experts from various institutions and European countries will present tools and projects to achieve the required reduction of CO<sub>2</sub> emissions. A focus will be set on the possibilities of urban-rural co-operation in the field of biomass projects and in the building sector. The contributions will aim at the following topics: Networking and co-operation in the metropolitan energy region of Nuremberg; low energy anchor towers and passive houses in the building sector (public and private housing estates, energy efficiency in historical monuments); steps towards a future as carbon neutral city (City of Gothenburg); municipal policies for energy efficient buildings (City of The Hague); Bayreuth national bio-energy region (focussing environmental education and art initiatives); networking concept "Renewable Energies in Western Franconia". The workshop aims to share best practices in energy efficiency between European regions and to strengthen the information exchange with members of the EU administration and energy policymakers.

**06B02**

**10:00 - 12:15**

*Venue: Representation of the Free State of Bavaria to the EU*

*Speakers: Burkhard Schulze Darup, architect; Staffan Bolminger, Älvstranden Utveckling AB; Alfons Finkers, City of The Hague; Erich Maurer, ENEREGIEregion GmbH*

*Organiser: Urban-rural alliances - METREX plus*

### Regional responses to climate change

Regions throughout Europe will be increasingly confronted with the impacts of climate change and new challenges in terms of energy provision and efficiency. These challenges will vary depending on the region. While 7% of the Union's population live in flood-prone areas, around 9% live in areas where there are over 120 days a year without rain. The combined impacts of climate change will raise serious questions generally in relation to quality of life for the EU's citizens, but also pose more specific sectoral challenges in some EU regions, for instance in tourism and agriculture. This workshop examines some of these challenges and examines ways in which regions can respond to them.

**UNIV 06B05**

**11:00 - 13:00**

*Venue: European Commission, Charlemagne, Room Alcide de Gasperi*

*Chair: Georges Kremlis, European Commission*

*Speakers: Jirina Jilková, University of Economics, Prague; Millán Millán-Muñoz, Center for the Study of the Mediterranean Environment, Valencia; Jürgen Kropp, Institute for Climate Impact Research, Potsdam; Nikitas Nikitakos, University of the Aegean, Chios; Jochem Eberhard, Fraunhofer Institute of Systems and Innovation Research, Karlsruhe*  
*Organiser: European Commission, Environment Directorate-General (DG ENV)*

### Covenant of Mayors – Supporting structures make the Covenant a reality for all

The Covenant of Mayors is a formal commitment by the signatory cities to go beyond the EU objectives and reduce the CO<sub>2</sub> emissions on their territories by more than 20% by 2020 through the implementation of sustainable energy action plans. The initiative is open to cities of all sizes in Europe. Those cities and towns which do not have sufficient resources to draft and implement their own action plan should be supported by administrations with such capacities – the Covenant Supporting Structures. Supporting Structures are those public administrations that are in a position to provide strategic guidance, financial and technical support to municipalities with the political will to sign up to the Covenant of Mayors, but lacking the skills and /or resources to fulfil its requirements, namely the preparation and implementation of a Sustainable Energy Action Plan. These Supporting Structures can be national and regional public bodies, counties, provinces, agglomerations, NUTS III areas, mentor cities etc. A second type of supporting structure is networks of local and regional authorities that commit to improve the Covenant's impact by promoting the initiative, liaising with their members, facilitating exchange of experience and defending common interest in the adequate fora. The involvement of these actors is crucial for the success of the Covenant of Mayors.

**06B04**

**11:15 - 13:00**

*Venue: European Commission, Centre Borschette CCAB 0A*

*Chair: Pedro Ballesteros Torres, European Commission*

*Speakers: Frédéric Boyer, Covenant of Mayors Office; Zbigniew Michniowski, Polish Network Energie-Cités; Maria José Cortil Flores, Province of Huelva, Spain; Alexandre Fernandes, ADENE/ Portuguese Energy Agency*  
*Organisers: Covenant of Mayors, European Commission, Energy & Transport Directorate-General (DG TREN)*

# Theme B - Workshops

## Regions and climate change: Europe's way to sustainable regional development

Tuesday 6 October



### Regional approach to climate change adaptation

This workshop is the first part of a two-session debate in which regional plans and programmes, examples of projects and implementations to approach climate change will be shown to the audience.

This first part will concentrate on regional policies and sectorial plans, aimed at combating climate change. It will illustrate general goals and targets and will show how to translate principles into concrete planning proposals and decisions. Speakers from the participating regional and local authorities will discuss their regional plans and programmes. They will try to discuss about one of the gravest threats to our planet and will try to point out what Regions can do to contain and fight against climate change and its consequences.

**06B06**

**14:30 - 16:15**

*Venue: Premises of the Central Italy Regions*

*Speakers:* Endro Martini, Umbria Region; Antonio Minetti, Regione Marche; Edo Bernini, Regione Toscana; Grigorios Zafeiropoulos, Municipality of Chalandri; Richard Hall, Region of Yorkshire

*Organiser:* 20/20/20 Regions against Climate Change

### Growth and competitiveness through renewable energy resources

The objective of this session will be to show how the Northern Sparsely Populated Areas, the NSPA region (North Sweden, North and East Finland and North Norway) and The Icelandic Association of Local Authorities can contribute to the EU's 20-20-20 goals and fight climate change through renewable energy and energy efficiency. This is especially important for regions in the Arctic, where climate change could have a great impact on nature and on the way of life. The Paper on Territorial Cohesion emphasises the importance of directing and promoting new policies to slow down environmental change and replace increasingly expensive fossil fuels. The NSPA region strongly believes that these common challenges have to be met in the years to come, not only by international co-operation between states, but also by regional co-operation – co-operation in governance, research, technical solutions in areas like geothermal energy. The aim of this workshop is to share know-how and best practices from the regions in the conglomerate so that they and other regions are better equipped to make the necessary changes in governance, in business and as individuals.

**06B07**

**14:30 - 16:15**

*Venue: East Finland EU Office*

*Speakers:* Maruhn Lothar, Meløy Næringsutvikling; Riitta Keiski, University of Oulu; Pertti Martikainen, University of Kuopio; Pall Brynjarsson, City of Borgarbyggd; Riikka Railimo, East Finland EU Office

*Organiser:* Northern Sparsely Populated Areas

### Build Power Sustain: GE as a local partner

Meeting the EU's 2020 targets in the current economic climate is a big challenge for Europe's cities and regions. It has been estimated that we need to invest more than €1 trillion between 2005-2020 in energy efficiency and renewable energy infrastructure to meet these targets. This workshop will argue that authorities must establish comprehensive management of all the services provided to citizens from the perspective of energy efficiency and savings, whether this is through the creation of employment in renewable energies, effective water management schemes, the control of road traffic or more efficient public lighting. Energy-efficient cities will be a key success factor in reaching the 2020 targets, and green and qualitative procurement is one of the few ways to achieve this. Speakers will discuss the green solutions already implemented in their towns and cities that have provided tangible benefits, e.g. a reduction in the utility bill. GE is committed to working with the cities and regions of Europe, as well as with the European institutions that promote this policy and provide substantial funds for modernising the infrastructure of European regions.

**06B08**

**14:30 - 16:15**

*Venue: Committee of the Regions, Jacques Delors JDE 52*

*Speakers:* to be confirmed

*Organiser:* GE



### Regional best practices

This workshop is the second part of a two-sessions debate in which regional plans and programmes and examples of projects and implementations to approach climate change will be shown to the audience. This second part is related to micro aspects of one of the gravest threats to our planet and will be consecrated to Regions' technical experiences and best practices on the fight against climate change. Particular attention will be paid to energy issues. The debate will illustrate how planning and decision can be translated into concrete actions. Speakers will illustrate practical cases in fighting against climate change and in the implementation of energy issues trying to point out and to show the effectiveness of policies and implemented actions.

### 06B09

16:45 - 18:30

Venue: Premises of the Central Italy Regions

Speakers: Adrienn Buday-Malik, North Hungary; Atanaska Dimitrova, Burgas Municipality; Adamski Tadeusz, Marshal Office of Śląskie Voivodeship; Gianpiero Borzillo, Regione Lazio  
Organiser: 20/20/20 Regions against Climate Change

### Environmentally friendly buildings: Industrial solutions for sustainable development in regions and cities

This workshop will facilitate an open discussion of European experts, from the fields of sustainable regional and urban development, on the advantages and challenges of strategies to minimise the environmental impact of buildings, together with the improvement of building performance and the sustainable reduction of energy costs, especially in the public sector. It is increasingly evident that the battle for environmental sustainability will be won or lost in the cities. Over half the world's population now lives in urban areas, a figure which will reach almost 60% by 2025. Already, cities account for a disproportionate share of greenhouse gas emissions. The objectives of the workshop are to give a comprehensive introduction to state-of-the-art energy-saving technologies for buildings; discuss the opportunities for reduction of greenhouse gas emissions and resource usage, especially in the public sector; demonstrate, with case studies, how Energy Performance Contracting can be used as an innovative financing technique for the public sector, in order to raise capital with a simultaneous lowering of energy costs.

### 06B10

16:45 - 18:30

Venue: Committee of the Regions, Jacques Delors JDE 62

Speakers: Gunnar Liehr, SIEMENS; Pirjo-Liisa Koskimäki, European Commission; Michael Geissler, Berlin Energy Agency; Enrique Buatas, European Commission  
Organiser: Siemens

## Wednesday 7 October

### Local strategies for sustainable development

Climate change has already had and will continue to have an impact on human life, ecosystems, and the economy of all our countries. It is possible to reduce the impact of climate change, but this requires immediate long-term action. Today local administrations are crucial actors, playing an active role in promoting the use of renewable energies, experimenting with new technologies, and sharing good practices in order to transform Europe into a highly energy-efficient and low-carbon economy. This workshop will not only present ways in which the intermediate local authorities are facing these challenges, it will also be an opportunity to debate and exchange different points of view. The aim is both to encourage and promote local activities, and to inform policymakers, organisations and institutions about the role of the local intermediate authorities.

### 07B01

10:00 - 12:30

Venue: Solvay Library

Speakers: Aniello Cimitile, Province of Benevento; Georges Pire, Province of Liège; Claudy Lebreton, General Council of the Department of Côtes d'Armor; Raffaele Gareri, Province of Brescia; Jean Louis Tourenne, General Council of the Department of Ille-et-Vilaine; Mircea Cosma, County Council of Prahova  
Organiser: Local Intermediate Authorities acting for Europe

# Theme B - Workshops

## Regions and climate change: Europe's way to sustainable regional development

Wednesday 7 October



### Financing energy efficiency amidst a global financial crisis: Can cities do it?

Over the last 12 months, Europe has on several occasions reaffirmed that energy efficiency is a priority, from both a climate change perspective and an economic one. As very significant potential lies in the transport and housing/heating sectors, cities will de facto be primary actors of energy efficiency. However, as Europe's policy on energy efficiency is currently based on indicative targets and is seldom translated into legally binding obligations, little attention is being paid to the actual measures that are needed to give a significant boost to the uptake of energy efficiency measures in EU cities (e.g. the development of incentivising economic models). The current economic crisis also increases the difficulty for cities to finance large-scale initiatives that will make a significant contribution to achieving the objectives set at EU and national level. It is fair to say that cities are part of the solution, but practical implementation may be a problem.

**07B02**  
**14:30 - 16:15**

*Venue: Committee of the Regions, Jacques Delors JDE 52*

**Speakers:** Michel Delebarre, 1st Vice-President of the CoR, Président de la Communauté Urbaine de Dunkerque; Thomas Hackett, European Investment Bank; Olivier Barbaroux, Dalkia  
**Organiser:** Veolia Environnement

### Urban-EU partnership: How to create sustainable cities

Quality of life in Europe has definitely risen over the last decades, and cities are the main places in Europe where quality of life is generated and experienced. However, the first symptoms of climate change – with people dying in heat waves and major economic losses through flooding – and falls in life expectancy caused by air pollution, noise and physical inactivity, show that the way we have achieved this quality puts both it and our future at risk. Cities are often perceived as drivers for negative environmental change, due to their high concentration of people and activities but, on the other hand, their density provides an important potential in acting as role models for a more sustainable Europe. This workshop examines how multi-level partnership approaches can help to create successful sustainable urban developments. It will also draw on the experience of a city–EU partnership: the Covenant of Mayors.

