



**European Week of Regions and Cities**  
**Brussels**  
6 – 9 October 2008

P R O G R A M M E



# Regions and cities in a challenging world

EUROPEAN UNION



Committee of the Regions



EUROPEAN COMMISSION  
DG Regional Policy

# Table of contents

<b>Organisers and partners</b>	<b>3</b>
<b>Who the event is aimed at and how to register</b>	<b>19</b>
<b>Programme</b>	<b>23</b>
Highlight of the year for regional policy	24
Local events 2008: Europe in my region	26
Investors' Café: Investing in people, ideas, the future	27
Programme overview	30
Map of venues	35
<b>Workshops</b>	<b>37</b>
Innovating regions: Promoting research, technological development and innovation	38
Sustainable development: Regional responses to climate change	44
Co-operation and networking: Exchange of best practice in regional development	50
Looking forward: A European cohesion policy for tomorrow	58
<b>Fringe events</b>	<b>60</b>



# Organisers and partners

# Organisers



In just five years, the European Week of Regions and Cities OPEN DAYS have become an unmissable event where regions and cities have demonstrated how they can create growth and jobs by getting the very best results from applying the European Union's cohesion policy. This communication forum has won a faithful following of more than 5 000 local, regional, national and European decision-makers who provide countless examples of economic achievement, social integration, successful regional cooperation, fruitful partnerships between local government and businesses, poles of excellence involving research centres and universities.

The Community agenda next autumn will lend itself particularly well to such a commitment, with the debate on territorial cohesion and, more generally, the future of cohesion policy, the revision of the financing of the EU budget to meet the challenges of globalisation and climate change, and of course the preparations for the European elections in spring 2009.

The regions and cities have an active role to play in these debates, and the OPEN DAYS offer an ideal setting for demonstrating the relevance of a multi-level approach to governance and of the continued pursuit of a strong and effective cohesion policy, guaranteeing sustainable development, stimulating research and innovation projects, capable of enriching human capital and offering a rich variety of cooperation projects between regions.

This is the challenge and the commitment which the organisers of the event, the Committee of the Regions and the European Commission's Directorate-General for Regional Policy, intend to present to the regions and cities that will take part in the sixth European Week of Regions and Cities OPEN DAYS in 2008.

Let's build Europe in partnership.

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



As in previous years, the week of OPEN DAYS brings together policy experts, practitioners and representatives from Europe's regions and cities, as well as stakeholders from banking, business, civil society organisations, academia, EU institutions, international organisations and the media. As such, this event is testimony to the ongoing rich dialogue existing between the European institutions and those structures within Europe closest to the citizens and most decisive to their quality of life. The size and scope of the event also demonstrate that our regions and cities are recognised as key to implementing EU policy at all levels, in particular to creating the best conditions for growth and jobs.

European regional and cohesion policy have recently undergone an important change and this is being felt on the ground through the progressive implementation of our new programmes 2007 – 2013. At the same time, we are in a period of reflection, discussing the future shape of cohesion policy: its priorities, impact and the way it can best adapt to new challenges and opportunities.

I am looking forward to this year's OPEN DAYS, which will be also the platform to launch the Commission's Green Paper on Territorial Cohesion and a good opportunity to involve regions and cities in this process more deeply as our ideas start to take shape.

**Danuta Hübner**  
Member of the European Commission responsible  
for Regional Policy

# European institutions



It has become a tradition that the European Parliament welcomes the OPEN DAYS to its premises and contributes actively to the success of the event. More important than ever, the Members of the European Parliament link Europe to its citizens.

The European Parliament strongly supports the aims of the OPEN DAYS initiative, and looks forward to a fine opportunity to develop further links between the democratically elected representatives of Europe's citizens at all levels. Only together can we develop understanding amongst citizens of the benefits of the European Union membership and work together on our common challenges.

I look forward to welcoming the participants of the OPEN DAYS 2008 in the European Parliament during the Closing Session on 9 October.

**Hans-Gert Pöttering**  
President of the European  
Parliament

For me, this sixth edition of OPEN DAYS, even more than its predecessors, has a twofold dimension. Of course, it has a technical and institutional dimension, thanks to the numerous projects, meetings and events that will illustrate the importance of cities and regions in implementing European policies. But it also has a significant political dimension that clearly meets the priorities of the French presidency of the EU Council during the second half of 2008. At a time when the need for European integration is no longer as obvious to people as it was 20 or 30 years ago, it is more necessary day by day to show the citizens of Europe how such integration makes it possible to take concrete steps to help them and respond directly to their concerns: jobs, social cohesion, the environment and economic growth.

I think that "European Week of Regions and Cities" makes a major contribution to this and so I am happy to give this operation the French presidency's full support.

**François Fillon**  
Prime Minister of France, on behalf  
of the EU Presidency

Europe's regions and cities are important actors in achieving our common goals. The OPEN DAYS have become the annual gathering of regional and local experts and to exchange good practice and new ideas and to make the European Union more competitive, creative and cohesive.

I'm delighted that the Committee of the Regions and the European Commission are teaming up once again with 216 regions and cities from 32 countries to organise the OPEN DAYS between 6 and 9 October in Brussels with a record number of seminars. Even more impressive are the 230 local events which will be organised by the partners all over Europe during the month of October. This sends the important message to the citizens that "Europe is reality in their region and city".

I am convinced that all those involved in the event will feel the spirit that working together on the development of our regions and cities creates better results for all European citizens.

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



# European institutions



The OPEN DAYS have become an excellent example of communicating Europe together. I am in particular impressed by the fact that there will be more than 230 local events – in comparison to 95 last year - all over Europe involving citizens, experts and politicians in debates on the challenges ahead of us. Effective communication requires going local and engaging with people on the issues that concern them.

Thousands and thousands of EU-supported projects and initiatives over the years have brought real benefits to citizens in every corner of the EU, and the OPEN DAYS offer a valuable opportunity to demonstrate how regional authorities are making effective and imaginative use of EU support to help their citizens.

**Margot Wallström**  
Vice-President of the European Commission responsible for Institutional Relations and Communication Strategy

I am pleased that the Enterprise and Industry DG will again make a significant contribution to the OPEN DAYS this year. Our recently launched “Enterprise Europe Network” will be actively involved in communicating with private and public actors, we will present our satellite-based “Global Monitoring for Environment and Security” initiative, and networking on sustainable and competitive tourism will be discussed during the European Tourism Day.

Regional and local authorities, along with national governments, must all play their part in improving the environment in which European enterprises operate and I hope they will take best inspiration from the Small Business Act for Europe that we have proposed.

The OPEN DAYS are an excellent platform to enable them to learn from each other's experiences in supporting and stimulating enterprise and job creation.

**Günter Verheugen**  
Vice-President of the European Commission responsible for Enterprise and Industry

Connecting Europe's regions and cities depends much on the efficiency with which goods can be transported, and the competitiveness of our enterprises also requires that their workforces can travel to and from work as easily as possible.

The OPEN DAYS connect experts and decision-makers from all over Europe to discuss important investments and to exchange views on how the public and the private sector can find common solutions to common challenges.

Combing public and private investment is often key to successfully implementing transport projects, and the OPEN DAYS will provide the opportunity to learn successfully from each other.

**Antonio Tajani**  
Vice-President of the European Commission responsible for Transport



We need to change the way we think of our relationship with the sea. We know how closely oceans and seas are linked to some of the greatest challenges we face today: climate change, globalisation, Europe's growth and competitiveness or the decline of biodiversity. In this context, maritime regions and industries are partners in pursuing the sustainable use of our oceans and seas. By working together, we can make a stronger contribution, anchoring Europe in the global market and enabling our maritime industries to create new and better jobs.

I look forward the 2008 OPEN DAYS as an opportunity for local experts to exchange views and new ideas.

**Joe Borg**  
Member of the European  
Commission responsible for  
Fisheries and Maritime Affairs

The OPEN DAYS are one of the premier events for showcasing regional best practice across the EU both through workshops in Brussels and with the many local events in Member States and beyond. Therefore, as Commissioner for the Environment, I am particularly delighted to see that "Sustainable development: Regional responses to climate change" is one of the four main themes for this year.

The EU Cohesion Policy has been and continues to be the most significant source of financing for environmental infrastructures. It is important to note that under the new rules applicable for 2007-2013, the Policy is now addressing more difficult challenges such as mitigation and adaptation to climate change and risk management. This new orientation in our policy must be further enhanced in the future if we wish to arrive at a true sustainable regional development.

**Stavros Dimas**  
Member of the European  
Commission responsible for  
Environment

There are good reasons for Europe to invest better and more in education and training. The future of our regions and cities in a global economy depends in large part on the quality of our education and training systems, on our creativity, and on our capacity for innovation.

Education and training are crucial for economic growth and, therefore, for creating both more and better quality jobs. Education and training are vital for personal development and fulfilment, for greater social inclusion and active citizenship. Therefore we need to support access to and quality of our education. Lifelong learning becomes a necessity for all.

The OPEN DAYS 2008 enable regional and local authorities - important players in European integration - to learn from new initiatives and good practice from all over Europe.

**Ján Figel'**  
Member of the European  
Commission responsible  
for Education, Training, Culture  
and Youth

# European institutions



I am delighted to see that promoting research and innovation plays such an important role in this year's OPEN DAYS 2008 and that my services are actively involved in it. Proximity matters and very often, innovation starts start within regions, linking universities and research organisations with local enterprises. Through the Seventh Research Framework Programme, we are able to build on the research strengths of individual regions, and create the basis for developing knowledge more effectively.

Every region, even the least developed, has strengths on which it can build, and at the heart of the knowledge economy is the ability to recognise and develop those strengths. I am confident that regional authorities will find a number of useful contacts.

**Janez Potočnik**  
Member of the European  
Commission responsible for Science  
and Research

The European Labour force is highly skilled but we need to raise our standards even higher, as there are global challenges ahead. We need to increase participation levels on the labour market, in particular in order to meet the challenge of demographic ageing. By harnessing the potential of all our citizens we contribute both to social cohesion and a competitive Europe. In addition, rapid technological and economic change calls for adaptability on the part of companies and the workforce.

The European Social Fund can help to reconcile individuals' needs with labour market requirements. It can help the Member States to implement their own flexibility and security – flexicurity – agendas.

I am delighted by the active involvement of my services in the OPEN DAYS and the opportunity for local and regional authorities to exchange ideas and to learn from each other in the field of labour market policies and actions.

**Vladimír Špidla**  
Member of the European  
Commission responsible for  
Employment, Social Affairs and  
Equal Opportunities

It is a pleasure for me to address the OPEN DAYS 2008, the most important annual conference of European regional and local experts.

The OPEN DAYS comes at a time when there is growing recognition that investing in health is crucial if the EU wants to become more competitive and to promote a better quality of life for its citizens. Healthy citizens are the key for a healthy economy. Improving the number of years lived in good health will impact on labour participation, productivity, and economic growth. To improve citizens' health across the EU, health concerns must be at the heart of policy making at all levels. Regional and local authorities have a key role to play in developing and implementing policies to promote health and provide healthcare to citizens.

I hope all of you will be able to visit the OPEN DAYS 'Health village' in the Investors' Café at the Committee of the Regions. It will address a range of key issues such as improving health promotion and healthcare, tackling health inequalities, and exploring information and communication technologies for health. Participants will have the opportunity to exchange views and learn about health investment possibilities at regional level.

**Androulla Vassiliou**  
Member of the European  
Commission responsible for Health





In 2008, the Committee on Regional Development, responsible for regional and cohesion policies in the European Parliament and co-legislator in this field, has begun looking at the first results achieved with the new structural funds approved for 2007-2013 and evaluating whether these results match the aims of legislators and – more importantly – the expectations of Europe's regions.

Besides evaluating the impact of today's cohesion policy, we also need to look to the future of our regions, which face growing socio-economic challenges. These include addressing growing wealth and development disparities, providing services to enhance business competitiveness, attract investors and create jobs, responding to demographic trends, improving energy efficiency and tackling climate change.

For us, as legislators and policy makers, the OPEN DAYS are an opportunity to meet stakeholders directly involved in implementing cohesion policy. Our intensive exchanges and collective conclusions will help to shape Parliament's reflection on the future of regional and cohesion policy.

**Gerardo Galeote**  
Chairman of European Parliament's  
Committee on Regional  
Development

As a partner institution, the European Economic and Social Committee takes great pleasure in supporting the Committee of the Regions' excellent initiative: OPEN DAYS – European Week of Regions and Cities. The two Committees not only share the architectural landmark building which is the focal point of OPEN DAYS, but also their joint vocation as institutional consultative bodies at the European level advising the Council, the Commission and the European Parliament.

Celebrating its 50th anniversary in 2008, the EESC brings together in Brussels representatives of the various economic and social components of organised civil society. Its opinions reflect a dynamic consensus between its three groups: employers, employees and various interests. As a forum for dialogue and consultation for civil society organisations across Europe, the EESC sees it as one of its primary tasks to bring the European Union closer to its citizens. The OPEN DAYS 2008 'Regions and cities in a challenging world' aim at this very target – I wish this event all success.

**Dimitris Dimitriadis**  
President of the European Economic  
and Social Committee

The Congress is the institution that represents local and regional authorities at the Council of Europe. It speaks for towns, cities and regions in the organisation and works to promote local and regional democracy. It regularly monitors the situation of local and regional democracy in the 47 Council of Europe member states. For the past 50 years it has been working for local democracy on behalf of Europe's 200,000 local and regional authorities. It has initiated several European conventions, including the European Charter of Local Self-Government.

The Congress supports interregional and transfrontier cooperation, particularly by setting up Euroregions of a new kind involving both member countries of the European Union and non-member countries, and is pleased to support the 2008 edition of the OPEN DAYS. Day by day, in our towns, cities and regions, the Congress is building democracy close to home.

**Yavuz Mardon**  
President of the Congress of Local  
and Regional Authorities of the  
Council of Europe



# European financial institutions & organisations



The European Investment Bank, the European Union's financing arm, is a major player in the regions and cities all over the EU. In 2007 the EIB lent some € 47.8 billion for key investment projects that contributed to implement priority EU policy objectives. As in previous years stimulating growth in regional development areas as well as supporting the Lisbon strategy (i.a. in the domains of Research & development and Innovation) were high on the agenda. In this context, financing regional infrastructure projects, environmental protection, public transport, PPPs, (sustainable) energy projects as well as SMEs, are all vital and crucial for Europe's future and therefore at the heart of EIB's lending activities.

Since the beginning of this great event, the EIB actively participates in the OPEN DAYS.

**Philippe Maystadt**  
President of the European  
Investment Bank

The Council of Europe Development Bank is the oldest multilateral financial institution in Europe and the only one with a purely social vocation. On the strength of its longstanding experience and its specificity, the CEB strives to foster social development. By doing so, the Bank places its action at the very heart of the challenges facing Europe in a changing world, namely social cohesion and sustainable development. Within this framework, the CEB stands ready to assist Regions and Cities in addressing key issues such as urban renewal, through the JESSICA initiative, or energy efficiency in the context of regional responses to climate change in co-operation with the European Commission and other partners in Europe.

The CEB is eager to share with all participants of the OPEN DAYS 2008 their expectations for the future cooperation and networking. Furthermore the CEB wishes, through its experience, to stimulate discussion for a new European Cohesion Policy.

**Raphaël Alomar**  
Council of Europe  
Development Bank

Once again, the European Banking Federation is pleased to lend its active support to the OPEN DAYS. The 5 000 European banks we represent, whether large or small, local or pan-European and even global, are all active player in the market economy. Future challenges – and current ones – are great.

Each of our member banks, at its own level, plays a critical role in shaping the economy of local communities and regions, in supporting businesses and creating jobs and wealth for citizens. I hope that their support to the OPEN DAYS, whether direct or indirect, will contribute to positive results to the event, as it did in previous year.

**Michel Pébereau**  
President of the European Banking  
Federation





ESBG is the European voice of savings and retail banking. Our association, which comprises 26 members, represents about a third of the retail banking market in Europe. Our members are long standing and trustworthy partners of local authorities and small and medium-sized enterprises. They have reinvested responsibly in their region for many decades and are one distinct benchmark for corporate social responsibility activities throughout Europe and the world.

We are sure that the OPEN DAYS will once again lead to new partnerships and opportunities to stimulate local growth and jobs.

**Heinrich Haasis**  
President of the European Savings Bank Group

The European Association of Co-operative Banks is the voice of co-operative banks in Europe. With 60 000 outlets and 4 500 banks, co-operative banks – which are privately owned – have a wide representation throughout the enlarged European Union and play a major role in the financial and economic system. Through their business model based on democracy and proximity, co-operative banks act as one of the driving forces of local and regional development in Europe and – to a large extent – ensure the stability of the financial system as well as a broad access to financial services.

Co-operative banks have a long tradition in serving their 140 million customers mainly consumers, SMEs, retailers and local communities. In this light, we are particularly glad to support again this year the OPEN DAYS initiative and will take an active role by organizing the workshop “Green Finance and Social Responsibility of Co-operative Banks”. I am convinced that OPEN DAYS 2008 will be a renewed success.

