



**OPEN
DAYS**

12th European Week of Regions and Cities
Brussels
6 - 9 October 2014



OPEN DAYS 2014

Proceedings



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OPEN DAYS 12th European Week of Regions and Cities
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Growing together
Smart investment for people

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Organisers and partners





As we start the 2014-2020 period, we are at a critical stage: putting in place the right framework and creating the right conditions for spending the new EU investments according to our reformed policy.

The slogan of OPEN DAYS 2014 **'Growing together – Smart investment for people'** reminded us that cohesion policy depends not only on the economic environment in which it is implemented but also on the administrative capacity of public authorities and stakeholders at local and regional level.

Our policy is more focused than ever before on key areas where investments should have a far greater return than in the past. This is based on the premise that we need to better include all partners at national, regional and local level, including social partners and civil society organisations, at all stages of programming and implementation.

In this respect, I believe the OPEN DAYS is a vitally important platform for exchange between practitioners, policy makers as well as academics to develop new strategies for the evolution of cohesion policy as well as a future academic research agenda. This summary of the proceedings reflects the richness of the debates that took place during the last edition of the OPEN DAYS.

I am deeply impressed by the interest this event raises each year with almost 6000 people participating and an annual turnover of 1/3 of the participants attracting not only new and younger people within the EU but also outside the EU. This shows that our regional and urban development strategies are a model throughout the world.

In my capacity as new Commissioner for Regional Policy I really look forward to working with you and the Committee of the Regions for the next edition of the OPEN DAYS in 2015 in order to widen its role as a platform for the circulation of excellent ideas and experiences and to increase interest from its potential audience. Last but not least, I would like to thank Commissioner Johannes Hahn for the engagement and interest he showed in OPEN DAYS during his mandate.

Corina Crețu

European Commissioner for Regional and Urban Policy



Once again, the OPEN DAYS have not only been the biggest annual event held by the EU institutions in Brussels but also the world's biggest gathering on regional and urban development. Indeed, regions and cities matter to Europe, and Europe matters to regions and cities!

With the backdrop of about 500 EU programmes funded by the European Structural and Investment Funds (ESIF) and being launched end-2014/early 2015, the 12th European Week of Regions and Cities was timely to exchange on the funds' management and implementation. The overall slogan **'Growing together – Smart investment for people'** of the 2014 OPEN DAYS underlined the importance of partnership and targeted investment. Facilitating ESIF implementation by local and regional authorities and beneficiaries is a necessary prerequisite to make the best use of the new result and performance-oriented EU Cohesion Policy.

The out-reach capacity of the OPEN DAYS confirmed its functionality as platform for political communication. Several reports were presented on the occasion of the event, among which Eurostat's 2014 edition of the Regional Yearbook, as well as the OECD's Regional Outlook 2014 and a Report on Regional Well-being, presented by the OECD Secretary-General Mr Angel Gurría at the opening session in the European Parliament.

A summary of the views, know-how and experiences shared during over 100 workshops and debates are captured in these proceedings. They also contain food for thought for policy-makers and practitioners alike, a reason to keep networking and the exchange of ideas alive until the next rendezvous during 12-15 October 2015.

I would like to express my gratitude to all partners and members of the OPEN DAYS community for their continuous engagement and enthusiasm, and notably to Commissioner Johannes Hahn and his team for the enriching cooperation in shaping this event in synchronisation with the interconnected policy developments during the last five years. Under Commissioner Hahn's leadership, cohesion policy has become a true investment policy, focusing on results and being linked more than ever before to the EU's new economic governance and long-term strategy known as 'Europe 2020'.

In 2015 it is again delivery time – delivery of added value for EU money at the level of our regions and cities – the focus of the 13th European Week of Regions and Cities. I am very much looking forward to meeting you at the OPEN DAYS 2015!