**07B03**  
**14:30 - 16:15**

*Venue: European Commission, Centre Borschette CCAB 1A*

**Chairs:** Birgit Georgi, European Environment Agency and Corinne Hermant-de Callatay, European Commission  
**Speakers:** Pedro Ballesteros Torres, European Commission; Giovanni Fini, Settore Ambiente e verde Urbano; Gerhard Urbainczyk, Energie, Klimaschutz, Gesundheits- und Umweltberichterstattung; Ronan Uhel, European Environment Agency  
**Organisers:** European Commission, Regional Policy Directorate-General (DG REGIO) - Unit C2, European Environmental Agency

### Learning from best practices to renew the Lisbon Strategy after 2010: A platform of EU cities and regions for sustainable energy

In the broader framework of the Lisbon Strategy, the Committee of the Regions supports the EU regions' and cities' joint involvement in the drawing up and implementation of Sustainable Energy Actions Plans by those cities willing to contribute, beyond the targets set by the European Union, to the reduction in CO<sub>2</sub> emissions through enhanced energy efficiency, and cleaner energy production and use. This initiative supports the Commission's initiative of the Covenant of Mayors, bringing to it the added value stemming from the involvement of the regional level as well. To encourage this development, the CoR is launching a specific platform of cities and regions in the context of the LMP. The regional level can play a potentially relevant role by: feeding restructuring needs into national energy plans; helping translation of EU/national strategies into locally feasible measures; initiating and managing public/private partnerships (ensuring minimum viable scale of projects, aggregate projects, and support for cities). As a contribution to the diffusion of best practices, the CoR will also present the guide it is developing for local and regional authorities on the use of ICT for energy efficiency.

**07B04**  
**14:30 - 16:15**

*Venue: Committee of the Regions, Jacques Delors JDE 53*

**Speakers:** Andras Szalay, Member of the Committee of the Regions; Angela Barbanente, Regione Puglia; Kay Twitchen, Member of the Committee of the Regions; Roland Zinkernagel, City of Malmö; Norbert Hüttenholscher, Energy Agency of Nordrhein-Westfalia  
**Organiser:** Committee of the Regions, DTC, DEVE - Lisbon Monitoring Platform



### Thursday 8 October

#### The role of co-operative banks in financing eco-innovation

Based on strong local anchorage and proximity to its stakeholders, the co-operative banking model has key assets to tackle environmental issues. As central financial institutions, co-operative banks can be a driving force for change, with responsible business practices and concrete answers to the key question of how to finance the transition to a more sustainable economy. This workshop will focus on the voluntary and pioneering approach of co-operative banks in setting up financial products and services dedicated to eco-innovations as well as creating partnerships with local, regional, national and EU authorities, in order to ensure greater leverage. In this respect, public-private co-operation provides an optimal combination of mechanisms to mobilise the necessary investment and financial flows for eco-innovative projects. These innovative policies, embedded in the core business of co-operative banks, can achieve significant changes and have a real impact on current environmental challenges, in particular climate change.

#### 08B01

09:00 - 10:45

Venue: Committee of the Regions, Jacques Delors JDE 51

Speakers: Rob Boeree, Dutch Ministry of Environment; Bart Jan Krouwel, European Association of Co-operative Banks; Daniel Dijk, Rabobank; Michel Bonnet, Banque Populaire Loire et Lyonnais; H el ene Blanchard, Conseil R egional Rh one-Alpes

Organiser: European Association of Co-operative Banks

#### Intelligent Energy Europe Programme: Cities and regions working towards a sustainable energy future

Meeting the energy targets set by the European Union is a real challenge that requires coherent and joint effort at all governance levels. Involving regional and local actors, mainly communities, is a must. This workshop aims to support cities, regions and other local and regional stakeholders in their efforts to ensure a low-carbon future by presenting concrete tools, methodologies and experiences proven to be successful in Europe. 'Best practice' projects undertaken in the fields of energy efficiency, renewable energy and sustainable mobility within the framework of the Intelligent Energy Europe programme will be presented.

#### 08B02

09:15 - 11:00

Venue: European Commission, Centre Borschette CCAB 1B

Speakers: Anke Merziger, B.&S.U. Beratungs- und Service-Gesellschaft Umwelt mbH; Roman Doubrava, European Commission; Yannick Regnier, Comit e de liaison des  nergies renouvelables; Gerhard Urbainczyk, Energie, Klimaschutz, Gesundheits- und Umweltberichterstattung; Jaime Briales Guerrero, Agencia Municipal de la Energia de Malaga

Organisers: European Commission, Energy & Transport Directorate-General (DG TREN), Executive Agency for Competitiveness and Innovation (EACI)

#### Territorial Cohesion, Integrated Coastal Zone Management, islands and maritime policy

The Commission's White Paper on Adaptation to Climate Change stresses the need for early adaptation and stepped-up efforts for coastal zones, which are among the most vulnerable areas to the impact of climate change. Increasing the resilience of coastal areas requires an integrated approach, as climate change impacts on natural systems, economic sectors and coastal communities alike, while solutions for one problem may have adverse knock-on effects in neighbouring coastal areas or on other coastal users. An essential part of the responses to climate change is the foundation of a robust knowledge base in such a way that information can be effectively shared and used in coastal planning and management. This workshop will discuss a framework for climate change vulnerability indicators and guidelines for regional adaptation strategies. It offers an opportunity to exchange experience and reinforce networking between coastal adaptation projects.

#### 08B03

09:15 - 11:00

Venue: European Commission, Centre Borschette CCAB 1C

Chair: Georges Kremlis, European Commission  
Speakers: Philipp Schmidt-Thom e, Geological Survey of Finland; Jacques Delsalle, European Commission; Joanna Constantinidou, Ministry of Agriculture, Natural Resources and Environment, Cyprus; Florence Bouteau-Cron, Regional Council Aquitaine; Karen Thomas, Environment Agency; Cyril Mallet, Bureau de Recherches G eologiques, Aquitaine  
Organiser: European Commission, Environment Directorate-General (DG ENV)

# Theme B - Workshops

## Regions and climate change: Europe's way to sustainable regional development

Thursday 8 October



### Smart Cities: Integrated ICT solutions for the low carbon city of the future

This workshop focuses on the development and use of integrated ICT-based solutions to reduce the environmental impacts of urban activities at both the city and the global level. These ICT solutions are designed to optimise the use and management of urban infrastructure and natural resources – including energy efficiency and renewables, water, transport, and land use planning – as well as to address pollution (water, air, soil, noise) and waste. The workshop will include an exchange of views on the role of ICT for sustainable cities. It will also provide an opportunity to present relevant European financing programmes for research, networking and deployment activities, including information about the call for research proposals on 'smart urban mobility' opening on 24 November 2009.

**08B05**

**11:15 - 13:00**

*Venue: European Commission, Centre Borschette  
CCAB 0B*

*Speakers: to be confirmed*

*Organiser: European Commission, Information  
Society & Media Directorate-General (DG  
INFSO) - Units H4 and G4*

### Eco-innovation and European Cohesion Policy

Environmental technologies have the potential to reduce pressures on natural resources and boost EU competitiveness. The European Technologies Action Plan (ETAP) has the ambition to stimulate eco-innovation and the take-up of environmental technologies on a broad scale. Eco-friendly technologies are good for business, reduce pressure on the environment, and can create new jobs. This workshop aims to exchange experiences on how eco-innovation can play a prominent role in cohesion policy programmes.

**08B06**

**11:15 - 13:00**

*Venue: European Commission, Centre Borschette  
CCAB 1A*

*Chair: Ian Clark, European Commission*

*Speakers: Mark Hidson, ICLER European  
Secretariat; H el ene Blanchard, Conseil R egional  
Rh one Alpes; Niels Mortensen, Danish  
Environmental Protection Agency; Beatriz  
Yordi, European Agency for Competitiveness and  
Innovation*

*Organiser: European Commission, Environment  
Directorate-General (DG ENV) - Units G3  
and D3*



European and international exchange on territorial co-operation is of key importance for mutual learning on policy development and best practice including the recently adopted EU Strategy for the Baltic Sea Region. 29 seminars under this topic cover a wide range of themes such as cross-border and inter-regional co-operation as well as exchange with countries from outside the EU.

### Tuesday 6 October

#### Cross-border co-operation: Lessons learned and steps forward

Cross-border co-operation is one of the biggest success stories in Europe. For many years regions from different countries across Europe have been opening up to their neighbouring regions, moving closer to each other and working together for their common benefit. By presenting examples of successfully implemented projects for cross-border co-operation in the areas of culture, health, energy, transport, infrastructure, sustainable urban regeneration and spatial development, the debate will throw light on the added value of cross-border co-operation for the regions as well as on the lessons that have been learned from previous experiences. The panellists will also analyse the challenges they face when implementing and managing projects beyond borders. Due to the various backgrounds of the panellists, these presentations will provide the audience with a wide range of opinions and views from very different perspectives. The round of brief contributions will conclude with a presentation of a support instrument for regional co-operation management, as one of the tools that could help to overcome these challenges.

**06C01**  
**09:00 - 10:45**

*Venue: Fundacion Galicia Europa*

Chair: Bernhard Köhle, Managing Authority ETC AT-CZ

Speakers: Konstantinos Tzanakoulis, ETEDK Thessalias; Kleopatra Theologidou, Municipality of Veria; Arnoldas Abramavicius, Zarasai District Municipality; Marek Flasiński, Marshal's Office of Lubelskie Region; Hajnalka Triteos Meidlik, Regional Management-Lower Austria; Andres Jaadla, Rakvere City

Organiser: Successful Cross-Border Cooperation - We make it Happen

#### Barents-Russia Corporation

This workshop will focus on different aspects of co-operation between the Northern Sparsely Populated Areas, the NSPA region (North Sweden, North and East Finland and North Norway), the Icelandic Association of Local Authorities and Russia. The workshop will discuss the opportunities and challenges for the northernmost European regions in inter-regional Barents co-operation, and will also focus on best practices and what the regions have gained from such co-operation. The themes will be examined in terms of the political issues, business development and the cultural dimension – aspects that have to be interlinked to gain successful cross-border co-operation. The objectives of the workshop are to bring together the different stakeholders in Barents-Russia co-operation to learning and understand. But another important objective is to attract the participation of the other European border regions in order to discuss and share the best practices on these themes. The northern European regions have a long history of Barents co-operation and this asset deserves to be shared with other regions of Europe, in terms of both close Nordic co-operation and co-operation with Russia.

**06C02**  
**09:30 - 12:00**

*Venue: East Finland EU Office*

Speakers: Anna Lund, The International Barents Secretariat; Yevgeny Nikora, The Murmansk Dum; Andreas Lind, Norrbotten Chamber of Commerce; Kari Aalto, Council of Oulu Region; Rune Rafaelsen, The Norwegian Barents Secretariat

Organiser: Northern Sparsely Populated Areas

# Theme C - Workshops

## Territorial co-operation: Working together across borders

Tuesday 6 October



### Focusing on citizens: Innovative policies for health

This workshop will focus on healthcare services in hospitals and in particular on financing health infrastructures and services, innovative applications for healthcare and re-engineering hospitals. BIRTH, inspired by the 2009 European Commission objectives of citizens' health security improvement, health in all policies and information dissemination, aims to offer a complete package on innovation and territorial co-operation in the field of health services. The focus will be on different prevention strategies: education and prevention initiatives (such as nutrition, hygiene, etc.), rehabilitation and post-hospital care, applied innovations in advanced communication with target groups (Internet users and young people, sports practitioners, etc.), telemedicine and e-Health; protection of patient data; and organisation of services. A broad discussion session will allow participants to present their expectations.

### 06C03

09:30 - 13:00

Venue: Representation of the European Region Tyrol - South Tyrol – Trentino

Speakers: Stanislaw Lagiewka, Opole Region; Florian Zerzer, Autonomous Province of South Tyrol; Frantisek Martaus, House of Social Services; Olivier Brunet, European Commission; José Clérigues-Belloch, Comunitat Valenciana  
Organiser: BIRTH: Bringing Innovative Regions together for Health

### Territorial Co-operation: Leverage for innovation

Why do we need territorial co-operation? What is the impact of territorial co-operation? What is the added value of participating in a European association in terms of competitiveness? Can networks be instrumental in providing territorial competitiveness and innovation? It is time to focus on the strategic impact and results of working through networks, to take stock of past outcomes and decide how to capitalise on them as strategic assets. Can European networks be key actors in the implementation of the Lisbon Strategy goals? This debate will provide expertise on why working in networks can be a clear advantage in the current economic context, exploring in particular the role that they can play in strengthening innovation potential, encouraging creativity and improving territorial competitiveness. European networks need to create the right environment for testing new ideas and initiatives to promote innovation in the widest sense: new ways of local governance, managing attitudes and skills to tackle new challenges and economic local development, and strategies to make territories more competitive and attractive.