**Christopher Pleister**  
President of the European Association of Co-operative Banks

The European Association of Public Banks represents financial institutions, public banks, funding agencies, associations of public banks and banks with similar interests, and their specific tasks at the European level. EAPB members constitute an essential part of the European financial sector, in which they play a decisive role, with a market share of approximately 15%.

As the EAPB, on behalf of its members, is engaged in stimulating economic and social development, the EAPB supports the OPEN DAYS and is happy to actively take part in the OPEN DAYS’ 2008 edition.

**János Erös**  
President of the managing board of the European Association of Public Banks



# European business and social partners



The implementation of cohesion policy programmes for the period 2007 to 2013 is reaching cruising speed. Now it is time to make the best use of funds by improving coordination and developing good partnership between public authorities and the business community, from the programming to the evaluation phase. It is only by pooling resources in the right direction and dialoguing with business on issues as varied as clusters, education and training or infrastructures that regions will succeed in the global competition for skills and innovation.

The OPEN DAYS offers a unique framework to assess the alliance between public authorities and companies for the development of European regions. BUSINESSEUROPE is firmly engaged in promoting a better understanding of what public-private partnerships can bring to the economy and society and will illustrate this with key recommendations presented in a brochure to be unveiled during the event. BUSINESSEUROPE will also seize the opportunity of the OPEN DAYS to celebrate its 50th anniversary with regional, national and European leaders.

**Ernest-Antoine Seillière**  
President of BUSINESSEUROPE

The European Union must boost its growth in order to maintain a respectable place on the global economic chessboard, even when the latter is unstable. As growth comes from the grass roots is important to bring regional stakeholders together to engage in a debate on key economic issues. The overwhelming success of the OPEN DAYS shows that regional actors are keen on exchanging experiences and developing new ideas for ensuring sustainable economic and social development, fostering innovation, responding to global challenges like climate change.

At European level, 2008 marks discussions on the EU's future political priorities and the review of its budget after 2013. It also marks EUROCHAMBRES fiftieth anniversary, 50 years at the service of businesses, promoting an entrepreneurial Europe where enterprises can do business without borders, considering the wellbeing of the future generations by tackling energy and environmental challenges.

**Pierre Simon**  
President of Eurochambres,  
the Association of European  
Chambers of Commerce and  
Industry

SMEs and craft companies are the cornerstone of Europe, as they provide the majority of jobs and income for every member state's citizens. The different aspects of the business world, be it markets, innovation, financial and social aspects, are challenges that must be faced everyday. Therefore companies need sustainable frameworks in which they can live, work, create and prosper. One of those instruments is a suitable European cohesion policy for tomorrow, already starting from today.

The world of crafts and SMEs – and UEAPME as their voice in Europe – fully support those activities of regions and cities in a challenging world for a better Europe.

**Georg Toifl**  
President of the European  
Association of Craft, Small and  
Medium-sized Enterprises





Eurada, the European Association of Development Agencies, brings together approximately 145 development agencies located all over Europe. It aims to encourage exchanges of experience between members and to promote best practice in the field of local and regional economic development. More specifically, Eurada seeks to promote recognition of development agencies as mechanisms for change and as economic development entities and to participate in the development and delivery of territorial development programmes and support programmes for companies, particularly small and medium sized enterprises.

Eurada also promotes the emergence of cooperation projects between development agencies in different countries. Eurada members have a keen interest in trends in foreign direct investment (FDI) as well as in regional marketing and branding. This is why Eurada is supporting the Investors' Café initiative held during the OPEN DAYS.

**Jacques Evrard**  
President, Association of Regional  
Development Agencies

What about the citizen in European Union Cohesion policy? A common European strategy with shared priorities, but with increasing decentralization for regions and cities to work out how they implement them on the ground. What better opportunities could exist to involve the citizen in building Europe? A wide variety of techniques exist in the participatory toolbox. Citizens' panels, juries, large-scale town hall meetings, and deliberative polls are spreading worldwide. Why are they not used more in the context of European Union cohesion policy?

At the 3rd Civil Society Forum, taking place during the OPEN DAYS, there will be a presentation of a multilevel citizens' panel on the future of rural Europe, and a debate about participatory techniques in the context of improving partnership with civil society, communication policy and the European transparency initiative.

**Tony Venables**  
Director of the European Citizen  
Action Service



# Partner regions and cities



Regions shown in hatched colours are part of two or more groupings.

<b>A Sustainable Alliance (ASA)</b>	Styria (AT)   Croatian Regions (HR)   Friuli Venezia Giulia (IT)   Kujawsko-Pomorskie (PL)   Prešov Region (SK)   Rhineland-Palatinate (DE)   South Transdanubia (HU)   South Tyrol (IT)   Trakia-Stara Zagora Region (BG)   Trentino (IT)   West Pannonia (HU)
<b>Advancing Regions for Sustainable Development</b>	Niedersachsen (DE)   East Midlands (UK)   East Netherlands Provinces (NL)   Emilia-Romagna (IT)   Lower Silesia (PL)   Navarra (ES)   Northern Netherlands Provinces (NL)   Pilsen Region (CZ)   Wielkopolska (PL)   Yorkshire and Humber (UK)
<b>Attractive Cities: Strategies to Succeed</b>	Province of Barcelona (ES)   Berlin (DE)   City of Barcelona (ES)   City of Lodz (PL)   Dublin (IE)   Riga (LV)   Sarajevo Canton (BA)   Stockholm Region (SE)
<b>Baltic Sea Group</b>	Mecklenburg-Vorpommern (DE)   Central Denmark (DK)   Central Sweden (SE)   Hamburg (DE)   Malmö (SE)   Oslo Region (NO)   Pomorskie (PL)   Schleswig-Holstein (DE)   South Finland (FI)   Westpomerania (PL)   Zealand (DK)
<b>BIRTH: Bringing Innovative Regions Together for Health</b>	West Midlands (UK)   Brussels-Capital Region (BE)   Eszák-Alfold (HU)   Olomouc Region (CZ)   Opolskie (PL)   Picardie (FR)   Trenčín Region (SK)   Valencian Region (ES)   Veneto (IT)   Zlín Region (CZ)
<b>C.R.E.A.T.I.V.E. Cohesion</b>	Genoa (IT)   Calabria (IT)   Moravian-Silesian Region (CZ)   Nitra Region (SK)   Nomarchia Ilias (GR)   Rome (IT)   Vrancea Region (RO)   Warsaw (PL)   Zilina Region (SK)
<b>Capital Cities and Regions: Cohesion Policy Beyond 2013</b>	Prague (CZ)   Bratislava Region (SK)   Budapest (HU)   G-4 (Amsterdam, The Hague, Rotterdam and Utrecht) (NL)   Ile-de-France (FR)   Madrid Region and Municipalities (ES)   Nicosia (CY)   Sofia (BG)
<b>Celtic Connections</b>	Wales (UK)   Asturias (ES)   Brittany (FR)   Galicia (ES)   Irish Regions (IE)   Norte (PT)   Northern Ireland (UK)   Scotland (UK)   South West UK (UK)
<b>Come, Create and Innovate</b>	Estonia (EE)   Cyprus (CY)   Ireland (IE)   Latvia (LV)   Lithuania (LT)   Malta (MT)   Maramures Region (RO)   Municipality of Bourgas (BG)   Municipality of Plovdiv (BG)   Slovenia (SI)   South Savo (FI)   Thessalias (GR)
<b>Co-operation for Innovation and Innovation in Co-operation</b>	Nord - Pas de Calais (FR)   Dunkirk (FR)   EGTC Eurometropole (Lille-Kortrijk-Tournai) (FR-BE)   Kent (UK)   North-Brabant (NL)   Silesia (PL)   South-Limburg (NL)   Twente (NL)
<b>Creative Innovation</b>	Flanders (BE)   Arnhem Nijmegen (NL)   East Sweden (SE)   Eindhoven Region (NL)   Lodz Region (PL)   Lower Austria (AT)   Metropolitan Glasgow (UK)   Podlaskie (PL)   South Denmark (DK)   Tampere (FI)

Turku (FI)   Southwest Finland (FI)   Istanbul Metropolitan Area (TR)   Liverpool (UK)   Pécs (HU)   Stavanger (NO)   Tallinn (EE)   Upper Austria (AT)   Vilnius (LT)	European Capitals of Culture	
Malopolska (PL)   Aosta Valley (IT)   Baden-Württemberg (DE)   Catalonia (ES)   Liguria (IT)   Lombardy (IT)   Piedmont (IT)   Provence-Alpes-Côte d'Azur (FR)   Rhône-Alpes (FR)   Swiss Cantons (CH)	Green Motors for Growth	
Region Centre (FR)   Auvergne (FR)   Basilicata (IT)   Gorj (RO)   Lancashire (UK)   Limousin (FR)   Madeira (PT)   Midi-Pyrénées (FR)   Oradea Metropolitan Area (RO)   Osijek-Baranja (HR)	Meeting the Targets of Climate Change	
North Finland (FI)   East Finland (FI)   Greenland (DK)   Highlands and Islands (UK)   Mid Sweden (SE)   North Norway (NO)   North Sweden (SE)   North West Iceland (IS)   West Iceland (IS)   Westfjords (IS)	Northern Periphery Looking Forward	
Eure (FR)   Badajoz (ES)   Cáceres (ES)   Caras Severin (RO)   Gironde (FR)   Hérault (FR)   Ille et Vilaine (FR)   Moselle (FR)   Province of Liege (BE)   Province of Pise (IT)   Province of Teramo (IT)	Nuts 3 Network - N3N	
Saxony-Anhalt (DE)   Brandenburg (DE)   Central Bohemia (CZ)   Cheshire (UK)   German speaking Community of Belgium (BE)   Latvian Regions (LV)   Limburg (NL)   Lubuskie Region (PL)   Mazovia (PL)   North East England (UK)   Ústí region (CZ)	Promoting Regions and Participation In Europe	
Southern England (UK)   Algarve (PT)   Devon (UK)   Grand Harbour (MT)   North Denmark (DK)   South Norway (NO)   Tulcea (RO)   Upper Normandy (FR)   West Sweden (SE)	Regions of the Seas	
East of England (UK)   Carinthia (AT)   Castilla Y León (ES)   Central Region of Portugal (PT)   England's Northwest (UK)   Mid-Norway (NO)   Olsztyn (PL)   Saxony (DE)   South Bohemia (CZ)   Warmia and Mazury (PL)   West Finland (FI)   West Norway (NO)	Sustainable Energy Regions III	
Cantabria (ES)   Apulia (IT)   Bacau (RO)   Lower-Normandy (FR)   Lubelskie (PL)   Region of Murcia (ES)   South Sweden (SE)   West Ireland (IE)	University - Industry: A Key Link Towards Regional Growth	
Lisbon and Tagus Valley (PT)   Andalusia (ES)   Attiki (GR)   Azores (PT)   Canary Islands (ES)   East Macedonia and Thrace (GR)   Heraklion (GR)   Sicily (IT)   Zeeland (NL)	Water-Based Competitiveness Network: Maritime Innovative Economy	
Central Italy Regions (Abruzzo, Lazio, Marche, Toscana, Umbria) (IT)   Alentejo (PT)   Aquitaine (FR)   Balearic Islands (ES)   Basque Country (ES)   Castilla-La Mancha (ES)   Extremadura (ES)   Flevoland (NL)   Košice Region (SK)   Pays de la Loire (FR)   Poitou-Charentes (FR)	Working Together for Sustainability and Innovation	



See overleaf for list of OPEN DAYS partner regions and cities

euronews,  
wherever you are.

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

euronews



pure



# **Who the event is aimed at and how to register**

# Who the event is aimed at and how to register



## Who should participate

The OPEN DAYS European Week of Regions and Cities – a communication platform for public and private experts and stakeholders from European, national, regional and local institutions and organisations – is open to the following target groups:

National, regional and local politicians

Members of the Committee of the Regions

Members of the European Parliament

Members of the European Economic and Social Committee

Officials of national, regional and local administrations

Representatives of non-governmental and civil society organisations

Representatives of European and national associations of local and regional authorities

Experts in the field of managing and evaluating Structural Funds programmes

Representatives of European and national business federations

Public and private companies and business entrepreneurs

Representatives of the banking sector

Officials of EU institutions

Representatives of trade unions

Journalists from European, national, regional and local media

## How to register

Participation in the OPEN DAYS is free of charge. Registration is only possible on-line through the website:

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

A complete version of the OPEN DAYS programme, including descriptions of the seminars and workshops, plus details of speakers, dates and venues, can be found via the official website.

### Selecting workshops and seminars

Each seminar and workshop has a code according to its date, the letter of one of the four thematic topics, and a chronological number. For example, the seminar code '08A02' signifies:

Wednesday 8 October, thematic topic 'A' of the programme (Innovating regions: Promoting research, technological development and innovation), and is the 2<sup>nd</sup> seminar (out of the total number of seminars on the theme).

The website provides an on-line search tool in order to find a seminar or workshop by specific topic. The search can be carried out by using keywords, themes, speakers' names, programme codes or dates. If one or several seminars of interest are found, select them by clicking the appropriate box. The registration system will then ask for the personal data (name, organisational affiliation, e-mail, etc.) of the potential participant. Once completed and submitted, the request to attend the selected workshops will automatically



be sent to the organisers of the chosen workshops. Please note that group registrations are not possible.

## Registration process

### First step:

Once the request for attendance has been received, the on-line registration system will automatically send an e-mail confirming that the request for attendance is being processed. This automatic message is not a confirmation of participation.

### Second step:

Within two weeks following the request(s) for attendance, and depending on the number of seats available, participants will know whether they can attend the workshop selected or not. They will be notified by a confirmation – or rejection – e-mail for each attendance request. Attendance at the workshop is confirmed by e-mail only if the request for attendance has been accepted.

If you wish to check the status of your different requests being processed, the registration system provides the possibility to do so under the 'My requests' button available on the Registration webpage.

### Third step:

All participants whose participation will be confirmed **by Friday 12 September 2008** will be sent the listing of the workshops they have been accepted for, as well as their badge, **by post**.

The participants registering after this deadline will receive a final confirmation e-mail listing the workshops they have been accepted for but will have to collect their badge on-site.

Participants are requested to print this final confirmation e-mail, proving that they have been accepted for the workshop.

### Access to venues:

Each OPEN DAYS 2008 participant needs to get a badge for identification and registration purposes during the entire OPEN DAYS week.

Further details on badge delivery to participants will be provided at a later stage on the OPEN DAYS website [www.opendays.europa.eu](http://www.opendays.europa.eu).

The OPEN DAYS workshops and seminars will be held in various venues within the Brussels European quarter. A map showing the location of all the venues is available on page 35 of this brochure and on the OPEN DAYS website. Since participants will often have to change venues, a 30-minute break has been scheduled between each workshop. Please make sure that you always arrive on time.

### Opening and Closing sessions

Attendance at the Opening and Closing sessions on 6 and 9 October, as well as the Official Reception on 8 October and other social events, is by invitation only.

An overview of all the seminars and workshops can be found on pages 30 to 34 of this brochure.

## More information

For more information, please contact the OPEN DAYS 2008 Conference Secretariat:  
Tel: +33 (0)1 43 67 99 44  
Fax: + 33 (0)1 43 67 87 00

### Contact for participants and general requests:

Fiona Andria  
[secretariat@open-days.eu](mailto:secretariat@open-days.eu)

### Contacts for journalists:

Ana Aguilar  
[press@open-days.eu](mailto:press@open-days.eu)

During the OPEN DAYS 2008, two InfoPoints will offer material and help:

### InfoPoint 'Jacques Delors' – OPEN DAYS and Investors' Café

Committee of the Regions, Rue Belliard 101, Brussels.

### InfoPoint 'Centre Borschette' – OPEN DAYS

European Commission, Rue Froissart 36, Brussels.





# Programme



## Highlight of the year for regional policy

### Programme

	9.00	16.00 - 18.00	19.00
<b>Monday</b> 6 October		<b>Opening Session</b>	<b>Opening of Investors' Café</b>
<b>Tuesday</b> 7 October	9.00	<b>Workshops/Seminars/ Investors' Café</b>	18.30
<b>Wednesday</b> 8 October	9.00	<b>Workshops/Seminars/ Investors' Café</b>	<b>Official Reception</b>
<b>Thursday</b> 9 October	9.00	<b>Workshops/Seminars/ Investors' Café</b>	14.00 - 15.30 <b>Closing Session</b>

### Working sessions

The 2008 edition of OPEN DAYS, the European Week of Regions and Cities, will gather 216 regions and cities from 32 countries which have signed up as partners. Organised by the Committee of the Regions and the European Commission's Regional Policy Directorate-General, this year's OPEN DAYS will once again be centred in Brussels. However, more than 230 decentralised events will also take place in the Member States throughout October under the banner of "Europe in my region" or "Europe in my city".