Michel Lebrun

President of the Committee of the Regions

Partner regions and cities



Partner regions and cities



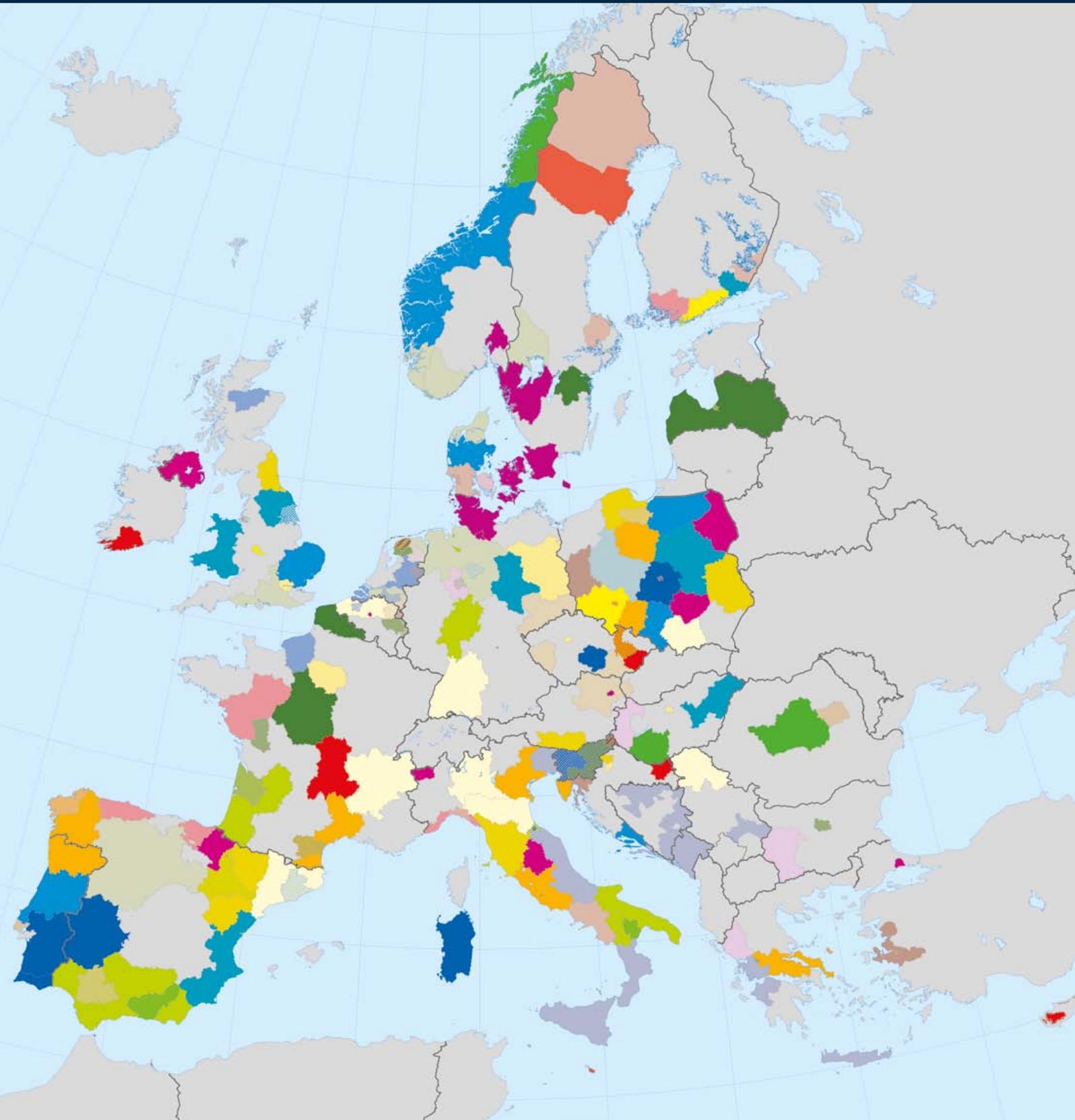
Partner regions and cities



Partner regions and cities



Regional partnerships



Regional partnerships

A³: Adapt, Advance, Accelerate: Regional Innovation for Green Growth
Birmingham (UK), Lower Silesia (PL), Castellon (ES), Helsinki-Uusimaa (FI), West Midlands (UK)