### 06C04

10:00 - 12:15

Venue: Delegation of the Catalan Government to the EU

Speakers: Agustí Fernández de Losada, Diputació de Barcelona; Peter Radushev, Varna Municipality; Jerzy Kropiwnicki, City of Łódź Office; Maurizio Fontanili, Provincia di Mantova; Peter J Finnegan, Dublin City Council  
Organiser: Networking for Innovation

### Governance models in European cross-border co-operation, EGTC in particular

Cross-border co-operation plays an important role in the development of European border regions. In Europe almost 60 cross-border conurbations representing almost 25 million people have been identified. Inhabitants of regions situated astride two or even three borders experience a more intensive feeling of European citizenship in their daily life. It is crucial for these areas to define "governance models" bringing together all relevant stakeholders, public and private bodies, from each side of the border, and to implement common work programmes. The European Grouping for Territorial Co-operation (EGTC) is a new European legal instrument designed to facilitate and promote cross-border, transnational and interregional co-operation. This is a radical step forward in the implementation possibilities for cross-border co-operation. EGTC gives regional and local authorities the opportunity to create a cross-border grouping with a legal personality. The aim of the workshop is to present the first European best practices of the practical use of EGTC as well as the experiences of regions still in the process of defining their governance models.

### 06C06

11:15 - 13:00

Venue: Fundacion Galicia Europa

Chair: Olivier Baudelet, European Commission  
Speakers: Esther Monterrubio Villar, Government of Aragon; Liliane Maillard, Euregio Meuse-Rhine; Sören Bollmann, Stubice City Hall; Jesús María Gamallo Aller, Galician Government  
Organiser: Successful Cross-Border Cooperation - We make it Happen



### Networking workshop on success stories in applied innovations for health

For the current year, several of the 2008 BIRTH-partners and new members have decided to concentrate on health prevention, health indicators-related information and out-of-hospital-provided services. This workshop is complementary to workshop 06C03, in the sense that BIRTH will offer a complete package to participants from the regions concerned. The workshop will present regional best practices and success stories on such topics as smart cards (Valencia), regional health models (Lombardy), healthy nutrition (South Tyrol), and education for health (Olomouc). With the aid of short presentations in so-called thematic 'islands', participants will be able to circulate and discuss project ideas and interests with experts from the other regions. Bilateral meetings can be organised. The outcomes in terms of the expectations and interests of the regions of the partnership will be presented during the next day's Meeting Place session organised in close co-operation with EUREGHA.

**06C07**

**14:30 - 16:15**

*Venue: Representation of the European Region Tyrol - South Tyrol – Trentino*

*Speakers:* Gabriele Pastorino, WHO European Centre for Health Policy; Roberto Zuffada, Regione Lombardia; Juan Alfonso Bataller, Valencian Regional Health Service; Florian Zerzer, Autonomous Province of South Tyrol; Eliška Sovová, Fakultní Nemocnice Olomouc; Marie Lagarrigue, European Commission  
*Organiser:* BIRTH

### SME development practices at the Eastern border of the EU

Regional innovation is one of the priorities for European countries. The purpose of this workshop is to present collected best practices, representing the best tools for promoting regional economies, and to provide European countries and cities with solutions that help them become more competitive and innovative and, at the same time, increase the efficiency and growth rates of the SME communities. These innovative best practices will help unlock business potential through partnerships, cross-border business co-operation, access to finance and access to knowledge. After the presentation there will be an opportunity to discuss the potential for implementation of these practices in different areas and under specific regional conditions.

**06C08**

**14:30 - 16:15**

*Venue: Union of Cyprus Municipalities*

*Speakers:* Ivan Vrdoljak, ATO Inženjerin; Pentti Hyttinen, Regional Council of North Karelia; Norbert Grasselli, Eszak-Alfold Regional Development Agency  
*Organiser:* NEEBOR: Networking for Enterprises in the Eastern External Border Regions

### Local solutions in a time of crisis

Global crisis is an unavoidable subject these days. Nobody can deny it. Every citizen, every company, every level of power – cities, local authorities, regions, etc. – is fated to witness the effects of this crisis and will suffer or benefit from it depending on the way they react and adapt to the situation when they have the opportunity to do so. In this workshop Local Intermediate Authorities, who are close to the citizens and their local economies, will present their reactions and solutions to this crisis. They have an important role to play in deciding and putting into effect the measures necessary to redress the situation.

**06C09**

**14:30 - 16:15**

*Venue: Solvay Library*

*Speakers:* Valentin Cortes, Diputación of Badajoz; Juan Andrés Tovar, Diputación of Caceres; Gilbert Mitterrand, General Council of the Department of Gironde; Jean Louis Destans, General Council of the Department of Eure; Philippe Leroy, General Council of the Department of Moselle  
*Organiser:* Local Intermediate Authorities acting for Europe

# Theme C - Workshops

## Territorial co-operation: Working together across borders

Tuesday 6 October



### Working together across borders: Climate change and cohesion as challenges for co-operation in trans-European transport projects

New challenges such as climate change and fostering economic growth, international competitiveness and cohesion have to be addressed in future Trans-European transport (TEN-T) policy (Green Paper TEN-T: A Policy review). This workshop will concentrate on two of these challenges: climate change, and social, economic and territorial cohesion. For TEN 1 representatives of the Freight Traffic Centre (FTC) Nuremberg will describe the development of an intermodal freight-traffic rail system for transalpine routes and its effects on CO<sub>2</sub> emission, congestion and noise. For TEN 18 and TEN 22 (Athens/Constanta–Budapest–Vienna–Prague–Nuremberg/Dresden), the workshop will deal with the challenge of economic, social and territorial cohesion, describing projects and plans for the Danube development axis. Within the scope of the DONAUHANSE project, cities situated along the Danube – German, Austrian, Hungarian, Bulgarian, Romanian, Serbian and Ukrainian – are cooperating to ensure a joint benefit for all participants, cities and regions.

**06C10**  
**14:30 - 16:15**

*Venue: Representation of the Free State of Bavaria to the EU*

*Speakers:* Herald Ruijters, European Commission; Gerhard Jakisch, Vienna-Donauhanse; Harald Leupold, Hafen Nürnberg-Roth GmbH; Alessandro Marino, Italian Chamber of Commerce  
*Organiser:* Urban-rural alliances - METREX plus

### Multilevel Governance and the implementation of the EU-Strategy for the Baltic Sea Region: From proposal to action!

With political representatives of the Baltic Sea Region (BSR) present in Brussels, this workshop will provide a forum for politicians, academia and other stakeholders interested in discussing the question of how to implement the EU-Strategy for this Region. The heterogeneous constitutional structures of the Member States around the BSR make it necessary to develop an approach to allow cities, regions and Member States to cooperate across different administrative levels and across borders. This discussion is linked to the work of the Committee of the Regions in preparing the White Paper on Multilevel Governance and debating the future of EU cohesion policy. Another aspect to be discussed is the need for multi-speed implementation, as the pressure to act is not the same all over this macro-region. The workshop will comprise a maximum of four speeches. The rationale of the multilevel concept, and the involvement of the different stakeholders in the implementation of this strategy, will be covered during the following discussion with the active involvement of the audience.

**06C11**  
**14:30 - 16:15**

*Venue: Norway House*

*Speakers:* Merten Barnert, Information Office Mecklenburg-Vorpommern to the EU; Olav Jern, Regional Council of Ostrobothnia; Andreas Føllesdal, Norwegian Centre for Human Rights, Faculty of Law, University of Oslo; Beatrice Taulègne, Committee of the Regions; Pekka Sauri, City of Helsinki  
*Organiser:* Baltic Sea Group

### City Diplomacy: A tool for building measures of confidence

City diplomacy has an important role to play, especially in times of major challenges. It offers a dynamic instrument with which local authorities and their bodies can promote social cohesion, environmental sustainability and conflict prevention, creating a stable environment for citizens. This seminar aims to analyse the role and context of city diplomacy as a promoter of cross-border co-operation, through presentations from experts in this field, high-profile political figures, representatives of European and International institutions, and academics. It aims to provide an opportunity to exchange experience on city diplomacy, in order to increase the involvement of local and regional authorities in this initiative.

**06C12**  
**14:30 - 16:15**

*Venue: Committee of the Regions, Van Maerlant VM1*

*Speakers:* Isidoro Gottardo, Italian National Parliament, President of the EPP Group in the CoR; Mustafa Akinci, former leader of the Turkish Cypriot community of Nicosia; Dubravka Suica, City Assembly of Dubrovnik Congress of the Council of Europe; Eleni Loucaides, Member of the CoR; Lellos Demetriades, former leader of the Greek Cypriot community of Nicosia  
*Organiser:* Committee of the Regions, Group of the European People's Party (EPP)



### Capitalization and knowledge management for effective European territorial co-operation

European Territorial Co-operation (ETC) between EU regions has been upgraded to a full Community Objective. Consequently, expectations regarding programme and project performance and the quality of results have been raised. A frequently voiced concern in discussions on regional development is the lack of systematic knowledge management including better capitalisation and dissemination of results to avoid overlap and duplication. The ETC programmes have a particular importance in addressing this issue of knowledge management and increasing synergies and learning between the myriad of programmes and projects funded. The workshop will present and discuss challenges and current initiatives in this field and the related opportunities.

**06C13**  
**14:30 - 16:15**

*Venue: European Commission, Centre Borschette  
CCAB 1D*

*Speakers: Melody Houk, URBACT; John Otten, Corus; Francesco Saverio Liguori, INTERACT; Claus Schultze, ERRIN - European Regions Research and Innovation Network  
Organisers: European Commission, Enterprise & Industry Directorate-General (DG ENTR); European Commission, Regional Policy Directorate-General (DG REGIO) - Unit D2*

### Local cross-border territories at the service of citizens

This workshop will provide the opportunity to exchange views on how cross-border territories can most benefit from the process of European integration. The challenges, in particular in relation to citizen services – transport, health, training – will be explored, as well as the cross-border solutions that can be developed to find common responses to these problems.

**06C14**  
**14:30 - 16:15**

*Venue: European Commission, Centre Borschette  
CCAB 1C*

*Chair: José Palma Andres, European Commission  
Speakers: Alain Lamassoure, Member of the European Parliament; Andy Pollak, Centre for Cross Border Studies; Gyula Ocskay, Ister-Granum Euroregion Development Agency Ltd.; Klaus Baldauf, City of Frankfurt/Oder  
Organiser: EUROMOT (European network of cross-border local authorities)*

### High-Level Panel: Regional economic development – Sharing experiences between the EU and its neighbours

There is a growing interest in different parts of the world in European regional policy. Some of the main features of interest to third countries are the geographical targeting of resources between Member States and regions; the geographical and strategic objectives; and the different dimensions of the implementation system. The involvement of local and regional stakeholders in devising regional and local strategies and selecting projects creates a sense of ownership of European policy and in that way contributes to territorial integration. It is these features that have inspired interest in large countries with major territorial imbalances that are seeking to combine the pursuit of a more even pattern of growth with governance systems that contribute to transparent public policies. This workshop brings together officials from both the EU Member State regions and third countries interested in sharing experiences in regional economic development.

**06C15**  
**14:30 - 17:00**

*Venue: European Commission, Charlemagne,  
Room Jean Durieux*

*Speakers: Eduard Rossel, Governor of the Sverdlovsk region; Walter Strutz, President of the Centre for Central and Eastern Europe of Rheinland-Pfalz; Pier Paolo Greco, Adviser of the Minister of the Environment and Territory of Italy  
Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit B1*

# Theme C - Workshops

## Territorial co-operation: Working together across borders

Tuesday 6 October



### Euroregions: Territories of projects for better governance

Regional co-operation is a priority for Europe. As a distinctive form of a transnational co-operation structure, Euroregions allows us to promote new experiences and good practices within specific territories sharing common values and history. This workshop will outline how Euroregions eases the promotion of joint interests across borders and favours greater levels of co-operation, for the common good of border populations. Two Euroregions, Pyrénées-Méditerranée and Alpes-Méditerranée will highlight, through concrete examples, how effective this type of grouping can be. The Commission initiative in launching the European Grouping of Territorial Co-operation (EGTC) has created an efficient new tool for co-operation projects, such as the continuity of transport systems and the common management of territories with a legal personality. This new grade of governance enables regional and local authorities to tackle specific issues. Euroregions and the EGTC, knowing the precise needs and stakes of cross-border territories, are able to enhance territorial cohesion, as promoted by the European institutions. The workshop aims to encourage European institutions to recognise the Euroregions and the EGTC as relevant stakeholders in shaping European programmes and policies.