As in previous years, the regions and cities have come together in thematic conglomerates. Partners from 26 Member States are represented, plus others from Turkey, Croatia, Norway, Switzerland and – for the first time – Bosnia-Herzegovina and Iceland. The highest number of regions and cities taking part come from France (22), Italy and Spain (19 each), the United Kingdom (18), and Poland (17).

Under the title of "Regions and cities in a challenging world", the Brussels programme features more than 140 seminars and debates on four themes:

- Innovating regions: Promoting research, technological development and innovation
- Sustainable development: Regional responses to climate change
- Co-operation and networking: Exchange of best practice in regional development
- Looking forward: A European cohesion policy for tomorrow.

Support for the sixth OPEN DAYS comes from the French Presidency of the Council, the European Parliament, the European Economic and Social Committee, and a number of Directorates-General of the European Commission. The Directorate-General for Communication will actively assist regional and local events through its Representations in the Member States and Europe Direct networks.





## Opening and closing sessions

Senior political representatives of the main partners will open and close the OPEN DAYS programme. As in past years, these keynote sessions aim to set the scene for the week's many debates and round up the key themes discussed. The final programme for these sessions will be published on the OPEN DAYS website once speakers confirm their participation.

### Opening session

The opening session on 6 October, 16.00-18.00, focuses on the Commission's Green Paper on Territorial Cohesion, due to be adopted this autumn. Launching a public debate about the concept of "territorial cohesion", the session will give the floor to representatives from Member States and regions. High level European speakers are expected to participate, including

- **François Fillon**, Prime Minister of France, on behalf of the EU Presidency
- **José Manuel Barroso**, President of the European Commission (tbc)
- **Luc Van den Brande**, President of the Committee of the Regions
- **Danuta Hübner**, European Commissioner for Regional Policy.

### Closing session

The closing session in the European Parliament Hemicycle on 9 October, 14.00-15.30, will be chaired by **Gerardo Quecedo Galeote**, President of the Parliament's Regional Development Committee. Senior representatives of the European institutions will summarise the discussions on the OPEN DAYS' themes, with a round table to follow, including interventions by:

- **Hans-Gert Pöttering**, President of the European Parliament
- **Jean-Pierre Jouyet**, Secretary of State for European Affairs of the French Government
- **Günter Verheugen**, Vice-President of the European Commission (tbc)
- **Michel Delebarre**, First Vice-President of the Committee of the Regions
- **Miroslav Ouzký**, Chairman of the ENVI Committee, European Parliament

### Closing words:

- **Danuta Hübner**, European Commissioner for Regional Policy
- **Luc Van den Brande**, President of the Committee of the Regions



## Local events 2008: Europe in my region

EU regional policy impacts on people's lives in all Europe's regions and cities, so in 2008 the OPEN DAYS are giving even greater prominence to events at grass-roots level across the EU and in other partner countries, demonstrating how this event, organised by the European Commission and the Committee of the Regions, extends to all corners of Europe. More than 230 local events are taking place in 32 different countries.

The activities take many forms, including festivals and exhibitions, conferences, media briefings, lectures, sporting events, scientific gatherings, parties and youth debating competitions. The choice is entirely up to the local organisers. France, Italy, Spain and the UK are hosting the highest number of events. But OPEN DAYS is open for business as far afield as Greenland – a workshop on the application of remote sensing in the Arctic; Turkey – focusing on what the EU means for women; and Bosnia-Herzegovina with a seminar in Sarajevo on “how to make our territories more competitive”.

Further local events include a seminar in Croatia on launching an energy education agency in the context of meeting climate-change targets, a design night as part of the festival of arts and lights in Tallinn, Estonia, and a ‘reflection day’ on local governance and innovation in the Gironde area in south-western France.

The local events are organised by partner regions and cities, with the support of the national Representations of the European Commission and the Europe Direct network, which are offering help with logistics and organisation, speakers, documentation and promotion.

These activities target a wide range of participants, including policy-makers from local to European level, non-governmental and civil society organisations, and journalists

from national, regional and local media. But the events are also designed to appeal to a broader public, and to individuals who want to learn more about what is happening in the EU in the field of regional policy, and how this affects them and their local environment.

More information and the complete list of local events can be found on the OPEN DAYS website at:

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



**Europe in my region**  
October 2008



## INVESTORS' CAFÉ: Investing in people, ideas, the future

**The Investors' Café is open to all OPEN DAYS accredited participants and to staff of private companies**



### Nourishing the growth of cities and regions

OPEN DAYS has already established itself as an unmissable opportunity for anyone with a stake in regional development; a place for cities and regions across the EU to come together to learn from one another, and highlight what they are doing to attract investors, to speed growth, to boost their competitive appeal and to create jobs and prosperity for local and regional authorities.

In this context, the **Investors' Café** has a special role because this is the space where public and private companies, regional and metropolitan authorities, small enterprises and entrepreneurs, bankers, politicians, decision-makers, universities and researchers can get down to the real nitty-gritty of doing business together. Europe offers a wealth of diversity and economic opportunities. Senior representatives of European institutions present the main policies and programmes dedicated to jobs and growth. At the café, participants can match the right sources of finance with the challenges facing Europe's regions and cities. Regional

decision-makers, who are responsible for handling the bulk of public funding in EU countries, can develop contacts and forge partnerships with the experts, the businesses and the contractors best able to supply the services they need.

In 2008, the Investors' Café is organised in partnership with **BUSINESSEUROPE**, the EU-wide employers' organisation which represents more than 20 million companies across Europe, together with **EUROCHAMBRES**, which will present its yearly Regional Competitiveness Atlas, the **Enterprise Europe Network**, a European Commission-backed initiative aimed at providing SMEs with better information on policies and funding opportunities, and the **European Association of Craft, Small and Medium-sized Enterprises**, the voice of 12 million craftspeople and SMEs. These partnerships are further enriched by the presence of **EURADA**, the Association of Regional Development Agencies, the most recent partner of the 2008 edition of the Investors' Café.



## An expanding network of opportunity

Each year, the **Investors' Café** attracts up to 4 000 visitors, including national and regional politicians, Committee of the Regions' members, MEPs, European Commissioners, officials from EU Institutions and from regional and local administrations, representatives of the banking sector, public and private companies and small business entrepreneurs.

If you drop in the café you will find it has a lot to offer. As the name suggests, the Investors' Café is **the place to meet** and chat over a cup of tea or coffee, a cold drink or a snack. It is situated in the Committee of the Regions' modern headquarters at 101 Rue Belliard in Brussels. The café is open for business from the evening of 6 October and throughout the extended working days until 9 October. It is the ideal place for taking a break from the events of the day and getting together informally – in twos, threes or larger groups – to explore investment ideas and plan further bilateral or multilateral contacts. Private meeting rooms are available close at hand.

**Secondly**, it is the focal point of a **major exhibition**. This year, visitors will find a new **Business Area** in the fifth floor atrium, where companies, banks and financial institutions have an opportunity to introduce themselves and present the investment services they can offer to the EU's regions and cities. In the exhibition area, some 100 individual partner regions and cities will have stands, showcasing their regional innovation, know-how and investment potential. Trade organisations and NGOs also have exhibition stands in the Investors' Café.

The exhibition is organised into six villages, grouped around two major themes:

**Innovating regions: promoting research, technological development and innovation** comprises the Research & Innovation and attracting talent, Creative knowledge society and Health villages.

**Sustainable development: regional responses to climate change** links the Energy, Environment and Transport villages.

That's not all. The Investors' Café offers even more, in the form of a programme of **35 seminars, workshops and debates** held in the Committee of the Regions' headquarters, focusing on the scope for investment in Europe's regions and cities. Through these sessions, stakeholders can illustrate in detail how they are working towards achieving the growth and jobs targets at the core of the EU's competitiveness strategy (also known as the Lisbon Strategy). Experts from the European Commission will be on hand to explain how different European policies contribute to delivery of the Lisbon Strategy, and how regions and cities can make the most of the programmes and policies on offer. The Investors' Café seminars will offer concrete responses to some of the key questions facing Europe's regions and cities as they take crucial decisions designed to make them more attractive to business, and to encourage investment in innovation and job creation.

All in all, the **Investors' Café** is a highly effective **networking space** for sharing information and experiences between private companies, regional experts, politicians and investors. It provides a unique forum for dialogue and communication. The emphasis is on economic development, social integration and regional co-operation, boosted by partnerships between local and regional authorities, businesses, universities, research bodies, technology parks, centres of excellence and other stakeholders.



## Companies at the Investors' Café include

Bosch  
Chevron  
Cisco  
Daimler  
Ernst & Young  
GE

HP  
Michelin  
Motorola  
Nokia  
Philips  
Renault

Shell  
Siemens  
Sodexo  
Volkswagen  
Veolia

## Media centre and TV studio

The Investors' Café is also a focal point for the media. It has its own **TV studio**, which is at the disposal of visiting crews and is responsible for handling requests for satellite transmission services. The Investors' Café TV studio is available to all TV channels. The TV studio hosts, amongst other things, talk shows and interviews. Roving TV crews and editing suites are available for TV journalists covering OPEN DAYS 2008.

Correspondents from the written press also have their own media centre, situated close to the Investors' Café and exhibition area, enabling representatives from the public and private-sector organisations involved to raise their profile with local and regional media, as well as members of the Brussels press corps. Around 300 journalists from across Europe are expected to cover OPEN DAYS 2008.

## euronews, the principal media partner of the OPEN DAYS

Launched in January 1993 **euronews** covers world affairs from a European perspective. **euronews** is broadcast 24 hours a day, simultaneously in eight languages: Arabic, English, French, German, Italian, Spanish, Portuguese and Russian. The channel is broadcast all over the world, reaching 200 million households in 130 countries by cable, digital satellite and terrestrial distribution. **euronews** is also available on mobile operators (3G, VOD) in 20 European countries, on ADSL/High Speed Internet networks in 30 countries worldwide, and live on board the aircraft of international airlines. Viewers can watch **euronews** on their PDAs and live on the Internet in

Europe on RealNetworks Superpass, and everywhere in the world through Jalipo. **euronews** and no comment TV are also available on YouTube.

**euronews** is the most-watched international news channel in Europe: every day, 3.2 million Europeans watch **euronews** on cable and satellite, while another 3.1 million watch on terrestrial channels (Source: euronews/Telmar Peaktime®, evaluation system based on viewer ratings, 3rd quarter 2007).

# Programme overview of the OPEN DAYS workshops

TUESDAY 7 OCTOBER

9:00                      9:30                      10:00                      10:30                      11:00                      11:30                      12:00                      12:30                      13:00

<b>07A01</b>	How SMEs and micro enterprises can become effective actors of the Cohesion Policy	A	
<b>07A02</b>	Regions working for sustainable health systems - A shift toward preventive care	A	
<b>07A03</b>	Growth poles for territorial cohesion	E	
<b>07A04</b>	ICT for sustainable cities	E	
<b>07B01</b>	Rallying together towards sustainable road mobility	B	
<b>07C01</b>	Delivering peace across borders	E	
<b>07D01</b>	New dynamics of Cohesion Policy: Experiences from UK regions	E	
<b>07A08</b>	Promoting decent work in the EU	A	
<b>07A09</b>	The revolution of Web 2.0 - A new way for public authorities to engage with citizens	A	
<b>07A10</b>	Implementing the care cycle approach to healthcare improvement	A	
<b>07A11</b>	Intellectual property helps regions innovating	E	
<b>07A12</b>	eGovernment for regions	E	
<b>07B04</b>	Towards energy sustainable transport	E	
<b>07B05</b>	Life without gas and oil?	A	
<b>07C09</b>	Transnational cooperation, a strategic approach: The example of the Baltic Sea Strategy	E	
<b>07C10</b>	Supporting innovative actions to underpin reforms and organisational change	E	
<b>07C11</b>	Integration of migrants and ethnic minorities in the labour market	E	
<b>07A05</b>	Effective regional strategies and policies for "open innovation"	3	
<b>07A06</b>	Regions and chambers: financing the innovation of SMEs	A	
<b>07A07</b>	Trends in maritime transport innovation: How can the regions take advantage?	15	
<b>07B02</b>	Climate change's impact on our shores - Meeting the challenges posed by extreme weather conditions	2	
<b>07B03</b>	Baltic Sea region - An environmentally sustainable place: Political strategies and technical solutions	4	
<b>07C02</b>	The international dimension of regional policy - EU-China regional policy co-operation	E	
<b>07C05</b>	European Day of Tourism: EU funding opportunities for tourism	F	
<b>07C07</b>	Communicating Cohesion Policy together	E	
<b>07C08</b>	Regions making the most of our seas: Maritime opportunities within safety and transport	10	
<b>07D02</b>	Capital cities and regions: Cohesion Policy beyond 2013	16	
<b>07D03</b>	The future of Cohesion Policy after 2013	G	

X Venue: For addresses to venues please consult Map of venues page 35.



Innovating regions



Cooperation and networking



Sustainable development



Looking forward



Investors' Café

14:00

14:30

15:00

15:30

16:00

16:30

17:00

17:30

18:00

18:30

19:00

<b>07A13</b>	COMMUNITY PROGRAMMES IN THE FIELD OF HEALTH: FIRST RESULTS AND FUTURE CHALLENGES FOR EU REGIONS	A	
<b>07A14</b>	THE REGIONAL AND LOCAL AUTHORITIES FOR GROWTH AND JOBS 2008-2010: MAIN RESULTS OF THE 2008 LMP MONITORING EXERCISE	B	
<b>07A15</b>	INNOVATION: OBSTACLES AND SOLUTIONS FOR SMEs	17	
<b>07A16</b>	CREATIVE INNOVATION IN CREATIVE INDUSTRIES	12	
<b>07A17</b>	HOW LOCAL AUTHORITIES MANAGE ERDF TO IMPROVE INNOVATION AND COMPETITIVENESS	6	
<b>07A18</b>	BALTIC SEA REGION: INNOVATIVE SOLUTIONS TO MEET THE DEMOGRAPHIC CHALLENGE	4	
<b>07B06</b>	REGIONAL STRATEGIES TO TACKLE CLIMATE CHANGE	1	
<b>07B07</b>	WILL OUR GENERATION BE FORGIVEN? LOCAL SOLUTIONS TO GLOBAL CHALLENGES	8	
<b>07B08</b>	ECOMAGINATION IN THE CITIES OF THE FUTURE	A	
<b>07B09</b>	THE REGIONAL AIRPORTS' RESPONSE TO THE ENVIRONMENTAL CHALLENGE	A	
<b>07B10</b>	REGIONS ACTING ON CLIMATE CHANGE: THE CONTRIBUTION OF SATELLITE INFORMATION AND SERVICES	D	
<b>07B11</b>	PREVENTION OF NATURAL AND MAN-MADE DISASTERS: GLOBAL CHALLENGE, LOCAL SOLUTIONS	E	
<b>07B12</b>	ADAPTING TO CLIMATE CHANGE VIA ICT-ENABLED RESPONSE TO EMERGENCIES	E	
<b>07C03</b>	STRENGTHENING INNOVATION AND COMPETITIVENESS THROUGH CO-OPERATION BETWEEN EUROPEAN AND LATIN AMERICAN REGIONS	E	
<b>07C12</b>	WHAT CAN THE EGTC BE USED FOR? HOW TO SET UP AN EGTC	E	
<b>07C13</b>	EUROPEAN CAPITALS OF CULTURE FOSTERING THE CREATIVE ECONOMY	11	
<b>07C14</b>	STRATEGIES AND ACTIONS TO PROMOTE INCLUSIVE ENTREPRENEURSHIP UNDER THE STRUCTURAL FUNDS	E	
<b>07C15</b>	STRUCTURAL FUNDS AND SUPPORT TO THE ROMA COMMUNITY	E	
<b>07C06</b>	EUROPEAN DAY OF TOURISM: NETWORKING OPPORTUNITIES IN TOURISM	F	

<b>07A19</b>	PEOPLE IN A SAFE KNOWLEDGE SOCIETY - ACHIEVING DIGITAL INCLUSION FOR ALL	A	
<b>07A20</b>	PUTTING PREVENTION AND PROMOTION INTO PRACTICE IN EU REGIONS	A	
<b>07A21</b>	STRUCTURAL FUNDS SUPPORTING THE LISBON STRATEGY: ACHIEVEMENTS AND THE ROLE OF EARMARKING	B	
<b>07A22</b>	CREATIVE INNOVATION IN 'ORDINARY' AND EXISTING INDUSTRIES	12	
<b>07A23</b>	CITIES FOR INNOVATION IN ROAD SAFETY	H	
<b>07A24</b>	LIVING LABS IN REGIONAL INNOVATION ECOSYSTEM: ENOLL TO ACCESS THE REGIONAL INNOVATION CAPACITY IN EUROPE	E	
<b>07B13</b>	SUSTAINABILITY: OBSTACLES AND SOLUTIONS FOR SMEs	17	
<b>07B14</b>	MAKE THE SWITCH NOW! WITH A SIMPLE SWITCH TO ENERGY SAVING LIGHTING YOU CAN MAKE A DIFFERENCE	A	
<b>07B15</b>	CLIMATE CHANGE AND THE ROLE OF REGIONS	E	
<b>07C04</b>	ACTUAL DEVELOPMENT ISSUES OF LOCAL SELF-GOVERNMENT IN EUROPE	E	
<b>07C16</b>	SUPPORTING PARTNERSHIPS TO FOSTER EMPLOYMENT AND SOCIAL INCLUSION	E	
<b>07C17</b>	LARGE CULTURAL PROJECTS FOR FUTURE GROWTH	11	
<b>07C18</b>	BETWEEN COOPERATION AND COMPETITION: REGIONAL DEVELOPMENT AS A DRIVER FOR INTEGRATION AMONG THE EUROPEAN TERRITORIES	20	