Adriatic-Ionian Macroregion

Dubrovnik-Neretva Region (HR), Marche Region (IT), Region of Crete (EL), Republic of Slovenia (SL), Republika Srpska (BA), Abruzzo Region (IT), Molise Region (IT), Region of South-East Serbia (RS), Sicilia Region (IT), Calabria Region (IT), Montenegro (ME), Friuli Venezia Giulia Autonomous Region (IT), Canton Sarajevo (BA), Region of Western Greece (EL)

Advanced Cooperation in Demographic Change

Lower Saxony (DE), Southern England (UK), Noord-Brabant (NL), Northern Netherlands Provinces (NL), Castile and León (ES), South Norway (NO), Stavanger region (NO), Region Värmland (SE), North Denmark (DK)

Alliance for Smart Maritime Industries

Pays de la Loire (FR), Principality of Asturias (ES), Basque Country (ES), Southwest Finland (FI), Liguria (IT)

Capital Cities and Regions Network (CCRN)

Prague (CZ), Berlin-Brandenburg (DE), City of Budapest (HU), Ile-de-France (FR), London (UK), Riga City (LV), City of Zagreb (HR)

Cities, Provinces and Regions Heading for 2020

Province of Barcelona (ES), Gothenburg (SE), Region of Hanover (DE), Liverpool City Region (UK), Malmö (SE), Wielkopolska (PL)

Clusters for Regional Growth

Umbria Region (IT), Podlaskie (PL), Swietokrzyskie Region (PL), Silivri Municipality (TR), Northern Ireland (UK), Brussels Capital Region (BE), Autonomous Region of the Aosta Valley (IT), Navarre (ES)

Connecting Regional Strategies across Borders

German-speaking Community of Belgium (BE), Province of Limburg (BE), Province of Limburg (NL), Lower Austria (AT), Saxony (DE), Bratislava Region (SK), Pilsen Region (CZ), South Moravian Region (CZ)

Equity in Health for European Regions

Lodzkie Region (PL), Extremadura (ES), Vysočina Region (CZ), Autonomous Region of Sardinia (IT), Alentejo (PT), Algarve (PT), Ljubljana Urban Region/Ljubljana (SL)

EU4Health

Pomorskie (PL), Tuscany (IT), Krapina-Zagorje County (HR), North East England (UK), Antalya Metropolitan Municipality (TR), Aragon (ES), Lubelskie (PL), Olomouc Region (CZ), Carinthia (AT)

Europe of Traditions – Linking through Itineraries

Veneto Region (IT), Region of Istria (HR), Opolskie Region (PL), Kujawsko-Pomorskie Voivodship (PL), Region of Galicia (ES), North of Portugal (PT), Region of Sterea Ellada (EL), City of Sarajevo (BA), Lazio Region (IT), Languedoc-Roussillon Region (FR)

European Capital of Culture's Network

City of Umeå (SE), City of Liverpool (UK), City of Wrocław (PL), City of Valetta (MT), City of Leeuwarden (NL)

European challenges – Local Solutions

Lubuskie Region (PL), City of Lodz (PL), Twente Region (NL), City of Maastricht (NL), Esbjerg (DK), Primorsko-Goranska County / City of Rijeka (HR), Seferihisar Municipality (TR)

Green Growth Consortium

Region Zealand (DK), Schleswig-Holstein (DE), Region Skane (SE), Free and Hanseatic City of Hamburg (DE), The Capital region of Denmark (DK), Copenhagen (DK), Oslo region (NO), City of Vienna (AT), Region Västra Götaland (SE)

Health Cluster Europe

South East of Brabant (NL), Zeeland (NL), Scotland/Highland/Inverness (UK), Province of Gelderland/ province of Overijssel (NL), Bamberg, Kreisfreie Stadt (DE), Haute-Normandie (FR), Arrondissement of Ghent (BE), Midden-Noord-Brabant (NL)