### 06C16

16:45 - 18:30

*Venue: Representation of the Euroregion 'Alpes-Méditerranée'*

**Chair:** Antònia Sabartés, Euroregion Pyrénées-Méditerranée

**Speakers:** Philippe Cichowlaz, Région Provence-Alpes-Côte d'Azur; Philippe Guerin, Conseil Régional de Midi-Pyrénées; Pere Joan Martorell, Govern de les Illes Balears; Jean Marc Venineaux, European Commission; Jakub Szymanski, Malopolska Marschal Office; Antònia Sabartés, Euroregion Pyrénées-Méditerranée

**Organiser:** Euroregions for Territorial Integration

### The PEACE Network – Sharing the experience of peace and reconciliation in Northern Ireland

This workshop examines how the Peace Network is a good example of territorial cohesion in practice. It will highlight how a cross-border programme can work on an interregional basis to share best practice on social cohesion inside and outside the EU. The seminar, which will provide the opportunity to present the work of the network to a wide and varied audience, will also explain its effective mechanisms. The event can also be used to review progress to date and to start profiling the key themes to be addressed in the second year of the network

### 06C17

16:45 - 18:30

*Venue: European Commission, Centre Borschette CCAB 1D*

**Chair:** Pat Colgan, Special EU Programmes Body

**Speakers:** Henry Shaun, Special EU Programmes Body; Pat Colgan, Special EU Programmes Body

**Organisers:** European Commission, Regional Policy Directorate-General (DG REGIO), Special EU Programmes Body

### Strategic Forum of Euroregions: Territorial co-operation beyond 2013

The aim of the workshop is to discuss the creation of a Strategic Forum of Euroregions: this annual forum would promote the exchange of experience and 'best practices' between Euroregions, contributing to the process of development and management. The workshop will begin with the presentation of three Euroregions featuring different Cross-border Co-operation Structures with different models of governance and objectives. The aim of the Strategic Forum is to develop future strategies, learning from various approaches and experiences, and taking concrete experience in low-density territories as a new approach to cohesion policy, with collective action to enhance the economic value of territories with specific features. Finally, there will be a general discussion on second-generation cross-border co-operation, looking at the joint management of collective facilities and service delivery. This leads to better value for taxpayers' money, focusing on the real needs of cross-border citizens and their quality of life.

### 06C18

16:45 - 18:30

*Venue: European Commission, Centre Borschette CCAB 1C*

**Chair:** José Palma Andres, European Commission

**Speakers:** Carlos Beltran, Dirección General de Fondos Comunitarios del Ministerio de Economía y Hacienda; Soeren Revsbaek, Union of the Baltic Cities; Rui Nuno Baleiras, Portuguese Government; Xoan Vazquez Mao, Eixo Atlántico do Noroeste Peninsular

**Organisers:** European Commission, Regional Policy Directorate-General (DG REGIO), Eixo Atlántico



### Euroregions as a prospective model for cross-border co-operation

Cross border co-operation is considered a key instrument for fostering regional development and cohesion in European countries. Today, already more than 150 Euroregions all over Europe have demonstrated efficient cross-border co-operation at local and regional levels. Many practical results are achieved and people-to-people contacts are established. Good-practice examples coming from these Euroregions are being spread more and more to the Russian border. A Euregion within the Caucasus area has been established even between Armenia and Georgia. In this workshop, speakers and participants will discuss and explore the perspective of Euroregions as an instrument for cross-border co-operation outside the EU. Practitioners and politicians will speak about challenges and advantages of such a co-operation approach.

**06C19**

**16:45 - 18:30**

*Venue: European Commission, Centre Borschette, CCAB 0B*

**Chair:** Klaus Klipp, Assembly of European Regions and Elena Sadovnikova, Russian Ministry of Foreign Affairs and Ministry of Regional Development

**Speakers:** Emin Yeritsyan, Congress of Local and Regional Authorities of the Council of Europe; Heinrich Berr, OST-EURO GmbH; Martin Guillermo Ramires, Association of European Border Regions; Sergey Baranov, Euregio Pskov-Livonia

**Organiser:** Assembly of European Regions; European Commission, Regional Policy Directorate-General (DG REGIO)

## Wednesday 7 October

### The partnership between Chambers and Regions for the future of territorial co-operation

Overcoming the economic crisis and re-launching the European economy are major challenges to which Regions and Chambers of Commerce - working with each other and with the support of the European institutions - have to respond. However, facing such important challenges requires the strengthening of existing forms of territorial co-operation, as well as the development of new ones, in order to harness the potential, goodwill, energy, know-how and creativity of individual enterprises and territories. This XII Round Table represents a moment of reflection for representatives of the Italian and European Chambers' systems, European institutions and regional bodies. During the first session, participants will discuss the development of new forms of territorial co-operation, in the light of the debate on the future of cohesion policy after 2013. The second session will provide the opportunity to showcase best practices that Regions and Chambers of Commerce in Italy and Europe have developed in order to promote enterprise and economic growth.

**07C04**

**09:00 - 13:00,**

*Venue: Committee of the Regions, Jacques Delors JDE 62*

**Speakers:** Ferruccio Dardanello, President of Unioncamere; Michele Pasca-Raymondo, European Commission, Luc Van den Brande, President of the Committee of the Regions; Mario Sepi, President of the European Economic and Social Committee; Pierre Simon, Eurochambres; Boris Cizelj, Slovenian Business and Research Association; Hans F. Trunzer, Chamber of Industry and Commerce in Bayreuth; Christophe Castaner, Provence-Alpes-Côte d'Azur Region; Francisco Camps Ortiz, Valencia Region  
**Organiser:** UNIONCAMERE

### Macro-regions: The future for policy delivery?

This workshop will build on the adoption and launch by the Commission of the European Union Strategy for the Baltic Sea Region to examine to what extent the same approach, especially concerning governance and implementation arrangements, can be applied to other macro-regions. Rather than go into detail on the content of the strategy, speakers will be asked to focus on the implications of the strategy for future policy delivery and co-operation beyond EC Directives.

**07C05**

**09:30 - 11:45**

*Venue: European Commission, Centre Borschette CCAB 1D*

**Chair:** Danuta Hübner, Chairwoman, European Parliament REGI Committee

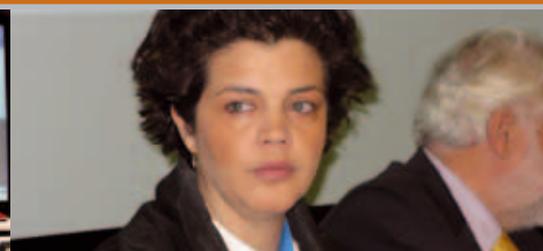
**Speakers:** Stefano Grassi, European Commission, Lumineta Obodescu, Ministry of Foreign Affairs, Romania; Daniel Tarschys, University of Stockholm

**Organiser:** European Commission, Regional Policy Directorate-General (DG REGIO)

# Theme C - Workshops

## Territorial co-operation: Working together across borders

Wednesday 7 October



### Advanced Co-operation in the North Sea - English Channel

Despite their individual characteristics, issues and opportunities, the North Sea and English Channel regions should be considered as a macro-region with many common interests. They need to establish methods of co-operation and joint working to enhance their capacity to solve the challenges that they face. This is the background to the establishment, within the Committee of the Regions, of an Intergroup North Sea-English Channel. The workshop will focus on the Intergroup's key areas of interest. It will be organised as a political debate defining some key elements within a common strategy, in particular themes such as climate change adaptation, energy issues and maritime issues. Three keynote speakers will focus on the needs for an integrated North Sea – English Channel approach and lessons to be learned from the Baltic Sea Strategy. Furthermore, the members of the Intergroup North Sea – English Channel will outline their individual and joint approaches and ideas, whilst the Baltic Sea Region will contribute examples of best practice, in order to define the main issues for a North Sea – English Channel Strategy.

**07C01**

**10:00 - 12:30**

*Venue: Norway House*

*Speakers:* Ulf Savbäck, Ministry of Enterprise, Energy and Communications; Gunn Marit Helgesen, North Sea Commission; Haitze Siemers, European Commission  
*Organiser:* Advanced Co-operation in the North Sea - English Channel

### In search for a framework for co-operation in the Atlantic Area

The regions in the Atlantic Area have been working together for many years, partly due to the EU Territorial Co-operation programmes contributing to joint working in such areas as fisheries, transport, energy, ports and marine research. This workshop will reflect on lessons learnt through this co-operation and will open a debate on territorial co-operation within the Cohesion Policy post-2013. It will examine new forms of governance models between regions, bringing in the experience of the EU Strategy for the Baltic Sea Region. The workshop will also discuss the Commission's recently published roadmap for maritime spatial planning. The aim of the workshop is to identify the most appropriate tools for future co-operation in the Atlantic Area. The questions to be asked include the following: What has been the role of transnational funding in the Atlantic Area in fostering co-operation in the past? What is the future role of transnational co-operation in the Atlantic Area? How can regions in the Atlantic Area feed into the roadmap for maritime spatial planning in the EU? Is the Atlantic Area a viable space to develop a future framework for co-operation?

**07C02**

**10:00 - 12:30**

*Venue: Fundacion Galicia Europa*

*Speakers:* Ana Teresa Lehmann, Comissão de Coordenação e Desenvolvimento Regional do Norte de Portugal; Esko Antola, Centrum Balticum  
*Organiser:* Atlantic Alliance

### Transport axis in the Baltic Sea Region: Sustainable and green corridors to get connected

Against the backdrop of TEN-T revision and the current TEN-T priority projects in the Baltic Sea Region (BSR), the organising partners for this workshop will present project concepts complementing the TEN-T approach and linking the BSR with other European markets. The focus will be on the development of green and sustainable corridors, as proposed in the EU Strategy for the Baltic Sea Region. The first part of the seminar will feature the examples of the Bothnian Corridor, the Baltic-Adriatic Corridor (SONORA project), the Via Hanseatica, and regional economic development trends expected with the completion of the Fehmarn Belt bridge project. These presentations will then be commented on by the European Commission's Directorate General Transport and Energy, and followed by a panel discussion that will also include information on the Central European Transport initiative and related concepts.

**07C03**

**10:45 - 13:00**

*Venue: Centre of the Regions - Information Office Mecklenburg-Vorpommern to the EU*

*Speakers:* Jean Eric Paquet, European Commission; Tomas Sikström, City of Umeå; Svend Erik Hovmand, Femern Belt Development Foundation; Robert Mazurkiewicz, Office of the Marshal of Pomorskie Voivodeship; Krzysztof Żarna, Central European Transport Corridor; Sebastian Schröder, Ministry for Transport, Building and Regional Development of Land Mecklenburg-Vorpommern; Olav Jern, Regional Council of Ostrobothnia  
*Organiser:* Baltic Sea Group



### Hospitals and territories

Most of the EU Member States rely very much on the regional and local levels of their administrations to implement health policies. A great number had chosen to decentralise by granting local governments extended responsibilities, while others preferred to devolve responsibilities to the local administration at State level. More rarely, a few countries decided to recentralise a number of such responsibilities. All the reforms introduced in respect of the healthcare offer are the subject of an ongoing debate fuelled and stimulated by the very diverse experiences of the different EU Member States. The questions to be asked, after the opening input on experience and practice, are the following: What is the appropriate level for control of the healthcare offer (State, regional or local authority, population area)? Currently, what is the overall experience at the local levels of administration responsible for healthcare restructuring? Who finances what? How is national cohesion safeguarded (particularly in respect of the territorial balance of the healthcare offer) in decentralised or devolved situations? Could private-sector developments be integrated into national healthcare restructuring policy, or are they incompatible?