# Programme overview of the OPEN DAYS workshops

WEDNESDAY 8 OCTOBER

9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30
		<b>08A25</b> THE FOOD CLUSTER INITIATIVE: A REGIONAL 'RESEARCH CAPACITY BUILDING CLUSTER' FOR ENHANCED COOPERATION OF EUROPEAN REGIONS <span style="float: right;">B</span>				<b>08A31</b> REGIONS AND COMPANIES: A QUESTION OF PARTNERSHIP <span style="float: right;">F</span>			
		<b>08A26</b> FINANCING RESEARCH, DEVELOPMENT AND INNOVATION <span style="float: right;">B</span>				<b>08B26</b> WORKING WITH MUNICIPALITIES IN THE FRAMEWORK OF THE COVENANT OF MAYORS <span style="float: right;">B</span>			
		<b>08A27</b> CLUSTER INITIATIVES - A TOOL FOR SUSTAINABLE DEVELOPMENT, COMPETITION AND GROWTH: CONCRETE EXAMPLES <span style="float: right;">E</span>				<b>08C23</b> PARTNERSHIPS, NETWORKS AND CLUSTERS IN THE AUTOMOTIVE SECTOR <span style="float: right;">E</span>			
		<b>08B16</b> SUSTAINABLE CITIES - ENSURING QUALITY OF LIFE OF ALL EUROPEANS NOW AND IN THE FUTURE <span style="float: right;">E</span>				<b>08C26</b> SECOND GENERATION CROSS-BORDER COOPERATION: BARRIERS' DISAPPEARANCE IN DAILY LIFE <span style="float: right;">E</span>			
		<b>08B18</b> SYNTHETIC FUELS: A PRACTICAL SOLUTION FOR SUSTAINABLE MOBILITY <span style="float: right;">A</span>				<b>08C29</b> WORKING TOGETHER ON CAPACITY-BUILDING FOR COHESION POLICY <span style="float: right;">E</span>			
		<b>08B19</b> GREEN FINANCE AND SOCIAL RESPONSIBILITY OF CO-OPERATIVE BANKS <span style="float: right;">A</span>				<b>08C30</b> BETTER REGIONAL ACCESS TO FINANCE FOR SMALL AND MEDIUM ENTERPRISES: JEREMIE <span style="float: right;">E</span>			
		<b>08C22</b> THE NEED TO NETWORK: THE EXAMPLE OF INTERREG IVC <span style="float: right;">E</span>				<b>08C31</b> INTERACT - SUPPORTING GOOD GOVERNANCE <span style="float: right;">E</span>			
						<b>08C41</b> INTEGRATED PATHWAYS TO ACTIVE SOCIAL AND ECONOMIC INCLUSION <span style="float: right;">E</span>			
		<b>08C24</b> JASPERS: BRINGING MAJOR PROJECTS TO MATURITY <span style="float: right;">E</span>				<b>08D05</b> 3RD CIVIL SOCIETY FORUM - COMMUNICATION POLICY AND THE EUROPEAN TRANSPARENCY INITIATIVE <span style="float: right;">E</span>			
		<b>08D04</b> 3RD CIVIL SOCIETY FORUM - PARTNERSHIP WITH CIVIL SOCIETY <span style="float: right;">E</span>				<b>08D08</b> NORTHERN PERIPHERY - ADDED VALUE FOR THE WHOLE OF EUROPE <span style="float: right;">7</span>			
		<b>08A28</b> INNOVATIVE PROJECTS AND TERRITORIAL COOPERATION: WHEN INNOVATION STIMULATES COOPERATION <span style="float: right;">18</span>							
		<b>08A29</b> UNIVERSITY AND INDUSTRY AT WORK <span style="float: right;">3</span>							
		<b>08A30</b> BRAIN DRAIN PREVENTION AND TALENT ATTRACTION: KEYS FOR TERRITORIAL COMPETITIVENESS <span style="float: right;">6</span>							
		<b>08B17</b> GMES: INFORMED RESPONSES TO CLIMATE CHANGE <span style="float: right;">D</span>							
		<b>08B20</b> RED LIGHTS TO GREEN ENERGY? OVERCOMING THE BARRIERS TO RENEWABLES <span style="float: right;">8</span>							
		<b>08B21</b> THE CHALLENGE OF INCREASING RENEWABLE ENERGY USE TO 20% BY 2020: THE CONTRIBUTION OF REGIONS <span style="float: right;">20</span>							
		<b>08B22</b> REGIONS AS THE CATALYSTS FOR CHANGE: HOW EU REGIONS ARE RESPONDING TO THE CHALLENGES OF CLIMATE CHANGE <span style="float: right;">19</span>							
		<b>08B23</b> ECO-INNOVATION: REGIONAL RESPONSES TO A GLOBAL CHALLENGE <span style="float: right;">1</span>							
		<b>08B24</b> GREENENERGY - SUSTAINABLE ENERGY MANAGEMENT <span style="float: right;">5</span>							
		<b>08C19</b> TOURISM INNOVATIONS: SHARING EXPERIENCES <span style="float: right;">14</span>							
		<b>08C20</b> MAXIMISING HEALTH GAIN: NEW FINANCIAL MODELS AND THE USE OF STRUCTURAL FUNDS <span style="float: right;">24</span>							
		<b>08C21</b> TERRITORIAL DEVELOPMENT: THE WORLD BANK'S EXPERIENCE <span style="float: right;">F</span>							
		<b>08C25</b> SECOND GENERATION CROSS-BORDER COOPERATION: PLANNING TOGETHER IN CROSS BORDER TERRITORIES <span style="float: right;">E</span>							
		<b>08C28</b> CEPLI: A NEW AND LEADING PARTNER IN THE DIALOGUE BETWEEN EUROPE AND THE TERRITORIES <span style="float: right;">21</span>							
		<b>08D07</b> INVESTING IN THE FUTURE: POTENTIALS AND CHALLENGES OF NEW TERRITORIAL COHESION <span style="float: right;">9</span>							

X Venue: For addresses to venues please consult Map of venues page 35.





Innovating regions



Cooperation and networking



Sustainable development



Looking forward



Investors' Café

14:00

14:30

15:00

15:30

16:00

16:30

17:00

17:30

18:00

18:30

19:00








08A32	YOU CANNOT NOT COMMUNICATE: SUCCESS STORIES IN TERRITORIAL MARKETING	A	
08A33	BROADBAND, SMES AND REGIONAL DEVELOPMENT	A	
08A34	REGIONAL INNOVATION FOR A HEALTHIER EUROPE	24	
08B27	SUSTAINABLE CULTOURISM - LET'S SHARE WHAT WORKS	5	
08B28	TACKLING CLIMATE CHANGE IN CITIES: WHAT PRACTICAL ASSISTANCE CAN THE EU PROVIDE?	A	
08B29	FINANCING CLEAN ENERGY	A	
08B30	HOW TO MEASURE CLIMATE CHANGE IMPACTS IN COHESION POLICY OPERATIONAL PROGRAMMES - A COMPARISON OF EXPERIENCES ACROSS THE EU	E	
08C32	INNOVATION IN CO-OPERATION - WHAT KIND OF STRATEGIC SOLUTIONS CAN WE TAKE TO FOSTER INNOVATION IN TERRITORIAL CO-OPERATION?	18	
08C33	INNOVATION AND LOCAL POLICIES: ARE LOCAL INTERMEDIATE AUTHORITIES ABLE TO FOSTER INNOVATION?	21	
08C34	ACTIVE LOCAL AND REGIONAL PARTICIPATION IN EUROPE	4	
08C35	WHAT CAN THE EUROPEAN OMBUDSMAN DO FOR REGIONS AND CITIES IN THE EU?	E	
08C36	AGE MANAGEMENT: REGIONAL RESPONSES TO THE DEMOGRAPHIC CHALLENGE	E	
08C37	NETWORKING ON EUROPEAN SPATIAL PLANNING: THE FIRST YEAR OF THE ESPON 2013 PROGRAMME	E	
08C38	THE ERDF OR HOW TO EVALUATE THE BILLIONS	E	
08C39	JESSICA: ACCESS TO FINANCE FOR URBAN COMMUNITIES	E	
08C40	EGTC: LEARNING FROM EXPERIENCE	B	
08C46	MORE AND BETTER JOBS THROUGH FLEXIBILITY AND SECURITY	E	
08D06	3RD CIVIL SOCIETY FORUM - THE PARTICIPATORY DEMOCRACY TOOLBOX	E	
08D09	A VISION OF THE NORTHERN PERIPHERY IN 2020 - A ROADMAP FOR SUCCESS - WHAT IS NEEDED TO ACHIEVE BRIGHT PROSPECTS FOR THE NORTHERN REGIONS?	7	

08B31	THE ESF AND THE ENVIRONMENT: LEARNING FROM THE PAST, BUILDING FOR THE FUTURE	E	
08B32	REGIONS AS CATALYSTS FOR CHANGE: INTERNATIONAL RESPONSE TO THE CHALLENGES OF CLIMATE CHANGE	13	
08B33	SUB-NATIONAL PUBLIC FINANCE AND COHESION POLICY	A	
08B34	SUSTAINABLE CITIES: A 2008 RESEARCH BY MCKINSEY AND SIEMENS ON SUSTAINABLE DEVELOPMENT IN LONDON	A	
08C27	SECOND GENERATION CROSS-BORDER COOPERATION: NEW ADMINISTRATIVE STRUCTURES FOR CROSS BORDER COOPERATION	E	
08C42	SUCCESSFUL MODELS FOR PROMOTING REGIONS THROUGH REGIONAL POLICY INSTRUMENTS	4	
08C43	MAKING IT BIG WHILE BEING SMALL - KEY FACTORS OF SUCCESS IN IMPLEMENTATION OF COHESION POLICY	22	
08C44	RE-ENGINEERING HOSPITALS	23	
08C45	COOPERATION ON EUROPEAN URBAN DEVELOPMENT: THE FIRST YEAR OF THE URBACT II PROGRAMME	E	
08C47	LOCAL AND REGIONAL INSTITUTIONAL PLATFORM FOR THE BLACK SEA	A	
08C48	LEARNING FOR CHANGE: SUPPORT OF TRANSNATIONAL AND INTERREGIONAL CO-OPERATION UNDER THE ESF	E	

# Programme overview of the OPEN DAYS workshops

THURSDAY 9 OCTOBER

9:00      9:30      10:00      10:30      11:00      11:30      12:00      12:30      13:00

<b>09A35</b>	<i>eHEALTH - FROM PROMISE TO SUSTAINABILITY</i>	A	
<b>09A37</b>	<i>REGIONS OF KNOWLEDGE: SYNERGIES IN EU FUNDING OPPORTUNITIES FOR RESEARCH, DEVELOPMENT &amp; INNOVATION</i>	E	
<b>09B35</b>	<i>IMPACT OF THE GREEN ENERGY PACKAGE ON MAJOR EUROPEAN UTILITIES</i>	A	
<b>09C49</b>	<i>THE INSTRUMENT FOR PRE-ACCESSION: REGIONAL POLICY IN THE (POTENTIAL) CANDIDATE COUNTRIES</i>	E	
<b>09C50</b>	<i>PUBLIC-PRIVATE PARTNERSHIPS: THEORY AND PRACTICE</i>	E	
<b>09C51</b>	<i>SOUND PLANNING, MONITORING AND SELF-ASSESSMENT OF PROGRAMMES AND PROJECTS UNDER THE STRUCTURAL FUNDS: QUALITY SYSTEMS AT WORK</i>	E	
<b>09A41</b>	<i>CONTRIBUTION OF THE ENTERPRISE EUROPE NETWORK TO THE REGIONAL ECONOMIC DEVELOPMENT AND POSSIBLE SYNERGIES WITH OTHER LOCAL ACTORS</i>	A	
<b>09A42</b>	<i>ARTS, TECHNOLOGY AND BUSINESS: THE ROLE OF THE REGIONS IN PROVIDING A LINK</i>	B	
<b>09A43</b>	<i>BOOSTING EUROPEAN COMPETITIVENESS VIA PRE-COMMERCIAL PROCUREMENT</i>	A	
<b>09C52</b>	<i>IMPLEMENTING STRUCTURAL AND COHESION FUNDS: N+3 AS A TOOL FOR STRATEGIC FUND MANAGEMENT</i>	E	
<b>09C53</b>	<i>THE NEW INITIATIVE TO INCREASE THE AVAILABILITY OF MICROCREDIT IN THE EU</i>	E	
<b>09C54</b>	<i>IMPLEMENTING A GENDER MAINSTREAMING APPROACH INTO REGIONAL DEVELOPMENT POLICIES</i>	E	
<b>09C55</b>	<i>CORPORATE SOCIAL RESPONSIBILITY – BUSINESS CONTRIBUTIONS TO REGIONAL DEVELOPMENT</i>	A	
<b>09A38</b>	<i>SPREADING THE SOCIAL AND ECONOMIC BENEFITS OF BROADBAND</i>	E	
<b>09A39</b>	<i>LOCAL AND REGIONAL INVESTMENTS IN E-INCLUSION DELIVERING INNOVATION AND GROWTH</i>	A	
<b>09A40</b>	<i>INNOVATIVE MARITIME REGIONS: WHICH BETS FOR TOMORROW?</i>	15	
<b>09D10</b>	<i>THE FUTURE OF EU COHESION POLICY POST-2013</i>	E	

X Venue: For addresses to venues please consult Map of venues page 35.

**European Week of Regions and Cities**  
**Brussels**  
**OPEN DAYS**  
6 – 9 October 2008



- |   |   |   |   |   |
|---|---|---|---|---|
| <b>1</b> Antenne Interrégionale<br>Auvergne-Centre-Limousin<br>Rue de la Loi 67   | <b>6</b> Delegation of the Catalan<br>Government to the EU<br>Rue de la Loi 227 – 3rd Floor | <b>11</b> Finnish Permanent<br>Representation to the EU<br>Rue de Tervuren 100  | <b>16</b> Permanent Representation<br>of Portugal to the EU<br>Avenue de Cortenbergh 12 | <b>20</b> Representation of the Euroregion<br>"Alpes-Méditerranée"<br>Rue du Trône 62 |
| <b>2</b> Asturias Regional Office<br>Rue Saint-Laurent 36-38  | <b>7</b> East Finland EU Office<br>Rond-Point Schuman 6                                     | <b>12</b> FORUM ROOM of the Liaison<br>Agency Flanders Europe<br>Avenue de Cortenbergh 71                               | <b>17</b> Prague House - Delegation of<br>Prague to the EU<br>Avenue Palmierston 16     | <b>21</b> Solway Library<br>Rue Belliard 137  |
| <b>3</b> Cantabria Regional Representation Office<br>Boulevard du Regent 58/5   | <b>8</b> East of England Brussels Office<br>Rue du Trône 4                                  | <b>13</b> Information Office of the<br>Wielkopolska Region/<br>Emilia-Romagna EU Liaison Office<br>Avenue de l'Yser 19  | <b>18</b> Premises of the Central Italy Regions<br>Rond-Point Schuman 14                | <b>22</b> The Permanent Representation<br>of Estonia at the EU<br>Rue Guimard 11-13   |
| <b>4</b> Centre of the Regions Boulevard St Michel<br>Boulevard St Michel 80  | <b>9</b> Espace Montepaschi<br>Avenue d'Auderghem 22-28                                     | <b>14</b> Office of the Representation of<br>the Association of Local<br>Authorities in Lithuania<br>Rue de Commerce 45 | <b>19</b> Regional Office of Silesia<br>Rue St-Laurent 36-38                            | <b>23</b> Veneto Region Brussels Office<br>Av. de Tervuren 67                         |
| <b>5</b> Common House of Steiermark,<br>Kujawsko-Pomorskie, West Pannonia,<br>RAM Trakia-Stara Zagora,<br>Croatian Regions Office<br>Avenue de Tervuren 82-84 | <b>10</b> European Free Trade Association<br>(EFTA)<br>Rue Joseph II 12-16                  | <b>15</b> Permanent Representation<br>of Portugal to the EU<br>Avenue de Cortenbergh 12                                 | <b>24</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   | <b>16</b> Permanent Representation<br>of Portugal to the EU<br>Avenue de Cortenbergh 12                                 | <b>25</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   | <b>17</b> Prague House - Delegation of<br>Prague to the EU<br>Avenue Palmierston 16                                     | <b>26</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   | <b>18</b> Premises of the Central Italy Regions<br>Rond-Point Schuman 14  | <b>27</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   | <b>19</b> Regional Office of Silesia<br>Rue St-Laurent 36-38  | <b>28</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   | <b>20</b> Permanent Representation<br>of Portugal to the EU<br>Avenue de Cortenbergh 12                                 | <b>29</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   | <b>21</b> Prague House - Delegation of<br>Prague to the EU<br>Avenue Palmierston 16                                     | <b>30</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   | <b>22</b> The Permanent Representation<br>of Estonia at the EU<br>Rue Guimard 11-13                                     | <b>31</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   | <b>23</b> Veneto Region Brussels Office<br>Av. de Tervuren 67   | <b>32</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   | <b>24</b> West Midlands in Europe<br>Avenue d'Auderghem 22-28   | <b>33</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   |   | <b>34</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |
|   |   |   | <b>35</b> Representation of Niedersachsen<br>to the EU<br>Rue Montoyer 61               |   |





# Workshops

*Every region wants to be innovative and competitive yet not all succeed. What are the factors that bring prosperity to some areas but not to others? Learning from good practice elsewhere in Europe and taking advantage of the support available is a theme running through all of these workshops.*

### Planning for innovation

Creating a culture of innovation requires a strategic approach by regional authorities. They need to consider infrastructure, finance, the role of universities and other research institutions, and of course the single market and the European dimension.