Local Intermediate Authorities Together for a Smart and Efficient Growth

Lippe (DE), Gironde (FR), Deux-Sevres (FR), Gabrovo (BG), Liege (BE), Aude (FR), Budva (ME)

Local Urban Development European Network

Municipality of Amadora (PT), Genoa (IT), City of Sevilla (ES), Bacau Municipality (RO), City of Starogard Gdański (PL)

Motors for Growth

Lombardia Region (IT), Rhône-Alpes (FR), Baden-Württemberg (DE), Catalonia (ES), Flanders (BE), Malopolska (PL), Emilia-Romagna (IT), Vojvodina (RS)

Regions for Space Applications Alliance

Puglia Region (IT), Basilicata Region (IT), Free Hanseatic City of Bremen (DE), Aquitaine (FR), Hessen (DE), Andalusia (ES), City of Saragossa (ES)

Patient's New Touch on Healthcare

County of Uppsala (SE), Region of Southern Denmark (DK), County Council of Norrbotten (SE), South Karelia (FI), Campania Region (IT), A Coruña (ES)

Regions for Demographic Change

Saxony-Anhalt (DE), Region of Murcia (ES), Mazovia (PL), Tallinn City (EE), Region of Valencia (ES), Észak-Alföld Region (HU), Kymenlaakso (FI), Wales (UK), Yorkshire and Humber (UK)

Regions for Smart Cooperation

Centre Region (FR), Province of Friesland (NL), East Sweden Region (SE), Nord-Pas de Calais Region (FR), Eastern Slovenia (SL), Latvia (LV)

Regions of Food

Southern Transdanubia (HU), Province of Matera (IT), Centru Region (RO), Diputación de Granada (ES), Nordland (NO), Province of Rimini (IT)

Regions Promoting Social Inclusion

Auvergne (FR), Central Moravia (CZ), Cork County (IE), Pomurska Region (SL), Troodos (CY), Osijek-Baranja County (HR)

Smart Partnerships for Jobs and Growth

Mid-Norway (NO), Central Denmark (DK), East of England (UK), Warmia and Mazury (PL), Split-Dalmatia County (HR), Silesia Region (PL), Centro Region of Portugal (PT), West Norway (NO)

VERSO – Volunteers for European Employment

East Yorkshire and Northern Lincolnshire (UK), Funen (DK), Epirus (EL), Detmold (DE), Western Transdanubia (HU), Yugozapaden (BG), Drenthe (NL)

Opening session



**Growing together:
Smart investment for people**

Opening session



The opening session of the OPEN DAYS 2014 was held on 6 October in the European Parliament. Keynote speeches acknowledged that EU regions and cities put theory into practice with investment plans for 2014-2020 and consequently the administrative capacity of public authorities and stakeholders needed to be further enhanced through effective partnerships at all levels, leading to effective public investment.

Introduction

The session was opened by Iskra Mihaylova, Chairwoman of the Committee on Regional Development (REGI) of the European Parliament and Michel Lebrun, President of the Committee of the Regions, who welcomed some 900 participants, among whom more than 300 elected politicians.

Ramón Luis Valcárcel Siso, Vice-President of the European Parliament, Johannes Hahn, European Commissioner for Regional Policy and José Ángel Gurría, Secretary-General of the OECD delivered keynote speeches, followed by a video message from José Manuel Barroso, President of the European Commission and statements by Members of the European Parliament and of the Committee of the Regions.

Iskra Mihaylova thanked the European Commission and the Committee of the Regions for their good cooperation with the European Parliament, which she appreciated as proof of the shared engagement and willingness to contribute to and support the further development of cohesion policy. She highlighted the importance of a cohesion policy that delivered and encouraged the exchange of good practices that had proven to be successful. However, she drew attention to the fact that continuous scrutiny of the policy was also necessary, by monitoring implementation on the ground, organising hearings with stakeholders and

by requiring concrete results in order not to disappoint the citizens.