### 07C06

11:15 - 13:00

Venue: *Committee of the Regions, Jacques Delors JDE 53*

Speakers: György Harmat, Magyar Kórházszövetség; Sandrine Haas, Nouvelle Fabrique des Territoires; Emmanuel Vigneron, Nouvelle Fabrique des Territoires; Pascal Garel, European Hospital and Healthcare Federation; Hannele Hakkinen, Association of Finnish Local and Regional Authorities; Luigi Bertinato, Veneto Region  
Organisers: Dexia/HOPE

### Development co-operation: EU funding for local and regional authorities

Within the 2007-2013 financial perspectives, the EU has initiated an important reform to simplify its international actions, reducing notably the number of financial instruments. Among them are instruments to fund EU co-operation with developing partners. In line with their increasing roles in development issues, local and regional authorities (LRA) are in various cases among those entities eligible to receive EU funds. For example they can submit proposals under the thematic programme "Non-State Actors and Local Authorities in Development" of the Development Co-operation Instrument, under the geographical component of this instrument. They can also participate in co-operation on development activities using not only other thematic programmes, but also the European Neighbourhood Policy Instrument or the European Development Fund. However in most cases LRAs are not fully aware or informed of, and/or acquainted with, these instruments and the funding possibilities or modalities. In order to better support LRA initiatives, this workshop proposes to assess the different EU instruments available to support LRAs in co-operation on development activities. It also aims to highlight practical and implementation issues linked to these instruments. Finally, the workshop intends to provide an open discussion on ways to improve the use of these resources by LRAs.

### 07C07

14:30 - 16:15

Venue: *Committee of the Regions, Van Maerlant VM1*

Speakers: Olivier Luyckx, European Commission; Aristotelis Bouratsis, European Commission; Christophe Rouillon, Member of the Committee of the Regions; Angelo Baglio, European Commission; Dominique Delicour, European Commission  
Organisers: European Commission, Directorate-General Development and Relations with African, Caribbean and Pacific States (DG DEV); European Commission, EuropeAid Co-operation Office (AIDCO); Committee of the Regions

### Clean Baltic Shipping

The Baltic Sea is a shallow and sensitive eco system with, at any given moment, around 2000 ships operating on its surface. Although shipping is the most sustainable transport mode (10 times more energy-efficient than road transport) it still has to improve in order to protect the marine environment and to ensure further sustainable growth in maritime transport. The booming cruise ship industry also has to take their responsibility for the natural environment they are working in. This seminar focuses on an action plan designed to coordinate the efforts of the relevant organisations representing ship owners, port management, pioneers in shore-side electricity and other stakeholders, in order to foster sustainable shipping in the Baltic Sea Region. Experts from the field will share their experience in making the Baltic Sea cleaner and shipping more sustainable. This plan was originally developed in the framework of the BSSSC working group on maritime affairs. The concept of clean Baltic shipping is now high on the agenda of the European Commission as project N° 4 of the draft Baltic Sea Strategy Action Plan that is set to be adopted under Swedish presidency in autumn 2009.

### 07C08

16:45 - 18:00

Venue: *Centre of the Regions - Information Office Mecklenburg-Vorpommern to the EU*

Speakers: Haitze-J. Siemers, European Commission; Stefan Musiolik, Ministry of Justice, Employment and Europe of Schleswig-Holstein; Denver Ehrlich, AIDA Cruises; Ralf Giercke, Stadtwerke Lübeck GmbH; Jukka Kallio, Port of Helsinki  
Organiser: Baltic Sea Group

# Theme C - Workshops

## Territorial co-operation: Working together across borders

Wednesday 7 October | Thursday 8 October



### Supporting the 21<sup>st</sup> century teacher: The Intel Teach Advanced Online Consortium

Education, and more specifically teacher training, is a priority for the 21<sup>st</sup> century, in the world and in the European Union. To encourage the process of updating teaching standards, education authorities are collaborating in developing and sustaining a global network of highly skilled and innovative teachers, capable of taking full advantage of 21<sup>st</sup>-century pedagogic practices and technology. This workshop will address the challenges and opportunities for education authorities in developing innovative approaches to the training of teachers and training professionals. The example of the Intel Teach – Advanced Online programme will be discussed. In this programme, educational authorities work collaboratively on the provision of a professional development platform suited to each region, delivering on-demand and high-quality training, resources and support, as well as collaborative tools developed with educators for educators. Regions can share tools and best practices in support of localised content and approaches and, in the process, promote innovation in education by focusing on the systemic, proactive and transformative change that drives key learning outcomes. In addition, each implementation will integrate reviewable and measurable 21<sup>st</sup>-century competencies.

**07C09**

**16:45 - 18:30**

*Venue: Committee of the Regions, Jacques Delors  
JDE 52*

Speakers: to be confirmed  
Organiser: Intel

## Thursday 8 October

### The added value of EGTC and possible solutions to critical points

More and more regional and local entities are aware of the opportunities provided by the European Grouping for Territorial Co-operation (EGTC) legal instrument. Currently there are five EGTC setups, while several are under preparation. However, not all EU Member States adopted the relevant national provisions that are the prerequisite for establishing an EGTC. One of the reasons for this delay could be lack of knowledge about this instrument and the unexpected obstacles faced by stakeholders. The evaluation of results, and the identification of key issues raised by stakeholders, are crucial to promoting the EGTC in support of economic, social and territorial cohesion. It is essential to highlight the added value of EGTCs, such as the possibility of obtaining a meaningful budget for development, as well as the practical experience gained in setting up an EGTC and tackling the different obstacles confronted in the EU Member States. The objectives of the workshop are: to present the state-of-play and developments in setting up an EGTC, with the focus on the most critical issues, possible solutions, and main aspects of internal and external governance of an EGTC; to draw attention to the added-value brought by EGTCs to territorial co-operation; to present CoR activities supporting EGTCs and to collect ideas for the improvement of the EGTC legislative framework.

**08C01**

**09:00 - 10:45**

*Venue: Committee of the Regions, Jacques Delors  
JDE 62*

Speakers: Michael Schneider, Vertretung des Landes Sachsen-Anhalt beim Bund, Member of the CoR; Anna Terrón i Cusí, Member of the CoR; Bernard Soulage, Rhône-Alpes Regional Council, Member of the CoR; José Luis Pascual, Municipality of Trabanca; Michel Delebarre, 1<sup>st</sup> Vice-President of the CoR; Olivier Baudelet, European Commission  
Organiser: Committee of the Regions, DTC, EGTC Unit 3



The evaluations of the 2000-2006 EU Cohesion Policy programmes as well as the ongoing reflection on the future of the policy will be the basis for discussion and exchange among experts on lessons learnt for the ongoing implementation and future design of European Cohesion Policy. 22 seminars under this thematic priority will discuss the key findings from the evaluations as well as different views on Cohesion Policy post-2013.

### Tuesday 6 October

#### Climate and demographic change: Debating solutions to multiple challenges

Climate change is probably the single most important issue facing our regions and planet at this time, challenging the way we move, think and consume. At the same time demographic changes are transforming societal structures, with population movement, changes in life patterns and issues of equity between generations. Looking to sit back and watch presentations?... think again! This event will be an interactive debate bringing together expert panelists and audience participants from all over Europe, to look for practical solutions to our common challenges. Questions such as: How will our regions deal with both migratory pressures and demands on resources? Whose responsibility is it anyway – what is the role of public bodies? How can we balance economic growth with responsible production and consumption? will be dealt with.

#### 06D01

9:30 - 12:00

Venue: Norway House

Speakers: Ana Abrunhosa, Development and Coordination Commission for Central Portugal; Dan Griffiths, Northwest Development Agency; Marta Lopez de la Cuesta, Castilla y León Regional Ministry of Presidency; Paul Cosford, National Health Service - East of England; Ellen Margrethe Basse, University of Aarhus; Fabien Zuleeg - European Policy Centre; Peter Berkovitz, European Commission; Agnieszka Pawlicka, Marshall Office of Warminsko-Mazurskie Voivodship; Jane Barmer, Age Concern Training; Lisbeth Iversen, City Government of Bergen  
Organiser: 2020 Regions: Acting for the Future

#### Regions brainstorming on the future Cohesion Policy

Against the backdrop of the recent enlargements, increased global competition and the latest economic and financial crisis, EU decision-makers face an urgent challenge: how to increase Community economic and social cohesion while enhancing the role of the European Union on the global scene. Structural funds are major instruments for achieving the revised growth and employment targets. By presenting both the political vision and expert approach in a twofold debate, this comprehensive event is expected to lead to concrete proposals. Vision – ambition – is important, but so is shape. Should post-2013 regional policy maintain the same quality and budget? Is the regionalisation process which started decades ago still as important for Europe's future? Are there alternatives? In addition the progress made by the regions through previous structural policies will be reviewed, since "looking into the future requires an understanding of the past."

#### 06D02

9:30 - 13:00

Venue: Wielkopolska Region Brussels Office

Speakers: Fabiola Motta, Center of Andalusian Studies; Radosław Krawczykowski, Marshal Office of the Wielkopolska Region; Anne Ainsworth, Lancashire County Council; Antonio Valverde Ramos, Junta de Andalucía; María Luisa Araújo Chamorro, Castila-La Mancha; Jari Koskinen, Regional Council of Häme; Josef Martinz, Kollegium der Kärntner Landesregierung; Johannes Cornelis Verdaas, Provincie Gelderland; Petr Osvald, City of Pilsen, Member of the CoR; Mikel Landabaso, European Commission  
Organiser: Cohesive Regions for a Stronger Europe

#### Empowering cities: Local responsibilities in Cohesion Policy programmes?

The workshop will present and discuss ways the partnership principle can be applied when implementing cohesion policy programmes. More specifically, it will focus on the specific role of cities and local authorities. Issues addressed in this workshop will include urban-regional co-operation, sub-delegation of responsibilities, and other innovative ways of making the best use of cities' potentials and capacities.

#### 06D03

9:30 - 11:45

Venue: European Commission, Centre Borschette CCAB 0D

Chair: Natalija Kazlauskienė, European Commission  
Speakers: Lamia Kamal-Chaoui, OECD; Alexander Ferstl, European Commission; Michele Calandrino, European Commission; Marie Ranty, EUROCITIES  
Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit C2

# Theme D - Workshops

## Achieving results, looking ahead: EU Cohesion Policy's evaluation and future prospects

Tuesday 6 October



### The specific situation of 'transition regions' in Europe and the current role of Cohesion Policy

In the 5<sup>th</sup> interim report on social and economic cohesion in May 2008, the Commission grouped the European regions for the first time into three categories – Convergence, Transition, and Regional Competitiveness and Employment (RCE) Regions – highlighting the fact that each group has a distinct socio-economic profile. While the Convergence and the Regional Competitiveness and Employment Regions largely reflect the current Convergence and Regional Competitive Objective, the term "Transition Regions" is less familiar to many observers. Transition Regions are catching up rapidly with RCE regions, thanks to the strong performance of the three sectors and to the influence of high and medium-high tech manufacturing. As a result, the economic structure of Transition Regions is becoming more and more like that of RCE Regions. However, important differences in the economic structure of the three groups of regions remain and the 'catching up' pattern differs between Convergence and Transition regions. This has several implications from a policy point of view. The initial analysis of the European Commission shows that there are many reasons to investigate the specific challenges and needs of these Transitional Regions in the future since, at the end of the current funding period, almost all existing Convergence Regions in the EU 15 Member States will lose their convergence status. Moreover, due to the dramatic changes in social and economic conditions, a number of currently RCE regions are under threat of falling behind.

### 06D04 14:30 - 16:15

*Venue: Centre of the Regions*

**Speakers:** Graham Meadows, former Director-General at the European Commission, Regional Policy DG; Tomasz Slawinski, Mazovia; Peter Sebo, Central Bohemia; Carolyn Rule, Cornwall Council; Johannes Beermann, State Chancellery and Ministry of State for Federal and European Affairs, Saxony.

**Organiser:** Regional Partnership on Transition Regions in Europe

### The present and the future benefits of Cohesion Policy

This workshop will look at the past achievements of cohesion policy, namely, how cohesion policy has helped to overcome social and economic disparities in Europe. But more importantly, it will also discuss the indirect effects and less visible benefits of cohesion policy in terms of capacity building or internal market dynamics, thereby going beyond a mere discussion on net returns. Furthermore, and with a view to the future, this workshop will consider recent contributions from academia, policy makers and stakeholders to the debate on the future of cohesion policy. The aim is to assess which benefits may be expected from a reformed cohesion policy and what would be its impact on European regions and the EU as a whole. This event, jointly organised by the COTER Commission of the CoR and the REGI Committee of the EP, will provide a good opportunity for participants to meet and discuss with elected politicians from Local and Regional Authorities and the European Parliament.