#### **07A03**

**07/10/2008 – 9:00-10:45**

*Growth poles for territorial cohesion*

Urban centres can act as regional 'growth poles', generating increased economic activity over a wider area and leading to more territorially balanced and sustainable development. Such a strategy is currently being developed in Romania. This workshop is intended for those involved in spatial planning and regional development and seeks to develop possibilities for exchange of experiences and evaluation of similar strategies.

#### **07A05**

**07/10/2008 – 9:30-12:00**

*Effective regional strategies and policies for "open innovation"*

This first of two workshops will underline the importance of innovation strategies planned by regions. In this context, the main question raised is the focus of regional guidelines towards "open innovation". Seven regional stakeholders will present organisational strategies, ways to create an appropriate entrepreneurial climate in a university context, models of science and technology parks, and proper infrastructures such as incubators, industrial parks or research parks.

#### **08A29**

**08/10/2008 – 9:30-12:00**

*University and industry at work*

The second workshop will highlight not only good practices in the management and transfer of knowledge to industry but also the methodologies for transfer scenarios. Topics will include the use of publicly funded R&D results by industry, policies of individual institutions regarding interaction with potential industrial partners, how to make research more visible to external stakeholders, mechanisms for staff participating actively in knowledge transfer, and how to foster spin-offs from university research.

#### **07A11**

**07/10/2008 – 11:15-13:00**

*Intellectual property helps regions innovating*

Regional innovation is a priority for Europe. The European Patent Office and some of its Member States will present best practice projects in intellectual property (IP) and will outline the tools, partnerships, services and competencies that regions need. The workshop will highlight in particular existing projects aimed at ensuring efficient and faster transfer of knowledge and technology from public research institutions to industry, allowing companies to have a forward-looking vision on their own competitive assets and increasing the understanding and usage of intellectual property.

#### **07A14**

**07/10/2008 – 14:30-16:15**

*The regional and local authorities for growth and jobs 2008-2010: Main results of the 2008 LMP monitoring exercise*

Are we making the most of the crucial 2008-2010 phase of the Lisbon Strategy? Integration of policy-makers' agendas at the EU, national, regional and local level is needed and multi-level governance should be the main approach. Are there relevant changes in the local and regional authorities' main political priorities throughout the EU? Are these authorities satisfied with their involvement in the Lisbon Strategy's national reform plans? Is the multi-level governance approach adequately used?

#### **07A21**

**07/10/2008 – 16:45-18:15**

*Structural Funds supporting the Lisbon Strategy: achievements and the role of earmarking*

Earmarking of a proportion of the Structural Funds for investment to forward the Lisbon Strategy seems to have induced major changes in spending towards growth and jobs, in particular innovation policy. How can local and regional authorities reap the full benefits of earmarking in the coming years? How can earmarking be adapted to various regional contexts? How are earmarking decisions being taken in terms of governance of the whole process?

#### **08A26**

**08/10/2008 – 9:00-10:45**

*Financing research, development and innovation*

The Risk Sharing Finance Facility (RSFF) is a facility developed jointly by the European Commission and the European Investment Bank in support of higher risk financing for research, technological development, demonstration and innovation investments.

Taking a series of seven case studies as the starting point, participants at this workshop will work together to bridge the 'definition divide' of innovation at the local and regional level. Innovative concepts and projects – both in individual cities regions and across borders – will be showcased, and after a debate with the audience an expert will draw out some of key ingredients for innovation.

Regions of Knowledge is an FP7 initiative to help turn Europe into a dynamic and competitive knowledge-based economy. Examples will be presented to discuss how research-driven clusters following the 'triple helix' model can help design a research-based strategy for economic development and deliver growth and competitiveness in the regions. Special attention will be given to synergies between the EU's research, innovation and cohesion policies for 2007-2013.

The single market operates within a global environment and consists of 27 Member States, making it far more complex than when it was first conceived. It now needs a fresh impetus in order to meet its challenges over the coming years. This seminar will focus on the obstacles that regions, cities and localities currently face in the application of the single market and how they can contribute to boosting EU competitiveness by supporting innovation and R&D through public procurement.

Polis is an association of 70 European cities and regions networking for innovative solutions in the field of transport and mobility. Polis promotes the exchange of best practice, collects data on urban road safety and promotes the European Road Safety Charter initiative launched by the European Commission in 2004 to reduce the number of fatalities on European roads. This workshop will present best practice in road safety developed by European cities.

## Staying competitive

Investment may help to develop a region's indigenous businesses but to remain competitive a region must look beyond its own borders. Populations and markets change and regions must continually reach out to attract new businesses and key workers.

Cities and regions must attract talent and human capital as well as investment in order to maintain a competitive environment. This first of two seminars gives an overview of the use of Structural Funds to promote innovative and competitive policies at local level. It will stress the importance of fitting the projects into the operational programmes as well as the mechanisms for building partnerships established in different territories with examples from Barcelona, Lodz and Stockholm.

This second seminar aims to analyse and evaluate the various strategies and policies which local and regional governments are implementing in order to attract entrepreneurship, 'gazelles' and knowledge, with the aim of creating SMEs and securing long-term investments. Examples will include experiences from Barcelona, Dublin, Riga, Berlin and Sarajevo. Stockholm will present the innovative projects programmed within the new Structural Funds. Stockholm city will explain the policies and strategies aimed at integrating and valuing the competences of immigrants.

Many European regions face similar challenges in keeping and attracting a sufficiently large, educated workforce. Professionals seek out areas that offer a high quality of life as well as career opportunities, so regions must invest in good infrastructure and recreational opportunities as well as research and innovation. This workshop will look at the strategic political decisions and methods needed to meet the demographic challenge in the Baltic Sea regions with examples from Norway, Poland, Germany and Sweden.

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**08A28**

**08/10/2008 – 9:30-12:30**

*Innovative projects and territorial cooperation:  
when innovation stimulates cooperation*

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**09A37**

**09/10/2008 – 9:00-10:45**

*Regions of Knowledge: synergies in EU funding  
opportunities for research, development &  
innovation*

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**09A43**

**09/10/2008, 11:15-13:00**

*Boosting European competitiveness via  
pre-commercial procurement*

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**07A23**

**07/10/2008 – 16:45-18:30**

*Cities for innovation in road safety*

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**07A17**

**07/10/2008 – 14:30-16:15**

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

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**08A30**

**08/10/2008 – 10:00-12:30**

*Brain drain prevention and talent attraction: Keys for  
territorial competitiveness*

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**07A18**

**07/10/2008 – 14:30-16:15**

*Baltic Sea Region: Innovative solutions to meet  
the demographic challenge*

# Innovating regions:

## Promoting research, technological development and innovation

### **08A32**

**08/10/2008 – 14:30-16:15**

*You cannot not communicate: Success stories in territorial marketing*

Regions must develop new and sophisticated multimedia tools, instruments and methods in order to communicate their potential. This event will focus on strategic territorial marketing and its communication tools, presenting a series of successful examples. Attention will be paid to the communication strategies based on public-private partnerships inspiring durable alliances.

### **07A24**

**07/10/2008 – 16:45-18:30**

*Living Labs in regional innovation ecosystem: European Network of Living Labs to access the regional innovation capacity in Europe*

The 'living lab' concept promises to bring more dynamic ways to foster innovation and introduce new ways for organisations to work together to research and develop technologies. The CO-LLABS network brings together Europe's most advanced living labs with regional SME organisations to develop pilots in domains such as e-health, e-business and e-inclusion. In this workshop, participants from the project will present their experiences and how they apply at the regional level.

## The role of business

It goes without saying that business has a key role in innovation but how can regional authorities work in partnership with local businesses to promote development?

### **08A31**

**08/10/2008 – 11:00-13:00**

*Regions and companies: a question of partnership*

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

### **07A08**

**07/10/2008 – 11:15-13:00**

*Promoting decent work in the EU*

How can local and regional authorities contribute towards ensuring decent work and fair wages in the EU? Key aspects of this are work organisation and contractual relations (including flexicurity), employment protection legislation, welfare systems (such as childcare), education and training and social dialogue.

## SMEs

SMEs account for 99% of all businesses in the EU and provide around 65 million jobs. It is widely acknowledged that SMEs have a special role to play in innovation but their needs are not the same as those of larger businesses.

### **07A01**

**07/10/2008 – 9:00-10:45**

*How SMEs and micro-enterprises can become effective actors of the Cohesion Policy*

What is the view of SMEs on the development of the regions? What is the impact of the cohesion policy on SMEs and micro-enterprises and how can it strengthen their competitiveness? What are the positions and proposals of SMEs on the Green Book? Politicians at local, national and European level will exchange views with experts on local development in craft and SME organisations.

### **07A06**

**07/10/2008 – 9:30-13:00**

*Regions and chambers: financing the innovation of SMEs*

This workshop, organised by Unioncamere, will concentrate on sharing best practice put in place by regions and chambers of commerce in Italy and in the European Union for financing the development of enterprises.

### **07A15**

**07/10/2008 – 14:30-16:15**

*Innovation: Obstacles and solutions for SMEs*

What answers can regional policy provide in response to the demand for urgent measures to face climate change and to stimulate innovation, research and technological development? This workshop will analyse and illustrate the main difficulties as well as proposals to overcome them. The workshop will concentrate on the problems faced by SMEs in regions of Spain, Italy and Portugal and will offer some proposed and tested solutions in supporting SMEs to invest in innovation and research.



The new Enterprise Europe Network contributes to economic and regional development by supporting the growth of SMEs. The common feature of the partners (mainly enterprise associations, development agencies, chambers of commerce, research centres, and universities) and their activities and presence at a local level allows the network to contribute to regional economic development and to collaborate with other players and regional networks and to develop synergies.

## Clusters

Developing geographical communities of businesses sharing a common interest – clusters – has become an established means of fostering regional development and innovation.

This workshop will discuss the Food Cluster put in place at the beginning of 2008. It will include the scope of the original Food Innovation Network (FINE) project and the features it took into account and how these have been built on in order to work towards a more complete EU network of regions which have ambitions in food. Discussion will be promoted on the objectives, development and potential outcomes of establishing European clusters in the food sector.

The use of clusters for the nurture and further development of young innovative enterprises is gaining considerable momentum amongst respective players of regional policy and development. This workshop will expand on the territorial dimension of clustering by building on the experience of a partnership of European cluster and regional development agents from two regions in Western/Central Europe and the Mediterranean.

## Information Society

The rapid development of information technologies has provided new opportunities for business and changed the way that public authorities communicate with their citizens.

Public authorities have become used to providing information and advice on-line. But the trend in on-line technology is for citizens and consumers to be actively involved in the development and analysis of on-line information and advice and the development of services. This already happens through on-line communities such as Wikipedia or Facebook. Web 2.0 presents new opportunities and challenges for public authorities at all levels of government to engage with their citizens.

This seminar addresses knowledge society and e-services from the human and eInclusion perspectives. What are the challenges for e-inclusion in the digital era? How can we achieve e-services for all? Can knowledge society services improve quality of life? How can we extend community and social well-being services to the internet era and take advantage of Web 2.0 technologies? How will people benefit and interact with inclusive e-services?

This workshop will provide a sample of existing educational schemes and technological innovations which might contribute to the stock of knowledge needed for regional economic, social and environmental growth. Case studies will be given of successful projects and recommendations made in the area of broadband, knowledge transfer and business growth, and discussion will ensue.

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**09A41**

**09/10/2008 – 11:15-13:00**

*Contribution of the Enterprise Europe Network to the regional economic development and possible synergies with other local actors*

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**08A25**

**08/10/2008 – 9:00-10:45**

*The Food Cluster initiative: a regional 'research capacity building cluster' for enhanced cooperation of European regions*

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**08A27**

**08/10/2008 – 9:00-10:45**

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

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**07A09**

**07/10/2008 – 11:15-13:00**

*The revolution of Web 2.0 – a new way for public authorities to engage with citizens*

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**07A19**

**07/10/2008 – 16:45-18:30**

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

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**08A33**

**08/10/2008 – 14:30-16:15**

*Broadband, SMEs and regional development*

# Innovating regions:

## Promoting research, technological development and innovation

### **09A38**

**09/10/2008 – 9:00-13:00**

*Spreading the social and economic benefits of broadband*

The expansion of broadband access to communication networks is an important element for economic development and social and territorial cohesion. Results of studies of the economic benefits of broadband and the transformative role of ICT for regional economies will be presented along with an example of regional co-operation on the deployment of broadband in remote and rural areas. A recently launched Commission-sponsored web portal will help exchange good practice.

### **09A39**

**09/10/2008 – 9:30-12:00**

*Local and regional investments in e-inclusion delivering innovation and growth*

How can ICT help to promote social inclusion and participation and bring social and economic innovation to local and regional communities? What can regions and cities, together with partners such as ICT businesses, do to put e-inclusion into practice? This workshop will offer an opportunity to share experience from innovative local and regional projects to include everyone within the information society.

### **07A04**

**07/10/2008 – 9:00-10:45**

*ICT for sustainable cities*

Information and communication technology tools can help to reduce the environmental impact of urban areas, increasing the efficiency of infrastructure, resources or activities. Aimed at regional decision-makers and industry, this workshop will explore novel ICT solutions for more sustainable urban development and management. It will showcase regional and EU-wide initiatives and networks.

### **07A12**

**07/10/2008 – 11:15-13:00**

*eGovernment for regions*

Public authorities can use the internet and communication technologies to get information to the public, businesses and other arms of government, improving the range and efficiency of their services. Such 'eGovernment' can reconnect citizens with politics and strengthen the democratic process. This workshop will look at current EU initiatives in this area and how they can benefit regions and municipalities.

## Healthcare

Innovation in healthcare offers much more than new treatments for patients. The way we organise healthcare is now coming under scrutiny.

### **07A02**

**07/10/2008 – 9:00-10:45**

*Regions working for sustainable health systems: a shift towards preventive care*

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

### **07A10**

**07/10/2008 – 11:15-13:00**

*Implementing the care cycle approach to healthcare improvement*

Healthcare providers and users suffer from fragmented delivery organised around functions and medical specialities rather than patients and diseases. In a 'care cycle' approach, medical specialists, nurses, and technicians need to be organised into integrated teams to deal efficiently with diseases from prevention and early diagnosis through to treatment, monitoring and follow-up. Such teams can provide better quality care at lower cost.

### **07A13**

**07/10/2008 – 14:30-16:15**

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

Results from ten projects in the first Public Health Programme 2003-2007 will be presented as particularly influential in shaping policy at European level or in sharing good practice. The second Health Programme 2008-2013 aims to improve and protect health, develop an integrated approach towards effective co-operation with the Member States and a dialogue with key partners interested in health, as regions and local bodies.

### **07A20**

**07/10/2008 – 16:45-18:30**

*Putting prevention and promotion into practice in EU regions*

A large proportion of premature deaths and illness are preventable and much is known about how to do it. But putting it into practice is a challenge – consequently, many regions have yet to fully realise some potentially huge gains in the health, and wealth, of their communities. This workshop will look at regions' experiences in developing and implementing health promotion and disease-prevention strategies.

New technologies are revolutionising ways of organising and promoting healthcare. Trans-regional co-operation is needed to improve research and innovation in Europe. Innovative projects illustrating regional best practice will be presented from Belgium, the Czech Republic, France, Hungary and the United Kingdom. This workshop will be an opportunity for researchers, health experts and SMEs involved in healthcare products to network and to find potential partners for future projects.