Michel Lebrun welcomed the joint efforts that had gone into bringing the OPEN DAYS community together for the 12th time, including the organisation of a joint meeting of the European Parliament's REGI Committee and the Committee of the Region's Commission for Territorial Cohesion Policy (COTER), which followed right after the opening session. He acknowledged that cohesion

"We have to be ambitious: cohesion policy must deliver!"

Iskra Mihaylova

policy became a true investment policy under the leadership of Commissioner Hahn. In times of change in the EU and its governance structures, it was of key importance to emphasise the concrete results of EU policies. The new governance structures, along with the Europe 2020 strategy, should therefore demonstrate their added value for the regions and cities during the 2014-2020 programming period. Smart investments in European regions and cities counted now more than ever before and the Committee of the Regions would remain ready to make the voice of local and regional authorities heard at EU level and defend the principles of subsidiarity and multi-level governance when it came to revising and

"Smart public investment is vital when it comes to answering the question how our economies and labour markets could recover and become more resilient."

Michel Lebrun

implementing EU strategies and policies. EU regional funding should help deliver on the EU's goals and get regions growing again.



Keynote speeches

Ramón Luis Valcárcel Siso highlighted the role of the OPEN DAYS as a forum for the exchange of good practices and as a forum for assessing the impact of cohesion policy together with the regions. This made it possible to adapt future projects more closely in line with citizens' needs in their regions. Moreover, the OPEN DAYS illustrated the importance of both the subsidiarity principle and of multilevel governance put into practice. Economic, social and territorial cohesion remained a priority for the European regions, and deepened cooperation between the Committee of the Regions and the European Parliament – the European institutions closest to the citizens – would be beneficial to support these objectives. Mr Valcárcel Siso then drew attention to the fact that, despite the first encouraging signs of economic recovery, interregional disparities had increased and urgent action was still needed to strengthen the territorial dimension of European policies, taking into account the specificity of regional needs. Furthermore, increased emphasis on renewable energies and support for SMEs and innovation strategies was needed in order to create more 'green jobs'. Stimulating growth, with the support of cohesion policy, could help citizens to feel closer to the EU. To conclude, Mr Valcárcel Siso promised that the local and regional authorities could count on the European Parliament as an ally in all these efforts. For their part, the cities and regions should defend cohesion policy in the capitals of their countries, and seek political solutions to support EU policies.

Johannes Hahn drew attention to the change in mind-set following the reformed cohesion policy, which was now more strategic, focused and results-oriented. It was critical to put in place the right conditions to spend the funds effectively and the Partnership Agreements and Operational Programmes provided very encouraging signs about how the reform was being translated into practice. The aim was to create sustainable business opportunities and jobs in the regions, turning brain drain into brain circulation. Financial instruments were of greater importance and specific measures were being supported to promote employment, improve qualifications and reduce poverty. Furthermore, multi-fund programmes would enhance an

integrated approach bringing together the various policies, funds and priorities, and additional funds were allocated to support the transition to a low carbon and climate resilient economy. Encouraging as these signs may be, Commissioner Hahn emphasised that investment was needed to go take the step beyond commitments on paper.

"We have to strengthen the territorial dimension of European policies."

R.L. Valcárcel Siso

governance process and the European Semester. However, the exact details of this link had yet to be developed. The current prevailing view was that cohesion policy played only a role through the suspension of funding for the countries not fulfilling their obligations. This was only a side of it, since at the same time, ESIF were notably available to help Member States fulfil their obligations under the European Semester. Cohesion policy completed the economic governance triangle of fiscal consolidation, structural reforms and investment, and these three areas needed to be mutually reinforcing.

Another important challenge was to further enhance the administrative capacity of public authorities and stakeholders at local and regional level. This required putting in place the appropriate structures, simplifying rules and building effective partnerships at all levels. Finally, the issue of mismatch between the annual commitments and the annual payments in the Union's budget needed to be resolved. Today, the actual implementation of projects on the ground was being affected due to a lack of liquidity. Member States needed to address this mismatch between their policy commitments and budget decisions.