### 06D05 14:30 - 16:15

*Venue: Committee of the Regions, Jacques Delors JDE 62*

**Speaker:** Michael Schneider, Vertretung des Landes Sachsen-Anhalt beim Bund, Member of the CoR; Danuta Hübner, European Parliament, Chairwoman of the REGI Committee  
**Organisers:** Committee of the Regions / DTC – COTER; European Parliament REGI Committee

### Simplification of Cohesion Policy Regulations: The 2007-2013 programming period

In the course of 2009 a Task Force on Simplification was set up to take the initiative in the debate on this issue. The European Commission, together with representatives of the Member States and Managing Authorities and expert advisors, examined a variety of options to simplify the current regulatory framework governing the 2007-2013 cohesion policy programmes. These discussions generated specific amendments to the cohesion policy regulations (2007-2013) and will serve as the basis for preparation of the regulatory framework for the post-2013 period. This workshop will examine the specific changes to the current regulatory framework that have emerged from these discussions, providing a simplified and more flexible delivery of cohesion policy programmes 2007-2013.

### 06D06 14:30 - 16:15

*Venue: European Commission, Centre Borschette CCAB 0A*

**Chair:** Michele Pasca-Raymondo; European Commission  
**Speakers:** to be confirmed  
**Organiser:** European Commission, Regional Policy Directorate-General (DG REGIO) - Unit A1



### Possible Cohesion Policy responses to 'transition regions' in Europe

This workshop will focus on the future policy responses towards Transition Regions. It will discuss and assess whether the current definition of the European Commission for "Transition Regions" falls short of real needs. Furthermore participants will discuss the need to support Transition Regions through cohesion policy in the future, and will aim to provide ideas for possible ways of including this within the next generation of structural funds programmes. The workshop will also focus on future steps to establish a "Partnership on Transition Regions in Europe", by providing a platform for exchange and dialogue between the affected regions, with the aims of (a) discussing the future needs and shared challenges of these regions; (b) working on a suitable definition of Transition Regions in Europe as regions with GDP/capita of 75-90% of the EU average reported in the most recent EUROSTAT survey (2005); defining joint interests, and articulating these at European level, in order to develop specific cohesion policy responses meeting the needs of these regions and bearing in mind the future prospects of cohesion policy.

**06D07**

**16:45 - 18:30**

*Venue: Centre of the Regions*

**Speakers:** Michael Schneider, Vertretung des Landes Sachsen-Anhalt beim Bund, CoR Member; Derek Vaughan, Member of the European Parliament, Welsh Local Government Association; Ramon Luis Valcarcel Siso, President of Murcia, CoR Member; Jens Bullerjahn, Minister of Finance and Deputy Prime Minister, Saxony-Anhalt; Gerd Harms, State Secretary for Federal and European Affairs, Brandenburg, CoR Member; Vicente Alvarez Areces, Principality of Asturias Government, CoR Member; Gerhard Stahl, Secretary-General, Committee of the Regions; Ronald Hall, European Commission  
**Organiser:** Regional Partnership on Transition Regions in Europe

### Territorial cohesion: Metropolitan regions as new forms of urban-rural partnership and the territorial governance model

The Territorial Agenda and the first Action Programme devoted to its implementation identified six territorial priorities. This workshop will concentrate on two of them: polycentric development and new forms of partnership and territorial governance. Metropolitan Regions can act as models for multi-level governance and as models for urban-rural partnership. Principles underlying a well-balanced economic and social development of regions are also defined in the Green Paper on Territorial Cohesion. Examples of Metropolitan Regions cooperating in the PolyMETREXplus project show how cohesion can succeed. In the debate, Nuremberg Metropolitan Region will be presented as a model for an urban-rural partnership based on regional governance. It is not the opposition of urban and rural areas, but the intense partnership between them, that constitutes the core of regional governance. These partners are developing regional clusters by integrating their technological competences in both urban and rural areas and by common strategic planning. German-Czech cross-border projects are represented by the Euregio Egrensis (grouping 18 German and four Czech local and regional authorities). These mainly rural structured regions are promoting development along the former 'Iron Curtain' by drawing on their intercultural competences as part of the metropolitan gateway function.

**06D08**

**16:45 - 18:30**

*Venue: Representation of the Free State of Bavaria to the EU*

**Speakers:** Emilia Müller, Bavarian Minister for European Affairs, CoR Member; Claudio Tolomelli, Regione Emilia-Romagna; Dirk Ahner, European Commission, Regional Policy DG, Birgit Seelbinder, Euregio Egrensis  
**Organiser:** Urban-rural alliances - METREX plus

### Lisbon beyond 2010: Towards a new vision and prospects for the future - the role of Cohesion Policy in the new Lisbon cycle

In this plenary session, high-level representatives of the European Commission and Member States will look at the key challenges Europe will have to address through the Lisbon Strategy for Growth and Jobs in the period beyond 2010. The session will look at how some of the current policy challenges such as energy and climate change are being taken up by the Lisbon Strategy. More specifically, the session looks at the role that European cohesion policy can continue to play in the post-2010 Lisbon Strategy for Growth and Jobs.

**06D09**

**16:45 - 18:30**

*Venue: European Commission, Centre Borschette CCAB 0A*

**Chair:** Katarína Matherňová, European Commission  
**Speakers:** Cecilia Malmström, EU Council Presidency; Lucio Gussetti, Committee of the Regions; Ann Mettler, Executive Director, the Lisbon Council  
**Organiser:** European Commission, Regional Policy Directorate-General (DG REGIO)

# Theme D - Workshops

## Achieving results, looking ahead: EU Cohesion Policy's evaluation and future prospects

Tuesday 6 October | Wednesday 7 October



### Structural Funds support for institutional care reform

Across Europe a large number of persons with disabilities, persons with mental health problems, elderly and children live in long-stay residential institutions, isolated from their communities and denied their human rights. The main reason why so many people still live in institutions is the lack of alternative community-based services. Structural Funds can be of major benefit in supporting institutional care reform, but there is also a risk for a misuse of them that would lead to hinder or delay reform processes. On the one hand the ESF can be a powerful instrument to support a reform, by means of stimulating the provision of community-based services, increasing the qualification of staff, promoting new skills, etc. On the other hand, the ERDF can be used - under the heading of "social infrastructure" - to modernise outdated institutions or to build new ones. This workshop provides an overview of how Structural Funds investments can support the shift from the outdated model of institutional care towards a more person-centred approach.

### 06D10

16:45 - 18:30

Venue: European Commission, Centre Borschette  
CCAB 0C

Speakers: Carsten Rasmussen, European Commission; Tereza Kloukova, Czech Ministry for Labour and Social Affairs; Isabelle Maquet-Engsted, European Commission; Mariana Kordova, Council of Minister, Bulgaria  
Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit D2

## Wednesday 7 October

### Social inclusion as an instrument for restoring growth and strengthening cohesion

This workshop will look at the role of social inclusion as an instrument of economic growth and territorial cohesion, placing social policy at the heart of economic policy. Experts from regions, European institutions, and stakeholders will come together to discuss the complex needs of specific target groups such as the elderly, young people, women, lone-parent households, disabled individuals, migrants, and minority groups and the impact successful active inclusion policies, strategies and delivery programmes can have in reducing their exclusion and further increasing their potential to contribute to a region's economic growth. We will look at how the Crisis is influencing our front-line services in their mission to deliver quality, accessible, affordable public services as well as look at other symptoms of social exclusion that are coming to the fore both as a result of the Crisis but also as the result of our changing demography and economic model. Our 'skills' seminar will look at the challenges facing our skills providers in meeting the skills needs of tomorrow. The complexities of putting in place a demand-led skills model where skills provision is commissioned by learners and enterprises themselves. The role that is to be played by local and regional public sector in forecasting future needs and ensuring actors are mobilised to deliver on them - in short, how to make lifelong learning a reality for all citizens and in particular those most at risk of being permanently left out of our Europe's current and future labour markets.

### 07D01

09:30 - 13:00

Venue: Stockholm Region Office

Chair: Jérôme Vignon, European Commission, Employment, Social Affairs and Equal Opportunities DG  
Speakers: Lesley Calder, ONE North East  
Organiser: Addressing the Crisis through Skills and Inclusion: Regional and local responses and ELISAN and ENSA networks

### The future of EU Cohesion Policy post-2013

In the framework of this seminar, representatives of the European Commission, Member States and regions and academics will present the challenges and issues in connection with the reform of EU Cohesion Policy post-2013.

### 07D02

09:30 - 11:45

Venue: European Commission, Centre Borschette  
CCAB 0D

Chair: Katarína Mathernová, European Commission  
Speakers: to be confirmed  
Organisers: European Commission, Employment, Social Affairs & Equal Opportunities Directorate-General (DG EMPL), European Commission, Regional Policy Directorate-General (DG REGIO)



### Civil Society Forum: Partnership principle - and practice?

The Partnership Principle aims at achieving the closest possible co-operation in each Member State – between the Commission and the relevant authorities at national, regional and local level – throughout the various phases of Structural Funds processing from preparation to implementation, including monitoring and evaluation. The Civil Society Forum “Partnership Principle – And Practice?” will be held, for the fourth consecutive year, in the context of the Open Days – European Week of Regions and Cities. The Forum will include discussion on the different approaches to partnership, and an overview of implementation of the principle set out in Article 11 of the cohesion policy regulations, with case studies from a group of regions and recommendations for the future.

**07D03**  
**09:30 - 11:45**

*Venue: European Commission, Centre Borschette CCAB 1B*

*Chair: Tony Venables, ECAS*  
*Speakers: to be confirmed*  
*Organiser: European Citizen Action Service (ECAS)*

### ESPON 2013 programme: First results

The ESPON 2013 programme analyses territorial trends relevant to policymakers. Research will focus on how trends on different scales, from global to local, affect different types of regions and European territorial cohesion. This seminar will provide an overview of the ESPON 2013 programme and the first wave of studies which have emerged on urban development; rural development; demographic trends and energy risks.

**07D04**  
**09:30 - 11:45**

*Venue: European Commission, Centre Borschette CCAB 1C*

*Chair: Natalija Kazlauskienė, European Commission*  
*Speakers: Thiemo Eser, Ministry of Sustainable Development and Infrastructure, Luxembourg; Andrew Copus, UHI Millenium Institute; Erik Gløersen, Nordregio; Odd Godal, Ministry of Local Government and Regional Development, Norway; Peter Mehlbye, ESPON Coordination Unit.*  
*Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit C3*

### High-Level Panel: EU-Brazil on Regional Policy co-operation

The High-Level EU-Brazil Seminar on regional policy co-operation will provide a discussion on regional strategies and programming; innovation and regional development; multi-level governance; sustainable development; and financial engineering.

**07D05**  
**09:30 - 17:30**

*Venue: European Commission, Charlemagne, Room Jean Durieux*

*Chair: Ronald Hall, European Commission*  
*Speakers: Paweł Samecki, Commissioner for Regional Policy; Henrique Ferreira, Ministry of National Integration, Brasilia, Brazil; Vieira Lima Geddel, Ministry of National Integration, Brasilia, Brazil; Marcia Damo, Ministry of National Integration, Brasilia, Brazil*  
*Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit B1*

### Ex-post evaluation 2000-06: How can URBAN make a difference?

This workshop looks at the results of the URBAN initiatives of the 2000-2006 programming period.

**07D06**  
**09:30 - 11:45**

*Venue: European Commission, Centre Borschette CCAB 0B*

*Speakers: Jan Maarten De Vet, ECORYS Brussels; Michael Parkinson, University of Liverpool; Karl Jasper, Ministry of Building and Transport; Tim Fox, ECOTEC Research and Consulting; Jean-Loup Drubigny, URBACT*  
*Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit C4*

# Theme D - Workshops

## Achieving results, looking ahead: EU Cohesion Policy's evaluation and future prospects

Wednesday 7 October



### Multi-level governance in the EU: New prospects for a European Union with its regions and cities

The development of the European Union's governance model towards a truly multilevel one is of key importance for the Committee of the Regions. In 2008 and 2009, the Committee organised a series of debates involving scholars from Europe and beyond, and finally adopted a White Paper on Multilevel Governance in June this year. The Committee of the Regions' White Paper points out various recommendations and good practices in different EU policies in order to ultimately put multilevel governance into effect. This workshop will further build on the White Paper's recommendations and look into new developments relating to specific instruments and features of multilevel governance in those EU policies that feature an important territorial dimension.