E-health is an important tool for making substantial health gains and is likely to become a key instrument in providing better citizen-centred healthcare. Interoperability of national and regional health systems will contribute to mobility and safety of patients by ensuring continuity of care, but problems remain concerning data protection, health stakeholder support and creating sustainable e-health solutions.

## Maritime regions

Coastal regions have unique problems and opportunities when it comes to regional development. Two workshops will examine the issues.

Coastal location is still very much an untapped asset for maritime regions. The European Integrated Maritime Policy sets a context where regional and local authorities can become strategic partners in forming regional maritime clusters in close co-operation with ports and their stakeholders.

In the context of the current globalising trends, introducing innovative elements in the regional strategies of maritime development is paramount. The second workshop will discuss how recent technological breakthroughs, current know-how and people's creativity can be put to good use in exploiting maritime and coastal resources.

## Creative industries

The creative industries are emerging as a business sector with large potential and added value for local and regional economies.

This is the first of two workshops that focus on creative industries and the creative sector as an emerging business sector with large potential and added value for the local and regional economies. The session will explore the characteristics of the creative industries and the business and product development processes which distinguish them from other sectors and make them creative.

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

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

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**08A34**

**08/10/2008 – 14:30-16:15**

*Regional innovation for a healthier Europe*

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**09A35**

**09/10/2008 – 9:00-13:00**

*eHealth: from promise to sustainability*

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**07A07**

**07/10/2008 – 10:00-12:30**

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

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**09A40**

**09/10/2008 – 10:00-12:30**

*Innovative maritime regions: Which bets for tomorrow?*

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**07A16**

**07/10/2008 – 14:30-16:15**

*Creative innovation in creative industries*

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**07A22**

**07/10/2008 – 16:45-18:30**

*Creative innovation in 'ordinary' and existing industries*

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**09A42**

**09/10/2008 – 11:15-13:00**

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

# Sustainable development:

## Regional responses to climate change

*Sustainable development has been a European policy goal for many years but is now given added impetus by the unfolding crisis of climate change. While the focus of world attention has been on the international stage, our response to global warming must ultimately be local. Regional and local administrations have their roles to play in tackling the effects of a warming world especially in energy efficiency, transport and the special problems faced by our cities.*

### Meeting the challenge

Regional administrations are already taking action to combat the effects of global warming and planning for the future.

#### **07B02**

**07/10/2008 – 10:00-12:30**

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

This Celtic Connections seminar will address how we can tackle the challenges of extreme weather posed by climate change. It will discuss the ways in which changing weather patterns are already with us, how new methodology and technology are being developed to meet these challenges, and the opportunities provided by EU Structural Funds to help local and regional players tackle climate change.

#### **07B03**

**07/10/2008 – 10:30-13:00**

*Baltic Sea Region – an environmentally sustainable place: Political strategies and technical solutions*

How are regions bordering the Baltic Sea meeting the challenge of climate change? Regional showcases of political strategies and technical solutions will serve as practical examples of how renewable energy and multi-stakeholder policy empower the regions to find innovative solutions for dealing with climate change. Examples will come from Germany, Denmark, Sweden, Finland and Poland.

#### **07B06**

**07/10/2008 – 14:30-16:15**

*Regional strategies to tackle climate change*

Regions have a major role to play in helping the EU to meet climate change targets. While global-warming issues arise on the international scene, action at the local level can be more efficient than programmes imposed by central governments. Five regions from four Member States will present their new strategies to tackle climate change using the experience of Agenda 21.

#### **07B07**

**07/10/2008 – 14:30-16:15**

*Will our generation be forgiven? Local solutions to global challenges*

A diverse group of EU regions, through presenting their experiences of climate change adaptation and mitigation, will lead a pro-con analysis of the actions taken in their respective sectors. A variety of technologies and practices appropriate to the specific geographical, demographic and climatic compositions of partner regions will be showcased, including energy efficiency, maritime, flood prevention and disaster-risk reduction.

#### **07B13**

**07/10/2008 – 16:45-18:30**

*Sustainability: Obstacles and solutions for SMEs*

What answers can regional policy provide in response to the demand for urgent measures to face climate change and to stimulate innovation, research and technological development? This session will focus on sustainability in regional development and in regional responses to climate change. It will illustrate how sustainable development can be addressed through different regional policies and SME approaches, with particular focus on the use and development of renewable energy.

#### **08B17**

**08/10/2008 – 9:00-13:30**

*GMES: Informed responses to climate change*

GMES (Global Monitoring for Environment and Security) is a European initiative for information services on environment and security based on data received from Earth observation satellites and ground-based infrastructure. The state of our environment and its evolution will be monitored to support policy decisions and investment and provide better and quicker reactions to civil security threats. Regions have an essential role to play in the specification and utilisation of the pan-European services offered by GMES.

Being close to the citizen and the local economy, regions are important players in the debate and action on climate change. Different regions have different responses – do the approaches clash, complement or support each other? Is there a preferred approach? The workshop will debate the issues and pose critical questions in an interactive forum highlighting the costs of action and inaction and the importance of a regional and local response.

Five regions will present their projects in the field of eco-tourism ('Eco-resort'), waste management, energy efficiency, and eco-management (raising enterprises' awareness of the environmental impact of their activity and helping SMEs to adjust to environmental priorities). The workshop will identify innovative solutions to take on the challenge of sustainable development.

Tourism is an important source of income for many European regions but contributes to serious environmental problems such as emissions from transport, waste disposal and water consumption. Sustainable tourism that builds on local cultural characteristics can help combat environmental problems and develop new sources of income, promote regional competitiveness and preserve an important sense of local pride. Examples will be presented from Poland, Italy, Bulgaria and Slovakia.

How do international players see the EU's commitment to sustainable development and mitigation of climate change? How do they intend to move towards more sustainable development? Are those answers in synergy with the EU's political agenda? Can we learn from each other? How can we promote a common approach to sustainable development across the world? Local and regional authorities should care about the external dimension of the EU climate change agenda – how can they interact and have a more international vision?

Climate change poses serious challenges for regions – both in terms of policies to fight it and in the impacts it will have. Pioneering regions around Europe are using satellite information to act on both the causes of climate change – in sectors such as agriculture, deforestation, transport and industry – and its effects in areas such as water supply or rising numbers of natural disasters. This workshop will present several concrete examples of these innovative projects and discuss how regions can best equip themselves to reduce their carbon footprint and confront climate change.

Forest fires, floods and droughts have become fiercer and more frequent across Europe in the last few years, with devastating effects. Mitigating the consequences needs to be a priority at the European level. This workshop aims to identify how best to build on regional and local approaches; input that will go towards a European Commission proposal for actions to improve the coordination and effectiveness of disaster prevention, that should be released later this year.

Efforts to mitigate climate change need to be stepped up across Europe. However, while the EU is working towards an integrated policy on energy and climate change, regions will be following varied approaches, according to their individual circumstances and the technologies they choose. This workshop will discuss options and strategies in different regions and the possibilities for greater networking.

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**08B22****08/10/2008 – 9:30-12:00***Regions as the catalysts for change: How EU regions are responding to the challenges of climate change*

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**08B23****08/10/2008 – 10:00-12:30***Eco-innovation: regional responses to a global challenge*

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**08B27****08/10/2008 – 14:30-16:15***Sustainable CULTOURISM – Let's share what works*

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**08B32****08/10/2008 – 16:45-18:30***Regions as catalysts for change: International response to the challenges of climate change*

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**07B10****07/10/2008 – 14:30-16:15***Regions acting on climate change: The contribution of satellite information and services*

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**07B11****07/10/2008 – 14:30-16:15***Prevention of natural and man-made disasters: Global challenge, local solutions*

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**07B15****07/10/2008 – 16:45-18:30***Climate change and the role of regions*

# Sustainable development:

## Regional responses to climate change

### **07B12**

**07/10/2008 – 14:30-16:15**

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

Information and communication technology can dramatically improve the operations of emergency services that rely particularly on voice communication technologies. A high priority is to permit interoperability between control rooms and field personnel, as well as between the various agencies involved. There is also an increasing demand for reliable forecasting, prevention and early-warning systems, especially as climate change impacts grow. This workshop aims to encourage regions to collaborate to develop new crisis-management systems and explore the business potential of the most promising innovations.

### **08B30**

**08/10/2008 – 14:30-16:15**

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

There are various approaches across Member States on how to assess the climate change impacts of actions for regional development under EU cohesion policy programmes. In addition, there are attempts to create regional environmental accounts at the UN level. This session will compare experiences; consider common EU approaches and the further development of environmental management systems for cohesion policy actions.

### **08B31**

**08/10/2008 – 16:45-18:30**

*The European Social Fund and the environment: learning from the past, building for the future*

The European Social Fund (ESF) has been used in some Member States for environmental actions such as forest management, conservation, fire prevention or civil protection. Sustainable development is emphasised in the new ESF, as in all of the latest generation of the EU's Structural Funds, giving more opportunities for actions in the environmental field, particularly in convergence and cohesion areas. This workshop will take stock of such experiences and consider the strategies regions can use for the 2007-13 period.

## Energy for the future

If Europe is to move towards a sustainable energy regime we will not only have to find reliable alternatives to fossil fuels but also make more efficient use of the energy we already consume.

### **07B05**

**07/10/2008 – 11:15-13:00**

*Life without gas and oil?*

Oil and gas are the world's biggest energy sources, which makes them important for our everyday life and our economies. Currently, oil prices are rising. Most of the Member States of the EU import natural gas, and try to ensure a stable supply at a reasonable price. This highlights the limits of these natural resources and the need for alternatives. The seminar will identify and analyse the problem, discussing possible solutions for the future.

### **07B14**

**07/10/2008 – 16:45-18:30**

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

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

### **08B20**

**08/10/2008 – 9:00-12:00**

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

Regions and cities show how we lead the way in the development, promotion and use of renewable energy. Some regions even have greater ambitions than those set by the EU and their governments. Speakers will highlight the challenges faced in procuring investment and developing innovative green technologies, present their successes, and emphasise the benefits of international best-practice sharing and networking. Whilst biofuel, biomass and offshore wind power projects feature, the seminar focuses on the barriers that have been overcome.

The new regional policy programmes give more support than ever to the development of renewable and alternative energies, meaning that there are opportunities for European businesses to benefit. The workshop aims to promote innovative examples of renewable energy sources and to launch a debate on the proposal for a directive on renewable energies and the challenge of increasing the share of renewables to 20% by 2020 with a specific scope on the role of the regions to fulfil those objectives.

Regions will have to play a key role in mitigating negative impacts of climate change and in implementing adaptation measures. Better energy efficiency and the promotion of renewable energy resources will be important tools for the regional governments in fulfilling this mission. Examples will be presented from Austria, Croatia, Hungary, Italy and Germany.

Energy-saving objectives will ultimately have to be realised by the energy utility companies. Will this be achieved by the EU's Green Energy Package? Will the EU Member States oblige the incumbents to realise these objectives? And what about pan-European utilities? Will the Green Energy Package and the EU Member States develop the right economic incentives for them?

## Greener transport

Transport has the most visible impact on the environment in the form of fuel consumption, air pollution, noise, congestion and potential hazards.

The trends are unrelenting in their progress as climate change climbs high on global and regional agendas, urban congestion and local pollution continue to be an issue for road transport, and oil prices spike to untold heights. Therefore, road transport must play a leadership role to help reach the global objectives of 50% less CO<sub>2</sub> by 2050 and energy diversification. Reducing energy consumption of cars by 50% is feasible with existing state-of-the-art technologies, as shown in the recent editions of *Challenge Bibendum*, and particularly last year in Shanghai. Electric vehicles can be made technically and economically viable, particularly in a rapidly urbanising environment. International organisations, national and regional governments must take vigorous policy actions, well connected with the industry, to change these trends and create a societal shift.

The transport sector depends almost entirely on imported oil. Tackling this dependency requires a mix of technological development and massive investment to boost sustainable modes of transport. All these actions can benefit from the Structural Funds in synergy with other EU interventions. This event will build on the experience gained by the use of different EU tools, act as a showcase for successful projects, and help regions and Member States to develop the policy mix that suits them best.

How are European regional airports facing the current environmental challenges and planning for the future? Delegates will learn about case studies from Swedish and British regional airports, the initiative of the Airport Regions Conference to enhance quality of life around airports, how the EU Commission's regulations on environment affect regional airports, and Veolia Environnement's corporate responsibility strategy.

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**08B21**

**08/10/2008 – 9:00-13:00**

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

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**08B24**

**08/10/2008 – 10:30-12:30**

*GREENERGY – Sustainable energy management*

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**09B35**

**09/10/2008 – 9:00-10:45**

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

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**07B01**

**07/10/2008 – 9:00-10:45**

*Rallying together towards sustainable road mobility*

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**07B04**

**07/10/2008 – 11:15-13:00**

*Towards energy sustainable transport*

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**07B09**

**07/10/2008 – 14:30-16:15**

*The regional airports' response to the environmental challenge*

# Sustainable development:

## Regional responses to climate change

### **08B18**

**08/10/2008 – 9:00-10:45**

*Synthetic fuels: A practical solution for sustainable mobility*

The main environmental problems in towns and cities stem from the domination of oil as a transport fuel which generates carbon dioxide and other air pollution. One option is to develop new and clean technologies, such as alternative fuels, to improve energy efficiency. This workshop will highlight the substantial contribution that synthetic fuels can make in reducing emissions in urban areas and the kind of incentives that are needed to use them in existing private cars, buses and fleets.

## Urban solutions

Cities have particular environmental problems stemming from their high population densities but efforts are already under way to overcome them.

### **07B08**

**07/10/2008 – 14:30-16:15**

*Ecomagination in the cities of the future*

Ecomagination is GE's business strategy to meet the demands of customers, such as cities and regions, for more energy-efficient and less emissive products. GE works with customers, governments, non-governmental organisations and the research community to develop technologies to help tackle some of the world's biggest challenges. This workshop will bring these partners around the table to exchange ideas on the needs and potential solutions for the sustainable cities of the future.

### **08B16**

**08/10/2008 – 9:00-10:45**

*Sustainable cities – ensuring quality of life for all Europeans now and in the future*

This session will present some of the ways in which cities and towns cope with the challenges of sustainability and offer ideas on how EU Structural Funds can further support investments for more sustainable cities. If we want to sustain a high quality of life for our future the partnership between cities, national governments and Europe will be a key asset.

### **08B26**

**08/10/2008 – 11:15-13:00**

*Working with municipalities in the framework of the Covenant of Mayors: The role of local and regional energy agencies*

The Covenant of Mayors is an ambitious initiative of the European Commission to bring together the mayors of Europe's most pioneering cities in a permanent network to exchange and apply good practice on improved energy efficiency in the urban environment. The group is committed to reducing carbon dioxide emissions beyond the EU's 20% objectives. The session will discuss the role of local energy actors and in particular the local and regional energy agencies in supporting municipalities (with a focus on smaller ones) in the framework of the Covenant of Mayors.

### **08B28**

**08/10/2008 – 14:30-16:15**

*Tackling climate change in cities: what practical assistance can the EU provide?*

How could the EU provide practical assistance and facilitate the voluntary initiatives of cities aiming to reduce their carbon footprint and meet their sustainability target? Topics will include the central role of cities in the achievement of EU sustainability targets, the common challenges they face, urban mobility, the management of thermal energy and what Europe can do to help.

### **08B34**

**08/10/2008 – 16:45-18:30**

*Sustainable cities: A 2008 research by McKinsey and Siemens on sustainable development in London*

Many cities are struggling with environmental issues concerning energy, water, air pollution, and waste. Mastering these challenges is a prerequisite for sustainable urban development. A comprehensive research project analysed technological levers and their cost and return over time, as well as opportunities for overcoming barriers to implementation.



## Finance for sustainability

Investment in technologies and other methods to tackle the effects of climate change will require financial support from both public and private sources.

Co-operative banks, with their traditionally strong links to agriculture and local communities, are frontrunners in 'green' finance. They play a leading role in offering ethical investment vehicles and financing local projects that are environmentally friendly, bringing concrete answers to the challenges of climate change. Examples for the contribution of co-operative banks in green financing and socially responsible investments will be presented.

The promotion of sustainable, competitive and secure sources of energy is a key policy objective of the European Union. For this reason, the European Investment Bank (EIB) has also made lending to support Europe's energy objectives a top priority. This seminar will provide an overview of the action of the EIB in the clean energy sector, in which it invests, in particular, in energy efficiency, sustainable and renewable energy, carbon capture and storage (CCS) and carbon funds.

Today, 67% of public investment is undertaken by sub-national governments in the EU. Structural and Cohesion Funds play a central role in sub-national project funding especially in the new Member States. But sub-national governments lack the specific know-how needed to access these EU subsidies and to establish appropriate financial set-ups for projects. This workshop will offer a local finance perspective on EU funding and share views on how to finance a project from a mixture of EU, sub-nationally co-funded and private sources.