"It's important that we get on with the implementation of programmes and start investing in projects that will translate the theory into practice."

Johannes Hahn

Commissioner Hahn also expressed his satisfaction with a cohesion policy that had a strong urban dimension as – without the cities – there could be no ownership of the European Agenda. Accordingly, there was a need to involve cities more closely in the EU policy process and he advocated to keep momentum for the urban agenda. This outline finally led to the conclusion that the reform had made cohesion policy an instrument to deal with whatever challenges

Opening session



may come our way by 2020 and beyond. Through the shared management principle and the partnership approach, cohesion policy was able to deliver on the ground, mobilise resources and create ownership. With a plea to concentrate on finalising programming documents, take advantage of the opportunities offered by the new policy and to make the right investments for their regions, Commissioner Hahn stated that “now it’s the time of the doers”.

Ángel Gurría evoked the newly signed Memorandum of Understanding between the OECD and the CoR, recognising the previous joint work and committing to even more systematic cooperation in the future. Europe’s citizens were demanding more growth and jobs, a higher quality of life and a greener future; however the available resources for investment were scarce and it became critical to invest them effectively and strategically. Two OECD reports were launched with the occasion as a tool to improve future investments.

Referring to the OECD report «How’s life in your region? Measuring Regional and Local Well-being for Policy Making», Mr Gurría pointed out that most factors that affected people’s daily lives were determined at local level: material conditions such as access to education and jobs, and non-material conditions such as health, a clean environment and safety, played equally important roles in people’s well-being. Many of these factors depended on where you lived; accordingly, national averages were often of little value. The report helped to gain a better understanding about how public investment translated to jobs and equal opportunities for citizens. Focusing on outcomes helped to identify synergies among different aspects of well-being and could provide guidance for policymakers. For example, the greening of infrastructure could have not only environmental benefits, but could also create jobs. Furthermore, as urban centres grew, targeted investment continued to be essential. The OECD had developed a Metropolitan Database, which made it possible to examine the different ties between urban and rural areas, looking at the economic basin of cities. Together with the European Commission, the OECD developed analysis and recommendations for

“Effective targeting of investment can have greater impact when serving multiple well-being dimensions simultaneously.”

Ángel Gurría

rural-urban partnerships for regional development.

Mr Gurría also encouraged better cooperation across all levels of government for better investment. Governments at different levels could work better together to avoid pitfalls such as the duplication of investment projects. The “OECD Regional Outlook 2014” included recommendations on effective public investment across levels of government, addressing the challenges of how to co-ordinate across levels and policies, how to strengthen capacity for investment, and how to ensure proper investment frameworks. Mr Gurría expressed his appreciation for the fact that the Committee of the Regions has endorsed these principles and that many of the Partnership Agreements adopt these good practices.

José Manuel Barroso highlighted in his video message the added value of the OPEN DAYS, which had been an incubator for many European networks and projects, and had also provided input to the new cohesion policy. He called for continuous support for the European Project and the safeguarding of unity, despite the fact that the European model had been put to test by the crisis and geopolitical disturbances. Slowly, shared solidarity and responsibility was starting to pay off, and the foundations had been laid for healthy and sustainable economic growth. The overarching priority had and would continue to be the provision of good jobs and a better quality of life for all Europeans. This is what the Europe 2020 strategy was all about: stimulating smart and inclusive growth. Budgetary consolidation and financial stability were essential prerequisites for sound growth and competitiveness. Investment in growth and jobs in the future, notably through research and innovation were vital: therefore, there was a need for further reforms and investments for the future. That was why the European Commission defended the EU budget for the next seven years. This budget complemented the national budgets in terms of achieving growth and jobs, also through cohesion policy. It was essential to prioritise innovation and green economies, giving rational to investment. To improve the quality of funding, better engagement from the ground was necessary. Cohesion policy could benefit the daily lives of Europeans, a fact that mattered to European citizens.