### UNIV 07D07 11:00 - 13:00

Venue: European Commission, Centre Borschette, CCAB 1A

Chairs: Mr. Javier Sanchez, Director EIPA Barcelona and Béatrice Taulègne, Committee of the Regions

Speakers: Michel Bauer, University of Konstanz; Frank Delmartino, University of Leuven; Paolo Ponzano, European University Institute Florence; case study by Andrea Benassi, UEAPME; Jean-Marie Beaupuy, former Member of the European Parliament; Bart Vanhercke, University of Amsterdam, Virginie Guiraudon, Centre National de la Recherche Scientifique, Paris

Organiser: Committee of the Regions

### Ex-post evaluation 2000-06: Is building environment infrastructure supporting growth in Europe?

This workshop presents a study as part of the ex-post evaluations of the 2000-2006 programming period. The aim of the workshop, which will present first findings and conclusions, is to examine how environmental infrastructures contribute to growth and jobs.

### 07D08 14:30 - 16:15

Venue: European Commission, Centre Borschette CCAB 0A

Speakers: Benoit Lixon, ADE; Mary Van Overbeke, ADE

Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit C4

### The European Social Fund support for administrative capacity-building

Effective public policies require a competent and efficient administration, impartial and client-oriented. Especially at the time of an economic downturn, strengthening institutional and administrative capacity in order to create a stable business environment will underpin structural adjustments and foster growth and jobs. Reducing regulatory and administrative burdens on businesses helps increase productivity and strengthen competitiveness. For the period 2007-2013 Member States can take advantage of a new ESF priority on institutional capacity which enhances the capacities of public administrations and public services at national, regional and local level. This workshop provides an overview of the state of implementation of this priority, which aims to strengthen institutional and administrative capacity in the convergence countries.

### 07D09 14:30 - 16:15

Venue: European Commission, Centre Borschette CCAB 1C

Speakers: Viktor Horvath, Managing Authority for Public Administration Reform Programme, Hungary; Paweł Chorazy, Ministry for Regional Development, Poland; Tony Venables, ECAS, Alexander Heichlinger, European Institute of Public Administration; Thomas Bender, European Commission

Organiser: European Commission, Employment, Social Affairs & Equal Opportunities Directorate-General (DG EMPL) - Unit A1



### Roma inclusion: Experiences from Cohesion Policy programmes

An estimated 8–10 million Roma are Europe's largest ethnic minority and, in many countries, they are the fastest-growing ethnic group. In most EU Member States, the Roma are deprived of the financial means essential for adequate living conditions, as well as lack of access to education, jobs, and social and health services. Cohesion policy has the potential to improve the situation of these Roma communities. However, it is important to adopt a holistic approach and learn from good practice gathered at the European level when implementing programmes involving a significant Roma population. This workshop aims to exchange experiences on working with and for Roma within the cohesion policy programmes.

**07D10**

**14:30 - 17:00**

*Venue: European Commission, Centre Borschette  
CCAB 2A*

*Chairs: Katarína Matherňová, European Commission, and Lenia Samuel, European Commission*

*Speakers: Lydia Suchova, Ministry for EU affairs, Slovakia; Andor Urmos, Ministry of Social Affairs and Labour Hungary; Juan Carlos Castro Fernández, Aragonese Institute of Social Services; Livia Jaroka, Member of the European Parliament; Cristina Balboni, Directorate Culture, Vocational Training and Employment, Emilia Romagna Region*

*Organisers: European Commission, Regional Policy Directorate-General (DG REGIO); European Commission, Employment, Social Affairs & Equal Opportunities Directorate General (DG EMPL)*

### Putting urban development into an international context: Exchanging best practice between Europe and South/Latin America

The European Commission and the Inter-American Development Bank have begun discussions on how to cooperate on urban development topics. This workshop will focus on what has been planned, with presentations on urban development issues from both Europe and South/Latin America.

**07D12**

**14:30 - 16:15**

*Venue: European Commission, Centre Borschette,  
CCAB 1A and CCAB 1B (listening room)*

*Chair: Natalija Kazlauskienė, European Commission*

*Speakers: Alexander Ferstl, European Commission; Shri M. Ramachandran, Ministry of Urban Development, India; Elcione Diniz Macedo, Ministry of Cities, Institutional Development, Brazil*

*Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit C2*

### Ex-post evaluation 2000-06: Does Europe need more roads?

This workshop presents a study as part of the ex-post evaluations of the 2000-2006 programming period. The aim of the workshop is to discuss the ERDF contribution to the development of the European transport system and to regional growth. The workshop will present first findings and conclusions.

**07D11**

**16:45 - 18:30**

*Venue: European Commission, Centre Borschette  
CCAB 1A*

*Speakers: Francesco Dionori, SDG*

*Organiser: European Commission, Regional Policy Directorate-General (DG REGIO) - Unit C4*

# Theme D - Workshops

## Achieving results, looking ahead: EU Cohesion Policy's evaluation and future prospects

Thursday 8 October



### Thursday 8 October

#### High-Level Panel: EU-China on Regional Policy co-operation

The Fourth High-Level EU-China Seminar on regional policy co-operation will look at the issue of regional disparities in the EU and China, and exchange views on regional policy experiences. The panel will also discuss regional innovation strategies and clusters cooperation.

#### 08D01

14:30 - 17:30

*Venue: European Commission, Charlemagne, Room Jean Durieux*

**Chairs:** Ronald Hall, European Commission  
**Speakers:** Dirk Ahner, European Commission  
Bing Shen, Institute for Spatial Development and Regional Economy;

Fan Hengshan, Director General, Department of Regional Economy, NDRC, China; Dr. Gerd Meier zu Köcker, Director Agency Competence Networks Germany; Dr. Paul May, Executive Director of Innovation, East of England Development Agency, UK; Mr. Lauri Ylöstalo, CEO, Lahti Science and Business Park Ltd, Finland

**Organiser:** European Commission, Regional Policy Directorate-General (DG REGIO) - Unit B1

#### European Cohesion Policy post-2013

European cohesion policy programmes cover the period 2007-2013. However, the debate on post-2013 cohesion policy is already under way. Representatives of Member States, regions and cities, members of the European Parliament, the Committee of the Regions and the European Economic and Social Committee, and all interested citizens are invited to take part in the debate. This opportunity for reflection is vital as it forms part of the wider debate on the European budget and future priorities of the Union.

#### UNIV 08D02

09:30 - 12:30

*Venue: European Commission, Charlemagne, Room Alcide de Gasperi*

**Chair:** Dirk Ahner, European Commission, DG Regional Policy;  
**Keynote address** by Commissioner Samecki followed by commentary by Mario Pezzini, OECD

**Moderator:** Jacki Davis, European Policy Center,  
**Speakers:** Philip McCann, University of Groningen; John Tomaney, Newcastle University; Grzegorz Gorzelak, University of Warsaw; Angel de la Fuente, Instituto de Análisis Económico, CSIC; Mark Drabenstott, OECD/Territorial Development Policy Committee

**Organiser:** European Commission, Regional Policy Directorate-General (DG REGIO)

# OPEN DAYS Local Events: Europe in my Region|City



## Europe in my Region|City October 2009

Since 2006, the OPEN DAYS were rolled out to the local level under the headline "Europe in my region (or city)". In 2008, 230 organisers in 31 countries and approximately 25,000 people participated. The objective is to make October each year the "European Month of Regions and Cities".

Inviting in 2009 for the first time organisations and institutions from outside official OPEN DAYS partnership regions and cities, around 230 local events are expected to be held. At the time of writing, more than 220 of these in 33 countries were already suggested by the OPEN DAYS 2009 partners, most of them planned in Italy (27), Spain (20), the UK (19) and France (18).

Some examples from the 2009 OPEN DAYS local events are:

- In **Tampere**, Finland, a debate 'Ask your MEP!' with the newly elected Members of the European Parliament by the Tampere Region Information Point;
- in **Lorient** in Southern Brittany, the "1st Coastline European Fair", expects thousand of visitors interested in economic development, planning, management and protection of coastal regions;
- in **Wietow** in the region of Mecklenburg-Vorpommern, the local centre for solar energy will hold an international conference of regions specialised in the use of bioenergy;
- In **Bifrost**, the Icelandic Association of Local Authorities will hold an international workshop on mitigating and reducing emission through local actions;

- In **Miskolc**, a Regional Innovation Conference will be held on "Northern Hungary in a Sustainable Europe: Opportunities and Challenges"
- **Florence** will organise the international "Creativity Festival 2009" in particular on innovation in performing arts;
- in **Bialystok**, a conference will centre on the potential of the Podlaskie region stemming from its borderland location;
- in **Santiago de Compostela**, a radio debate will present experiences after the first year of a cross-border association between Galicia and Northern Portugal, one of the first such "European Groupings on Territorial Co-operation" in Europe;
- in **Cardif**, the second "Mock Council of the European Union" will be held involving students from 27 schools and colleges from across Wales.
- in **Ljubljana**, the Representation of the European Commission in Slovenia and the Government Communication Office in the framework of the Management Partnership in communicating EU will launch a panel discussion on "Innovative regions and cities as a boost after economic downfall";
- in **Strasbourg**, France, a workshop on "Multilateral decentralised co-operation in Europe: Fostering and improving cooperation across borders will bring together local authorities and civil society organizations.
- **Oldenburg**, Germany, and 9 other Europe Direct Centres will organise a roadshow "ECO-Experience-Tour" on the way to Copenhagen, which consists of events around local climate change projects with a focus on sustainable mobility concepts.

More information on the local events can be found at:  
[www.opendays.europa.eu](http://www.opendays.europa.eu)

# Media information and programme



**Journalists from written and audiovisual media are welcome to participate in all events during OPEN DAYS 2009 and to discover 'regional Europe'.**

The organisers will offer – together with the regional partner offices in Brussels – a special programme for about 200 journalists from regional media. The Committee of the Regions will host a press centre during the event which will include working facilities for journalists as well as a TV studio at the disposal of visiting crews. The TV studio can host talk shows and interviews, and direct emission via satellite can be provided upon request.

The programme below includes the media events as of mid-August. Please note that this programme may be subject to change. The final programme and press packs will be available in the OPEN DAYS Tent as of 5 October.

For more information and registration of journalists, please contact Ana Aguilar, Vera Oliveira or Eddy Wright at [press@open-days.eu](mailto:press@open-days.eu) or phone: +32 (0)2 533 95 45.

## Monday 5 October

**14:00 - 14:50**

### Round table for journalists – Presentation of the OPEN DAYS

with **Paweł Samecki**, Commissioner for Regional Policy and **Luc Van den Brande**, President of the Committee of the Regions. Moderator: **Jacki Davis**, European Policy Centre  
*Venue: European Parliament, Rue Wiertz, Room 3H1*

**15:00 - 17:00**

### Opening of the OPEN DAYS

Speakers: **Jerzy Buzek**, President of the European Parliament (tbc); **Maud Olofsson**, Minister for Enterprise and Energy and Deputy Prime Minister of Sweden; **José Manuel Barroso**, President of the European Commission; **Paweł Samecki**, Commissioner for Regional Policy; **Luc Van den Brande**, President of the Committee of the Regions; **Patxi López Álvarez**, President of the Basque Country and **Helma Orosz**, Mayor of Dresden  
*Venue: European Parliament, Rue Wiertz, Hemicycle*

**17:00 - 17:30**

### Interview opportunities

with speakers from the Opening Session

**18:30**

### Opening of the Meeting Place, including reception

*Venue: Committee of the Regions, Rue Belliard 99-101*

## Tuesday 6 October

**9:00 - 11:30**

### One-to-one interviews

with **Paweł Samecki**, Commissioner for Regional Policy and with **Luc Van den Brande**, President of the Committee of the Regions

*Venue: Committee of the Regions, TV Studio, 5<sup>th</sup> floor, rue Belliard 101*

**11:00 - 12:00**

### "How do EU funds deliver in your country"

with experts from the European Commission. Upon registration only.