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**08B19**

**08/10/2008 – 9:00-10:45**

*Green finance and social responsibility of co-operative banks*

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**08B29**

**08/10/2008 – 14:30-16:15**

*Financing clean energy*

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**08B33**

**08/10/2008 – 16:45-18:30**

*Sub-national public finance and cohesion policy*

# Co-operation and networking:

## Exchange of best practice in regional development

*Regional development is no longer a process where know-how and funding flows from experts at the centre to less fortunate outlying regions. European regions are increasing discovering each other, forming partnerships and networks based on shared interests, problems and experience. The role of the EU is to broker and support such partnerships and ensure that lessons learned are made available for all to share.*

### Interregional co-operation

Europe's regions are now taking the initiative in developing links with each other and with the European institutions.

#### **07C01**

**07/10/2008 – 9:00-10:45**

*Delivering PEACE across borders*

The EU has supported the Northern Ireland peace process since 1989 through contributions to the International Fund for Ireland and from 1995 through the PEACE programme as well. This wealth of knowledge, experience and best practice in promoting peace, reconciliation and social integration could be passed on to other regions emerging from conflict or facing social division. What lessons have been learned and can we use them to create a peace and reconciliation network?

#### **07C12**

**07/10/2008 – 14:30-16:15**

*What can the EGTC be used for? How to set up an EGTC*

The new European Grouping for Territorial Cooperation (EGTC) instrument offers a single legal framework for cross-border, transnational and interregional operations between regions of different Member States. Barriers such as different legal and administrative systems will be significantly reduced. The workshop will present the EGTC instrument and indicate how to set up such a body with examples from across Europe.

#### **08C40**

**09/10/2008 – 14:30-16:15**

*EGTC: Learning from experience*

The European Grouping for Territorial Co-operation (EGTC) provides a new legal form to enhance and promote co-operation between local and regional authorities. This workshop offers the opportunity to review the experiences of EGTCs already set up, and learn first hand from authorities in the process of setting them up. It ties in with work in the Committee of the Regions this year to foster development of EGTCs.

#### **07C18**

**07/10/2008 – 16:45-18:30**

*Between co-operation and competition: regional development as a driver for integration among the European territories*

The difference between co-operation and networking is not always clear. Co-operation is traditionally based on the common interests of political leaders in the regions, while networks are based on concrete economic sectors of co-operation with the involvement, in many cases, of the private sector. After the presentation of some examples of both co-operation and networking, the workshop will take the shape of a high-level debate on the role of regions as catalysts for economic development and political integration in the EU.

#### **08C22**

**08/10/2008 – 9:00-10:45**

*The need to network: the example of INTERREG IVC*

Networks exist so that regional stakeholders can share knowledge and learn from each other. By doing so, regional development will be innovative, quicker and more efficient. In 'Regions for Economic Change', partners share their expertise and good practice and offer an external view of the others' policies. The workshop will present INTERREG IVC, discuss the added value of networking and identify some of the key success factors for networks.

#### **08C25**

**08/10/2008 – 9:30-11:15**

*Second generation cross-border co-operation: Planning together in cross-border territories*

The cross-border territory is a space where local, national and European authorities co-operate to develop programmes which meet the aspirations and the needs of the inhabitants of cross-border regions. Such territories gradually become spaces of multicultural dialogue, forging a European citizenship and acting as powerful vectors for the integration of internal borders and the pacification of Europe's external borders. This theme is developed further from different points of view in the two following workshops.

The second workshop on cross-border co-operation deals with the fact that despite the establishment of the single market in 1993, citizens living near borders still find it difficult to work, travel or live on the other side of the frontier. Ambulances unable to cross the border to give assistance or buses ending their journey at the frontier are examples of the barriers that still exist in cross-border territories. Eliminating them would strongly contribute to the social development of these areas, as well as to a better quality of life.

New legal structures have recently emerged in response to the need for common planning and the elimination of administrative barriers. The most important is the European Grouping of Territorial Co-operation, which aims to facilitate and promote cross-border co-operation between authorities in Member States, regional and local entities. This workshop will gather different experiences of establishing new administrative structures for this kind of co-operation.

The CEPLI network (Confédération Européenne des Pouvoirs Locaux Intermédiaires), will be launched in France in July. This network is totally innovative since it is the first time that intermediate local authorities have gathered to exchange best practice and to appear to European institutions as a real partner in the dialogue between Europe and the local level.

The core mission of INTERACT is to identify, describe and spread good governance approaches and practices of cross-border, trans-national and interregional co-operation across the EU. It gives advice on implementation questions, organises thematic seminars and provides examples of good practice. The workshop will present INTERACT services and products and discuss the implementation of European territorial co-operation.

This workshop will examine three innovative forms of governance developed across partner regions: a multi-area agreement based on urban networks, an Interreg project of cross-border co-operation and a European Grouping of Territorial Co-operation (EGTC). Experts from these organisations will describe their strategies for growth and jobs by tackling administrative, financial and capacity barriers in cross-border regions.

The trend towards decentralisation in several European countries is giving greater responsibilities to local and regional authorities. The political leaders of the NUTS 3 network will debate the contribution of local authorities to competitiveness and discuss the definition of innovation support in local policies. In particular, the workshop will focus on the value of partnership and networking between local and regional authorities in fostering innovation.

A key element for local and regional development is the ability to take part actively in European co-operation. This workshop will focus on different ideas on how to strengthen local and regional participation. Topics will include access strategies at the local and regional level to take part in European co-operation, interregional co-operation as a tool for local innovation, and exchange of experience on accessing Europe.

The European Ombudsman receives more than 3000 complaints each year from organisations and individuals in all EU Member States. They concern lack of transparency in the EU institutions, late payments for EU projects, discrimination or unfairness. As a result, the EU administration has settled bills, paid interest, released documents, remedied injustices and ended discrimination. The Ombudsman will explain his services and discuss examples of cases he has dealt with.

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**08C26****08/10/2008 – 11:30-13:00***Second generation cross-border co-operation: Barriers' disappearance in daily life*

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**08C27****08/10/2008 – 16:45-18:30***Second generation cross-border co-operation: New administrative structures for cross-border co-operation*

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**08C28****08/10/2008 – 10:00-12:30***CEPLI: a new and leading partner in the dialogue between Europe and the territories*

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**08C31****08/10/2008 – 11:15-13:00***INTERACT – supporting good governance*

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**08C32****08/10/2008 – 14:30-16:15***Innovation in co-operation – What kind of strategic solutions can we take to foster innovation in territorial co-operation?*

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**08C33****08/10/2008 – 14:30-16:15***Innovation and local policies: Are local intermediate authorities able to foster innovation?*

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**08C34****08/10/2008 – 14:30-16:15***Active local and regional participation in Europe*

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**08C35****08/10/2008 – 14:30-16:15***What can the European Ombudsman do for regions and cities in the EU?*

# Co-operation and networking:

## Exchange of best practice in regional development

### **08C37**

**08/10/2008 – 14:30-16:15**

*Networking on European Spatial Planning: The first year of the ESPON 2013 programme*

The European Spatial Planning Observation Network (ESPON) provides scientific information for the development of regions and larger territories through applied research, analysis and tools. This seminar will discuss the ESPON 2013 programme, its first year and its prospects.

### **08C45**

**08/10/2008 – 16:45-18:30**

*Co-operation on European urban development: The first year of the Urbact II programme*

The URBACT II programme fosters good practice in urban development and co-operation amongst cities. Being part of the Regions for Economic Change initiative, the programme links networking with the concrete work carried out in cities across Europe. A first wave of 31 thematic networks and working groups was launched in April. The workshop will reflect on the experience of URBACT II partners and illustrate how an initial project idea becomes an implementation-oriented network.

### **09C49**

**09/10/2008 – 9:00-10:45**

*The Instrument for Pre-Accession: Regional policy in the (potential) candidate countries*

IPA is a new financial instrument for all pre-accession activities funded by the European Commission. The regional and human resources development components of IPA mirror closely the strategic planning, programming, implementation and financial management requirements for Structural Funds. This seminar will explain how candidate countries and potential candidate countries have implemented projects financed by IPA and discuss the remaining challenges.

## Structural and Cohesion Funds

The EU's two main instruments for regional development can be used in creative ways to promote co-operation and networking.

### **07C07**

**07/10/2008 – 9:30-13:00**

*Communicating cohesion policy together*

For the first time, names of all beneficiaries of the Structural and Cohesion Funds must be published. The legal requirements are currently being met through communication plans and launch events which aim at maximum visibility for the operational programmes and Community support. During this pair of workshops, selected examples of communication actions for the ERDF/CF and ESF will be presented and a thematic discussion will follow.

### **08C29**

**08/10/2008 – 11:15-13:00**

*Working together on capacity-building for cohesion policy*

Strengthening the institutional and administrative capacity of public authorities, social partners and the civil society is of key importance in promoting structural adjustments, growth and jobs, as well as economic development. Cohesion policy can positively influence effective public policies in different ways. This workshop is dedicated to those involved in administrative capacity-building at programme level.

### **08C38**

**08/10/2008 – 14:30-16:15**

*The European Regional Development Fund or how to evaluate the billions*

The objective of the ex-post evaluation of the ERDF in the programming period 2000-2006 is to evaluate the effects of around 230 programmes, covering 25 Member States. The aim of this seminar is to report on the state of play of this exercise, followed by presentations of the results to date.

### **08C42**

**08/10/2008 – 16:45-18:30**

*Successful models for promoting regions through Regional Policy Instruments*

Regions with a strong industrial heritage often suffer from an outdated external perception. They need to reflect a more vibrant, young and ambitious image as well as promoting their environment, heritage and history. Can tourism and innovation promotion be combined with regional marketing as a strategy for development? Presentations will focus on innovative schemes in partner regions and will include valuable insights into how regional policy instruments can be used to support such initiatives.

### **08C43**

**08/10/2008 – 16:45-18:30**

*Making it big while being small – key factors of success in the formulation and implementation of cohesion policy*

This workshop will share the experiences of small countries in the field of cohesion policy, to demonstrate that one can make it big while being small, regardless of whether one is a country or a region. This is because smallness gives an edge – added flexibility, adaptive capabilities – and, most of all, small systems enable networking at the level which is less common in larger regions and countries.

The Commission and the Bulgarian authorities have developed a tool based on the baseline management approach by which each managing authority and intermediate body elaborates an annual forecast for the key performance parameters (calls launched, contracting, payments, certification). This becomes the baseline against which the actual performance is measured throughout the year. This ensures that the use of allocated funds is maximised within the three-year (N+3) deadline set out in the Structural Funds Regulations.

Roma are the largest, and often fastest growing, ethnic minority in most European countries. Yet they often suffer from inadequate living conditions, poor access to education, employment, social and health services – problems that the Structural Funds have a big potential to address. However, working with such communities is not always an easy process and a correct, holistic approach is needed. This workshop will look at funding possibilities, and compare past experiences of Member States that have worked with Roma for several decades.

## Maritime

Regions bordering a sea have much in common and the maritime basin is now seen as a natural unit of regional co-operation.

What happens in the waters or on the coast of one country almost inevitably affects the environment and economy of its neighbours. The appropriate scale for planning and implementing measures with a maritime dimension is the sea basin. Representatives of three important sea basins – the Channel, the Kattegatt/Skagerak and Mediterranean/Black Sea – will discuss maritime safety and transport issues from a sea basin standpoint. There will also be European Commission DG Mare involvement and a policy response to the Blue Book from a local/regional perspective.

The Commission is preparing a strategy for the Baltic Sea region. The process involves all relevant stakeholders and will identify the actions needed to make the best use of the region's potential. The workshop will describe an example of the process for building a transnational strategy and will present the work done on the EU strategy for the Baltic Sea region.

The Council of Europe is helping local and regional authorities of the Black Sea basin to work together in the Black Sea Euroregion. This platform supports advanced forms of cross-border and interregional co-operation based on national and international financial instruments. Intercultural exchange, sustainable development and tourism, transport, energy and exchange of good governance practices are some of the areas where such co-operation can succeed.

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**09C52**

**09/10/2008 – 11:15-13:00**

*Implementing Structural and Cohesion Funds:  
N+3 as a tool for strategic fund management*

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**07C15**

**07/10/2008 – 14:30-16:15**

*Structural Funds and support to the  
Roma community*

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**07C08**

**07/10/2008 – 10:00-12:30**

*Regions making the most of our seas: Maritime  
Opportunities within Safety and Transport*

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**07C09**

**07/10/2008 – 11:15-13:00**

*Transnational co-operation, a strategic approach:  
the example of the Baltic Sea strategy*

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**08C47**

**08/10/2008 – 16:45-18:30**

*Local and regional institutional platform for the  
Black Sea*

# Co-operation and networking:

## Exchange of best practice in regional development

### Healthcare

Investing in a healthy population is as important as investing in physical infrastructure.

#### **08C20**

**08/10/2008 – 9:00-12:30**

*Maximising health gain: new financial models and the use of Structural Funds*

The Commission's Health Strategy 'Together for Health' gives momentum to the role of health as a precondition for economic growth. A healthy population increases productivity, labour supply and reduces the burden of ill health, leading to disability, dependency and mortality. The workshop aims at demonstrating how new financial models and an effective use of Structural Funds play a key role in achieving healthy results.

#### **08C44**

**08/10/2008 – 16:45-18:30**

*Re-engineering hospitals*

The position of hospitals in the wider sphere of healthcare provision is changing as more and more clinical interventions take place outside a hospital setting. This workshop will examine the principal challenges facing hospitals today, the role of the hospital in the regional healthcare system, the questions that policy-makers need to be asking about its future role, and local and regional experiences from across the EU in hospital management and changing hospital structures.

### Culture and tourism

Local economies are more dependent than we might think on tourism and the creative industries.

#### **07C05**

**07/10/2008 – 9:00-13:00**

*European Day of Tourism: EU funding opportunities for tourism*

Tourism plays an important role in the development of the vast majority of European regions. EU financial instruments can support the creation of jobs, economic growth and the competitiveness of the tourism industry. But how can we verify the extent of the role EU funds play in achieving these objectives? This pair of workshops will examine the experiences of the 2000-06 programming period and demonstrate opportunities for 2007-13. Project leaders will present tourism projects from several European regions in order to evaluate the projects on the ground.

#### **07C06**

**07/10/2008 – 14:30-18:30**

*European Day of Tourism: Networking opportunities in tourism*

Three regions, Tuscany, Catalunya and Provence Alpes Côte d'Azur, have set up the new European Network of Regions for a Sustainable and Competitive Tourism. Participants will gain insight into design, management and delivery of operational programmes and regional co-operation in tourism development. The workshop will provide information on ways to set up and finance tourism networks using European tools such ERA-Net. This second workshop will also present the European Destinations of Excellence (EDEN) project. Winners from the first and second phases of EDEN will present some of their recipes and share their successes and difficulties. Future networking opportunities within the EDEN project will be demonstrated. The discussion will feed into the official launch of the Network of EDEN Destinations.

#### **07C13**

**07/10/2008 – 14:30-16:15**

*European Capitals of Culture fostering the creative economy*

How can the label of European Capital of Culture be used to further regional development? What has been achieved so far? How can the benefits be spread to the wider region beyond the city itself? Can the momentum be kept up when the formal year comes to an end? Examples will come from Liverpool, Stavanger, Linz, Pecs, Vilnius, Istanbul, Tallinn and Turku.

#### **07C17**

**07/10/2008 – 16:45-18:30**

*Large cultural projects for future growth*

Is your city interested in running for the title of European Capital of Culture in the future? Do you want to learn from experiences of those cities that have already been nominated? This debate will draw on the experience of the European Capitals of Culture to examine the aims, goals, expectations, impacts and results of large cultural projects. Taking part in the debate will be several experts representing the European Commission and public and private bodies from present and future European Capitals of Culture.

Tourism is becoming a field for business as well as intercultural exchange that helps people and nations, regions and cities, young and old, to get know each other better and foster networking on a larger international scale. This workshop will present innovative tourism projects from Estonia, Latvia, Lithuania, Slovenia, Romania, Bulgaria and Greece.

Corporate social responsibility (CSR) is a concept whereby companies voluntarily integrate social and environmental concerns into their business operations and interaction with stakeholders. CSR can promote sustainable development, whilst also enhancing Europe's innovative potential and competitiveness, contributing directly to employability and job creation. Four business-driven laboratories are testing innovative business solutions that support regional development.

## Finance

A number of specific funding schemes are available to support interregional projects.

JASPERS is a joint initiative of the European Commission, the European Investment Bank, and European Bank for Reconstruction and Development, which pools expertise and resources in order to assist Member States in the preparation of major projects. This will be an opportunity to hear about practical examples of projects assisted by JASPERS from JASPERS staff at its headquarters and its three regional offices in central and eastern Europe.

JEREMIE (Joint European Resources for Micro to Medium Enterprises) has been developed together with the European Investment Bank Group to complement European grant financing in the regions and to increase the availability of capital in Europe for creating and developing SMEs. As JEREMIE simplifies the way Structural Funds operate, this seminar will be of interest to managing authorities which intend to make the best use of this facility in the programming period 2007-2013.