Debate

Michael Schneider, Secretary of State in Saxony-Anhalt and President of the EPP Group at the Committee of the Regions, highlighted the central role played by cohesion policy in the EU's efforts to boost social and economic recovery. Growing stronger together was one aspect, a second meaning would be growing closer together, namely strengthen cohesion. The new cohesion policy was able to help cities and regions to grow together and to provide effective tools to deal with a range of challenges, which also included global issues such as migration or the Ukraine crisis. Those challenges had an impact at local and regional level and a joint response was needed, including all levels of government.

Tamás Deutch (MEP/EPP) regretted that there was a risk that regional policy could lose its credibility due to the existing gap between the project commitments made in the regions and the annual payments made by the European Commission. This meant that the actual implementation of projects on the ground was affected because payments were not being made on time.

Karl-Heinz Lambertz, Speaker of the Parliament of the German-speaking Community of Belgium and President of the CoR PES Group, drew attention to the need to urgently address the fall in public investment registered by several recent reports. The investment capacity of local and regional authorities needed to be preserved and re-launched, notably at EU level, by taking greater account of the quality of public spending.

Constanze Krehl (MEP/PES) emphasised that the implementation of cohesion policy took place in the regions. Closer follow-up of projects and the implementation of the Operational Programmes were needed. She also addressed the question of payments and commitments.

Bas Verkerk, Mayor of the City of Delft and President of the CoR ALDE Group, underlined the need for a more closely integrated urban agenda. According to Mr Verkerk, the economy was developed at city level and it was in the cities that jobs were created and social cohesion established. He called on the European Commission to present a White Paper for an integrated Urban Agenda that would make it possible to anchor the urban dimension structurally within European policies and legislation.

Ruža Tomašić (MEP/ECR) raised the importance of achieving the objectives of the Europe 2020 strategy, including in relation to the implementation of EU funds. Every euro spent should have a maximum effect on growth and jobs, with measurable goals in order to quantify and follow-up progress.

Uno Silberg, Member of the Kose Rural Municipality Council and President of the CoR EA Group, urged the European Commission to take note of the OECD recommendations on greater integration between policy sectors such as the agricultural and regional policy sectors to avoid urban and rural issues being addressed in isolation.

Ivan Jakovčić (MEP/ALDE) shared his Group's joint concerns with the EPP about the delay in funding for projects that had already been accepted and implemented. Projects were suffering from a lack of financing. Improvements in coordination and implementation were urgently needed to strengthen absorption capacity.

Gordon Keymer, Member of Tandridge District Council and President of the ECR Group at the CoR, stressed that, as far as funds' absorption capacity was concerned, it was vital to cut red tape and to reduce the administrative burden, both of which were still major concerns when it came to cohesion policy. Improvements in this direction were needed to make the regions more effective and competitive. He also evoked two other areas of concerns, namely accessibility to challenged regions and resilience to disasters.

Bronis Ropé (MEP/Greens) emphasised the importance of smart investments for boosting competitiveness. Increasing the quality of life and competitiveness required the effective implementation of the cohesion policy.

In her concluding remarks, **Catiuscia Marini**, First Vice-President of the Committee of the Regions, highlighted that in today's situation, European Structural and Investment Funds were the main, if not the only, means of addressing the growing social and economic disparities among Europe's regions and of safeguarding the wellbeing of European citizens beyond GDP.