*Venue: Commission Headquarters, Berlaymont, Rue de la Loi 200*

**12:30 - 13:00**

### Press panel on the EU Baltic Sea Strategy

Speakers: **Paweł Samecki**, Commissioner for Regional Policy; **Cecilia Malmström**, Minister for EU Affairs (Sweden); **Astrid Thors**, Minister for EU Affairs (Finland); **Jan Kozłowski**, Marshal, Pomorskie (Poland)

*Venue: Commission Headquarters, Berlaymont, Rue de la Loi 200, Schuman room*

**13:00 - 13:15**

### Interview opportunities on the EU Baltic Sea Strategy

**13:15**

### Lunch buffet with stakeholders from the Baltic Sea Region

*Venue: Commission Headquarters, Berlaymont, Rue de la Loi 200*

**16:45 - 17:15**

### Press conference on "Sustainable health"

with Commissioner **Androulla Vassiliou**

*Venue: OPEN DAYS Tent on the Esplanade in front of the European Commission Headquarters, Berlaymont, Rue de la Loi 200*

# Media information and programme



## Wednesday 7 October

### Morning:

Journalists are invited to attend the OPEN DAYS seminars or to meet with their regional offices

### 11:30–12:00

#### Press conference

with **Paweł Samecki**, Commissioner for Regional Policy, **Jeremy Rifkin**, US economist, and **Luc Van den Brande**, CoR President: "On the road to Copenhagen: What Europe's regions can do against climate change"

*Venue: Commission Headquarters, Berlaymont, Rue de la Loi 200, Press Room*

### 13.00 - 14.30

#### Media event on "Climate change - Regions and cities on the road to Copenhagen"

with the President of the Committee of the Regions, **Luc Van den Brande**, mayors and regional presidents from Europe and third countries

*Venue: OPEN DAYS Tent on the esplanade in front of the European Commission Headquarters, Berlaymont, Rue de la Loi 200*

### 14.30-16.45

#### One-to-one interviews

with **Jeremy Rifkin**

*Venue: Commission Headquarters, Berlaymont, Rue de la Loi 200, room tbc*

### 16:45-18:30

#### OPEN DAYS University

Keynote address by the American economist **Jeremy Rifkin**: "How the third industrial revolution can bring the economy back on track"

*Venue: Centre Albert Borschette, Rue Froissart 36*

### 18:30-19:30

#### Launch of the "European Entrepreneurial Regions" Scheme

with **Luc Van den Brande**, President of the Committee of the Regions, Commission Vice-President **Günter Verheugen**, responsible for Enterprise and Industry Policy (tbc) and **Paweł Samecki**, Commissioner for Regional Policy (tbc)

*Venue: Committee of the Regions, Rue Belliard 101, 'On stage' (6<sup>th</sup> floor)*

## Thursday 8 October

### 14:30 - 15:45

#### Closing Session of the OPEN DAYS

Speakers: **Jean-Yves Le Drian**, President of Brittany, France, Member of the Committee of the Regions (tbc)

**Kay Twitchen**, Essex County councillor, United Kingdom, Member of the Committee of the Regions

**Jan Kozłowski**, Marshal, Pomorskie Voivodship, Poland

**Michael Schneider**, Secretary of State of Saxony-Anhalt, Germany, Member of the Committee of the Regions

*Venue: Charlemagne building, Rue de la Loi 170*

# What else is going on?



The events below are not part of the OPEN DAYS 2009 programme. They are held in Brussels during the OPEN DAYS.

## Monday 5 October

### Think.Act.Change - Award Ceremony and Official Screening

**17:00 - 18:30**

*Venue: European Parliament, Yehudi Menuhin Space*

Given the rapid and profound change in the temperature of the earth's surface, we all need to work together to reduce consequences on our daily lives. In the run-up to the United Nations' Climate Change Convention in Copenhagen later this year, the EPP Group in the CoR and the European People's Party challenged young people to use their innovation and creativity to write, shoot and edit a 60 second film showing what can be done to fight climate change in our regions and cities. The winning films will be premiered at this award ceremony and will form an official event for OPEN DAYS 2009. DVDs containing the winning films will also be available in the OPEN DAYS tent on 7 October.

Should you wish to attend or to order a copy of the DVD, please contact [kathryn.owens@cor.europa.eu](mailto:kathryn.owens@cor.europa.eu)

### UDiTE 'Knowledge Sharing' Awards

**18:00 - 20:30**

*Venue: Conrad Hotel, Avenue Louise 71*

UDiTE, the European Federation of Local Government Chief Executives, host its 'Knowledge Sharing' Awards event to offer to local government Chief Executives, Secretary's General and local authority Senior Managers the opportunity to learn about innovative local government projects from across the EU which have provided sustainable benefits to citizens in their communities. The European Federation of Local Government Chief Executives has established this annual free UDiTE 'Knowledge Sharing' Award Event to recognise successful local government projects that are transferable to other municipalities.

To register to attend the event please visit <http://www.udite.eu/sharingbestpractice/uditeawards2009.htm>

## Tuesday 6 October

### European design as an expression of creativity and innovation

**14:00 - 18:30**

*Venue: Liaison Agency Flanders Europe, Kortenberglaan 71*

Organisers: Flanders Region, Eindhoven Region, City of Helsinki, Lodz Region, North East of England, Représentation de l'Île-de-France, Association of the CCI Paris/Île-de-France to the EU, Lombardia, Cantabria, South West UK and West Midlands

#### Workshop 1: Design policy and management

The first work shop looks at design policy and management. Design as a tool for innovation has developed rapidly in recent years, resulting notably in concepts such as strategic design, design management and design thinking. The design policy and the recent Commission Staff Working Document on design as a driver of user-centred innovation provides an analysis of the rationale for making design an integral part of European innovation policy.

#### Workshop 2: Design in SME's and industries

The second workshop explores design as a strategic tool for innovation in SME's and industries. Design is a creative activity whose aim is to establish the multi-faceted qualities of objects, processes, services and their systems in whole life cycles. It allows innovative humanisation of technologies and is a crucial factor of cultural and economic exchange. The design profession was fundamentally changing with styling and packaging design, branding and corporate design and web, interface and communication design as driving forces and design added value is bestowed by regional design promotion centres upon SMEs.

To register to attend the event please send an email to [design@vleva.eu](mailto:design@vleva.eu) with message Participation Design Workshop 1/2. The full programme is available on the web-site <http://www.vleva.eu/Design2009>.



Participation in the OPEN DAYS is free of charge. Prior registration to the OPEN DAYS events is obligatory and possible on-line via the OPEN DAYS website: [www.opendays.europa.eu](http://www.opendays.europa.eu).

## Participant badges

Each OPEN DAYS 2009 participant will receive a badge for identification and registration purposes. All badges will be handed out in the OPEN DAYS Tent on the Esplanade of the Berlaymont Building, Rond Point Schuman, as of Monday, 5 October, 10:00, all day and during the whole event. The participant badge will give access to venues and free bus transport on bus line 22 during the event.

Attendance at the Opening and Closing session is upon registration via the website. Participation at the Official Reception on 6 October is by invitation only.

If you would like to register for Meeting Place visit only, and you are not registered for any workshops, please register in advance by sending an email to [ronan.vennard@cor.europa.eu](mailto:ronan.vennard@cor.europa.eu). You can collect your access badge at the Committee of the Regions, Rue Belliard 101, during the event.

## InfoPoints during the event

During the OPEN DAYS 2009, two InfoPoints will offer material, documentation and help:

### InfoPoint at the OPEN DAYS Tent

Rond Point Schuman, Esplanade of the Berlaymont Building, Rue de la Loi 200, Brussels

### InfoPoint at the Committee of the Regions

Jacques Delors Building, rue Belliard 101, Brussels (ground floor and 5<sup>th</sup> floor)

## OPEN DAYS Conference Secretariat and Hotline

For more information, please contact the OPEN DAYS 2009 Conference Secretariat or call the hotline:

Anne-Audrey Le Guennec  
[secretariat@open-days.eu](mailto:secretariat@open-days.eu)

OPEN DAYS Hotline:  
+33 (0)1 43 67 99 44

## The OPEN DAYS Tent

Participants, journalists and others interested in the OPEN DAYS will be welcomed at the OPEN DAYS Tent in front of the European Commission's headquarters - the Berlaymont building. Open as of 10:00 a.m. on 5 October 2009, the tent will be the place where participants can pick up their badges, the final programme and other practical information.

In addition, as from Tuesday 6 October noon, the tent and the stage on the Berlaymont Esplanade will host exhibitions, shows, interactive information stands and videos presented by regions, cities and other event partners. All these activities are linked to the OPEN DAYS key themes:

- Tuesday 6 October 2009: Territorial co-operation/EU Baltic Sea Region Strategy and Lisbon Strategy post-2010
- Wednesday 7 October 2009: Climate change: On the road to Copenhagen
- Thursday 8 October 2010: Creativity and Innovation

A more detailed programme of all activities of the OPEN DAYS Tent can be found on the event's website: [www.opendays.europa.eu](http://www.opendays.europa.eu)

# Venue map

**OPEN DAYS**  
European Week of Regions and Cities  
Brussels  
5 - 8 October 2009



- 1** **Bibliothèque Solvay**  
Parc Léopold, rue Belliard 137
- 2** **Centre of the Regions**  
Boulevard St. Michel 80
- 3** **Common House of Steiermark, Kujawsko-Pomorskie, West Pannonia and Croatian Regions Office**  
Avenue de Tervuren 82-84
- 4** **Delegation of Catalunya towards the EU**  
Rue de la Loi 227
- 5** **East Finland EU Office**  
Rond Point Schuman 6
- 6** **Espace Montepaschi**  
Avenue d'Auderghem 22-28
- 7** **Fundacion Galicia Europa**  
Rue de la Loi 38
- 8** **Istanbul Centre in Brussels**  
Avenue des Arts 46
- 9** **La Cambre - École nationale supérieure des arts visuels**  
Abbaye de La Cambre 21 (not on the map)
- 10** **London House**  
Rue du Trône 108
- 11** **Norway House**  
Rue Archimède 17
- 12** **Permanent Representation of Portugal to the EU**  
Av. de Cortenbergh 12
- 13** **Regioni Centro Italia Premises**  
Rond Point Schuman 14
- 14** **Representation of Belgium to the European Commission**  
Rue Archimède 100
- 15** **Representation of the European Region Tyrol - South Tyrol - Trentino**  
Rue de Pascale 45/47
- 16** **Representation of the Euroregion "Alpes-Méditerranée"**  
Rue de Trône 62
- 17** **Representation of the Free State of Bavaria to the EU**  
Rue Wiertz 77
- 18** **Stockholm Region office**  
Avenue Marnix 28
- 19** **Union of Cyprus Municipalities - Brussels Office**  
Square de Meeûs 1
- 20** **Wielkopolska Region Brussels Office**  
Avenue de l'Yser 19
- A** **Committee of the Regions, Jacques Delors**  
InfoPoint / The Meeting Place  
Rue Belliard 101
- B** **Committee of the Regions, Van Maerlant**  
Van Maerlant 2
- C** **European Commission, Berlaymont**  
Rue de la Loi 200
- D** **European Commission, Centre Borschette**  
Rue Froissart 36
- E** **European Commission, Charlemagne**  
OPEN DAYS University, Rue de la Loi 170
- F** **European Parliament**  
Rue Wiertz 60
- G** **Esplanade of the Berlaymont**  
InfoPoint / OPEN DAYS Tent  
Rue de la Loi 200
- 22** **Bus Line Nr 22**  
free travel for OPEN DAYS badge holders



## Global challenges, European responses

The programme of the 7<sup>th</sup> OPEN DAYS will consist of 125 seminars, workshops, debates and exhibitions between 5 and 8 October 2009 for around 7,000 participants. More than 250 event partners have joined forces, among which 213 regions and cities from 33 European countries, and more than 600 speakers will be actively involved. During the month of October another 230 local events will be organised addressing an expected audience of 30,000. The event's key objective is to facilitate exchange, debate and networking among Europe's experts and decision-makers in regional and local development from the public, private and financial sector. Under the overall headline "Global challenges, European responses", all events will be organised around four themes:

- Restoring growth: Innovation in Europe's regions and cities
- Regions and climate change: Europe's way to sustainable regional development
- Territorial cooperation: Working together across borders
- Achieving results, looking ahead: EU Cohesion Policy's evaluation and future prospects

More information and registration at: [www.opendays.europa.eu](http://www.opendays.europa.eu)



OPEN DAYS Hotline:  
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