JESSICA, an initiative of the European Commission, the European Investment Bank and the Council of Europe Development Bank, permits managing authorities to use some of their Structural Fund allocations to invest in urban development funds and so recycle financial resources to enhance investment in urban areas. The seminar will highlight the advantages of using financial engineering instruments in cohesion policy and raise awareness of the possibilities offered by JESSICA.

At the heart of the public-private partnership (PPP) is the incentive and risk-sharing trade-off between private and public sector bodies and the different financing possibilities. From Poland, the case of a public-private company delivering efficiency and flexibility in major infrastructure provision is presented. And from the Czech Republic, we look at how cities and regions are using different models of PPP, and consider some of the negative and positive experiences.

The workshop will outline new Community initiatives, notably in the framework of Structural Funds, to increase the supply of microcredit in the EU. Financial tools available through the EU microcredit initiative will aim to help non-banking micro-finance institutions to achieve self-sustainability in the mid-term and in regions or Member States that have included a provision of micro-credit under JEREMIE in their operational programmes.

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**08C19**

**08/10/2008 – 9:00-13:00**

*Tourism innovations: sharing experiences*

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**09C55**

**09/10/2008 – 11:15-13:00**

*Corporate social responsibility – Business contributions to regional development*

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**08C24**

**08/10/2008 – 9:00-10:45**

*JASPERS: bringing major projects to maturity*

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**08C30**

**08/10/2008 – 11:15-13:00**

*Better regional access to finance for small and medium enterprises: JEREMIE*

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**08C39**

**08/10/2008 – 14:30-16:15**

*JESSICA: Access to finance for urban communities*

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**09C50**

**09/10/2008 – 9:00-10:45**

*Public-private partnerships: theory and practice*

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**09C53**

**07/10/2008 – 11:15-13:00**

*The new initiative to increase the availability of microcredit in the EU*

# Co-operation and networking:

## Exchange of best practice in regional development

### The wider world

Exchange of know-how need not stop at Europe's borders. Lessons learned at home can be applied around the world.

#### **07C02**

**07/10/2008 – 9:00-13:00**

*The international dimension of regional policy: EU-China regional policy co-operation*

In a series of three workshops, experts from third countries and international organisations will discuss the approaches of the EU and other world regions to enhanced regional convergence and competitiveness. Promotion of better multi-level governance is an essential element of the EU-China dialogue on regional policy. The seminar will look at the best ways to classify regions so as to better target development priorities and maximise budgetary efficiency. It will also look at the contribution of regional policy to competitiveness and sustainable growth, with special attention on global warming, the shortage of resources and public health.

#### **07C03**

**07/10/2008 – 14:30-16:15**

*Strengthening innovation and competitiveness through co-operation between European and Latin American regions*

This workshop will offer an opportunity for participants to exchange experiences on innovation policies and co-operation strategies in the light of the current global challenges facing European and Latin American regions. Panellists will discuss the advantages of interregional co-operation, ongoing projects and the models and instruments available to implement them.

#### **07C04**

**07/10/2008 – 16:45-18:30**

*Actual development issues of local self-government in Europe*

The seminar will address the new regional disparities and the reshaping of international economic relations in view of globalisation and policies put in place to ensure balanced growth. Many countries outside the EU are confronted with challenges of sustainable development, energy efficiency, the urban-rural divide and climate change. Regional organisations have put in place innovative policies to foster balanced regional development, thereby reducing regional disparities and promoting opportunities.

#### **08C21**

**08/10/2008 – 9:00-13:00**

*Territorial development: the World Bank's experience*

This workshop will present an advance summary of the key messages of the World Development Report 2009, presented by Indermit Gill, Director of the WDR 2009, and followed by a presentation of a representative of the European Commission and a question-and-answer session. In a second part, the World Bank's experience of territorial development and case studies will be presented.

### European Social Fund workshops

The European Social Fund can play a key role in developing the capabilities of the workforce in any region.

#### **07C11**

**07/10/2008 – 11:15-13:00**

*Integration of migrants and ethnic minorities in the labour market*

Discrimination against immigrants and ethnic minorities in the labour market continues to be an everyday reality in the EU. This workshop will present good practices in combating the inequalities which exist and discuss how to facilitate greater integration in the labour market.

#### **07C14**

**07/10/2008 – 14:30-16:15**

*Strategies and actions to promote inclusive entrepreneurship under the Structural Funds*

This workshop will focus on unlocking the entrepreneurial potential of ethnic minorities, women, young people, older workers, people with disabilities and people living in deprived areas – groups which account for a high proportion of unemployment in most EU countries. It will consider the strategies, actions and networking opportunities needed to promote business creation and entrepreneurship for such disadvantaged groups, looking at issues such as culture and conditions, financing and individual skills necessary for entrepreneurship.

#### **07C16**

**07/10/2008 – 16:45-18:30,**

*Supporting partnerships to foster employment and social inclusion*

Persistent weaknesses remain in policies to combat discrimination against migrants and promote their employment and social inclusion. This workshop will look at how regional authorities can create partnerships with organisations working with migrants, within the context of ESF programmes.



Market trends, international competition, new technologies and regulations are transforming the automotive sector, with big impacts on companies, workers and regions. This session looks at the European partnerships, networks and clusters being developed to deal with the opportunities and challenges that the new reality brings for this industry.

The European population is aging, with a big impact on the labour market and economy. Employment and economic policies prioritise 'age management', and this is reflected in the European Social Fund, which promotes greater inclusion and flexibility of work to address demographic changes. This workshop will discuss good practices to promote active ageing and inter-generational learning, and discuss networking opportunities for regions.

How can a strategy promote both flexibility and security in the labour market at the same time? That is the subject of this workshop, which will highlight regional 'flexicurity' actions that benefit both enterprises and individual workers under the European Social Fund (ESF). A panel discussion during the session will include European Employment Commissioner Vladimír Špidla and high-level regional representatives.

This workshop will look at the best approaches to ensuring the quality of actions under the Structural Funds programmes. Panellists will present their experiences and the results achieved by a number of different approaches to programme management. Discussion will focus on how to meet both programme objectives and the needs of beneficiaries, as well as the required skills for ESF managers and the necessary administrative procedures.

Gender equality is a binding objective of the European employment strategy and assessing the implications of all proposals on both men and women is an integral part of all EU policy-making. This workshop will focus on how such 'gender mainstreaming' can change regional employment and inclusion structures, with good practices and tools showcased.

This workshop will consider different regional experiences in promoting social innovation through the European Social Fund (ESF). It will focus on linking innovation to problems, validating results, using experimental approaches and making them standard. The target audience includes those involved in ESF programmes at national, regional or local level.

Local authorities have a fundamental responsibility to design, fund and administer policies for vulnerable people that provide adequate income support, inclusive labour markets and access to quality local services. This session will look at how local authorities can create long-term strategies for active social and economic inclusion, with the European Social Fund complementing national and other sources of financing. It will present examples of measures and networks implemented at local and regional level, in the context of recent EU policy developments.

Under the new European Social Fund (ESF), around €3 billion is allocated for transnational exchanges and co-operation to improve the Structural Fund programmes and help build a European labour market for all. This workshop will present best practice from different regions and the EU-level policies and tools to make it easier to find partners, events, activities and project results.

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**08C23**

**08/10/2008 – 11:15-13:00**  
*Partnerships, networks and clusters in the automotive sector*

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**08C36**

**08/10/2008 – 14:30-16:15**  
*Age management: Regional responses to the demographic challenge*

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**08C46**

**08/10/2008 – 14:30-16:15**  
*More and better jobs through flexibility and security*

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**09C51**

**09/10/08 – 9:00-10:45**  
*Sound planning, monitoring and self-assessment of programmes and projects under the Structural Funds: quality systems at work*

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**09C54**

**09/10/2008 – 11:15-13:00**  
*Implementing a gender mainstreaming approach into regional development policies*

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**07C10**

**07/10/2008 – 11:15-13:00**  
*Supporting innovative actions to underpin reforms and organisational change*

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**08C41**

**08/10/2008 – 11:15-13:00**  
*Integrated pathways to active social and economic inclusion*

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**08C48**

**08/10/2008 – 16:45-18:30**  
*Learning for change: support of transnational and interregional co-operation under the ESF*

# Looking forward:

## A European cohesion policy for tomorrow

*The EU's present cohesion policy runs until 2013. Twenty years after the policy was first launched, several workshops look beyond that date to start planning the cohesion policy of the future.*

### **08D04**

**08/10/2008 – 9:00-10:45**

*3rd Civil Society Forum – Partnership with civil society*

Since the Partnership Principle has been extended to civil society bodies by the revised Article 11, two Civil Society Forums have been organised by ECAS to investigate how this regulation works in practice. At the 2007 Forum, a number of examples of this practice were examined from different countries and from different European organisations. However, the emerging picture was far from complete. It is hoped that at a new session in 2008, further progress could be made after thorough analysis in the run-up to the Forum. This workshop, first in a set of three, could go a step forward in elaborating a first basis for the guidelines based on existing good practices.

### **08D05**

**08/10/2008 – 11:15-13:00**

*3rd Civil Society Forum – Communication policy and the European Transparency Initiative*

This second session will investigate how communication policy, in relation to the Structural Funds, can work not only to inform but also to engage with European citizens. The Eurobarometer opinion poll about the Structural Funds will be the start of this session as it highlights some of the information and communication needs. The session should also discuss the implementation of the European Transparency Initiative which will result in the publication of beneficiaries of Cohesion Funds in 2008 and beneficiaries of common agricultural policy support in 2009. It will then become much easier for citizens to become actively involved since they will be better informed in the first place.

### **08D06**

**08/10/2008 – 14:30-16:15**

*3rd Civil Society Forum – The participatory democracy toolbox*

This third workshop will explore the new ground of participatory democracy tools and their possible application to EU cohesion policy. The idea to resort to these new methods is in line with the willingness to make the engagement of the citizens a two-way street. The session will begin with a presentation of the only project which has so far been carried out on a European scale in relation to EU cohesion policy, the Citizens' Panels on the future of rural Europe. The session should then look at the modern research on the participatory democracy in order to determine what tools could be best applied at different stages of setting up, implementing and evaluating the EU cohesion policy.

### **07D03**

**07/10/2008 – 11:00-13:00**

*The future of cohesion policy after 2013*

This joint meeting of the European Parliament's Regional Development Committee (REGI) and the Committee of the Regions' Commission for Territorial Cohesion (COTER) will present progress in political reflection on the future of cohesion policy and pave the way for a broad discussion on this, one of the EU's most crucial and financially important policy areas. Bringing together the expertise of these two bodies will enable a thorough discussion of challenges and objectives.

### **07D02**

**07/10/2008 – 9:30-12:00**

*Capital cities and regions: cohesion policy beyond 2013*

Despite being the driving force for growth and competitiveness, cities experience a concentration of economic and social problems that present serious challenges to their economic potential. This open debate will raise issues and challenges that should be tackled by the future cohesion policy to enable capital cities and regions to stay in the forefront of economic development.

### **08D07**

**08/10/2008 – 10:00-12:30**

*Investing in the future: potentials and challenges of the new territorial cohesion*

The Lisbon Treaty highlights territorial cohesion as a new objective of the EU. The Creative Cohesion group has organised a debate on the challenges and priorities which European cities and regions are now facing and will be dealing with in the coming decades. These include boosting regional innovative clusters, modern and efficient infrastructures, climate change, social exclusion, inter-cultural dialogue and keeping citizens more involved in community life and its social and economic development.

This first of two workshops addresses the question of what added value the northern regions can bring to Europe. The partner regions of the Northern Periphery Looking Forward group should not just be seen as remote areas that are struggling with cold climate, loss of population and insufficient transport connections. These regions are, in fact, forerunners in tackling many challenges that Europe is now facing.

This second workshop presents a vision of the northern periphery in 2020 and beyond and will discuss what is needed to exploit the full potential of these regions. How can Europe make sure that these regions will not decline in the face of globalisation, climate change and the demographic challenges, but that they will prosper and become even stronger and more vital in the future? Preliminary results of a foresight study will be presented along with a roadmap for success.

The workshop will examine the relevance of EU policy priorities at regional level, focusing on the use of Structural Funds to support the innovation and environmental agendas in regions of the UK. It will explore how cohesion policy fits with the responsibilities of Regional Development Agencies, and how the regional economic strategy is informed by EU level priorities but also sets the context for the use of Structural Funds for the period 2007-2013 using North East England as an example.

In the framework of this seminar, representatives of the European Commission, Member States and regions, as well as academics, will present the challenges and issues for the reform of EU cohesion policy post-2013.

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**08D08**

**08/10/2008 – 11:00-13:00**

*Northern periphery – added value for the whole of Europe*

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**08D09**

**08/10/2008 – 14:30-16:15**

*A Vision of the Northern periphery in 2020 – a roadmap for success - What is needed to achieve bright prospects for the northern regions?*

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**07D01**

**07/10/2008 – 9:00-10:45**

*New dynamics of cohesion policy: experiences from UK regions*

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**09D10**

**09/10/2008 – 9:15-12:30**

*The future of EU cohesion policy post-2013*



## Danube conference, Brussels, 6-7 October

The countries, regions and cities through which the Danube flows will once again come together at the 2008 Danube conference, organised by Germany's Baden-Württemberg Region. This year's conference follows up the success of the first one, in 2006, and has the theme 'Danube – River of the European future', emphasising its role in the development of the regions through which it flows. Three workshop sessions will look at infrastructure, trading links and the Lisbon Strategy, in the context of the regions through which the river flows. As well as the riparian regions and cities, the

conference will also attract speakers from the European Commission and the European Parliament. The discussions will be complemented by a 'Danube market' at which participating regions and cities will present food, drink and craft specialities from their area.

For more information, please contact [bruessel15@bruessel.bwl.de](mailto:bruessel15@bruessel.bwl.de) or click on [www.baden-wuerttemberg.de](http://www.baden-wuerttemberg.de)

## Applying ICT to reduce the carbon footprint of cities and regions: e-logistics and urban development, Brussels, 7 October

The application of ICT solutions is key for the transformation of society towards a low carbon economy. It acts as an enabler to improving the energy efficiency of the way we work, travel live and play. The European Commission recognises the potential of ICT solutions to bring about energy efficiency savings. It is currently developing policy recommendations which will promote the uptake of ICT applications in improving the energy efficiency of buildings, manufacturing, public utilities and a broader societal

transformation. The European Enterprise Platform will organise a workshop showcasing a range of ICT solutions that have been applied within European regions and cities. The workshop will highlight the impact of these projects in reducing the carbon footprint in the transport of people, products and services.

Please register beforehand by e-mail: [liliana.mangeac@uncjr.org](mailto:liliana.mangeac@uncjr.org)

## BUSINESSEUROPE's 50th anniversary, Brussels, 8 October

The challenges faced by European regions and the business community are significant, and overlap to a large extent. With this event, business leaders and public authorities will have a chance to debate policy strategies which can spur regional development and measure the effectiveness of public-private partnerships as instruments for such strategies. Because BUSINESSEUROPE is celebrating its 50th anniversary this year, this event aims to express the strong attachment

and dedication of the business community to further European integration and its benefits for the prosperity of regions.

For more information, please contact [em.revilla@businessseurope.eu](mailto:em.revilla@businessseurope.eu) or click on [www.businessseurope.eu](http://www.businessseurope.eu)



## European Parliament of enterprises, Brussels, 14 October

Organised by EUROCHAMBRES, which celebrates its 50th anniversary in 2008, this event brings together 775 entrepreneurs from 45 countries. In the chamber of the European Parliament, these representatives of European business will have the chance to debate key issues of concern with senior EU policy-makers. Topics to be covered will include access in the internal market, energy and environment, and employability and entrepreneurship. At the conclusion of debates, participants will vote on

recommendations and present them directly to officials in charge of enterprise policy in the EU. EUROCHAMBRES' aim with this event is to raise awareness amongst policy-makers of the significance of companies' needs, specifically those of smaller firms, in the development of policy.

For more information, please contact [gueury@eurochambres.eu](mailto:gueury@eurochambres.eu) or click on [www.eurochambres.eu](http://www.eurochambres.eu)

## Conference on territorial cohesion and the future of cohesion policy, Paris, 30-31 October

The French Presidency of the EU is organising a conference to debate the next steps in the development of EU cohesion policy. Following up on the Commission's Green Paper on territorial cohesion, this event will ensure a wide-ranging exchange of views between regions, cities, regional development agencies, business organisations and Structural Funds' managing authorities. The results of these discussions will feed into the informal meeting of ministers responsible for regional development hosted by the French

Presidency in late November. Besides the plenary sessions, with participation from both French and EU Institutions, there will be four workshop sessions, covering the common agricultural policy, sustainable development, economic change, and governance in territorial development.

For more information, please contact [diact.pfue2008@diact.gouv.fr](mailto:diact.pfue2008@diact.gouv.fr)



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