Workshops



Connecting regional strategies

Workshops

Connecting regional strategies



Promoting social inclusion through job-pooling solutions within the tourist economy in rural areas

07A01

7 October 2014

09:00-10:45

Organiser:

Regional Council of Auvergne, France

Chair:

René Souchon, President of the Regional Council of Auvergne, France

Moderator:

Thomas Ducloutrier, Head of Territorial Cooperation, Regional Tourism Development Board of Auvergne, France

Speakers:

Akos Szabo, Project Officer, INTERREG IVC Joint Technical Secretariat, Lille, France

Prof. Marek Wieckowski, Head of Department, Polish Academy of Sciences, Poland

Kyriakos Evdoras Georgiou, Researcher, Troodos

Development Company, Cyprus

Fergal Gough, Community and Enterprise Development Officer, Cork County Council, Ireland

More information:

www.cesr-project.eu

Outline

Mr Szabo presented the main facts and figures of the INTERREG IVC programme, as well as information about the future of this interregional cooperation programme, 'INTERREG EUROPE'.

Prof. Wieckowski gave an insight into the analysis conducted by all CesR partners about the self-catering accommodation sector of their regions. He also explained how the project idea was born, and presented in detail some interesting examples of Polish cooperatives.

Mr Georgiou presented the context of the tourism sector in Cyprus before explaining in detail the interest of the company Casale Panayiotis. This management body takes care of houses owned by various people in a small village in Cyprus and puts them on the tourist market as if they were a single hotel. As a result this company is able to employ people to provide services to the customers, which the individual owners could not afford.

On the basis of various examples from the Cork area, **Mr Gough** explained how the diversification of tourist companies, in particular through the creation of innovative and personalised services, can be very positive, not only for the business itself, but also for the community.

Conclusions

The partners of the CesR project identified many examples that showed the following:

- There is a strong demand for additional services in self-catering holiday accommodation.
- The human resource which is needed to provide these services is already available in most European rural areas, as the skills needed for in-house services are the same as the ones needed for the care services provided to the aging population.
- Many job-pooling systems exist in Europe to allow self-catering accommodation owners to share employees. These systems could make it possible for them to provide more services to their customers, even if they cannot afford to employ people on a full-time basis.
- In order to make these examples and solutions available to the public, CesR project partners prepared a technical handbook dealing with the following topics:
 - business models which maximise the creation of services and jobs in self-catering accommodation;
 - added value based on diversification of services and personalised activities;
 - cooperation models for creating jobs and services;
 - human resources management in rural areas.

This handbook is available for download on the project's website, together with the OPEN DAYS presentations by the above-mentioned speakers.

"Accommodation businesses providing additional services prove that there is strong demand. In rural areas where few services are proposed to the customers, the potential for job creation is very high."

Prof. Marek Wieckowski



Specialised cities: The key to success

Outline

After welcoming all the participants, **Roman Haken** opened the floor to the speakers.

Tomáš Ctibor spoke on behalf of the City of Prague. He presented the new strategic framework for Prague, which is a complex approach using the experience of a large number of stakeholders in order to bring about a new and dynamic vision of the city. The method can be considered unique as it is, by necessity, revising, updating and creating all strategic documents for Prague at once. Large public departments of the City Hall, 57 Prague boroughs, local experts, academia and international partners are all, to some extent, involved in this process. Mr Ctibor explained that the strategic framework is based on the following strategic objectives: cohesion (open and cohesive city using the potential of its active and educated residents); prosperity (prosperous city that is living up to its economic potential); mobility (physically permeable, accessible and interconnected city); environment (functional and aesthetic environment in the city); creativity (a living, cultural and creative city); and the system (smart governance and transparently administered city). By identifying these key objectives, specific strategies, conceptions, measures and projects are being developed such as a demographic prognosis, a metropolitan plan, an operational programme, fiscal analysis, public spaces, integrated territorial investment, a cultural strategy, etc.

Mr Ctibor also stressed that it is of vital importance to cities to have a long-term vision and mission. Prague should strive to boost its long-term planning capabilities and to overcome sector-based thinking with the goal of becoming a city that is open to new impulses, technologies, ideas and trends.

Juan Viesca explained how important it is to invest funds in small cities in order to insure the harmonious development of the Valencia Region. He underlined the fact that the cost, in 14% of the territory, is concentrated on half of the population of the region. There is a density of inhabitants four times that of the interior areas of the region. So, it is necessary to involve this part of the interior region in the structure of European funds. In Spain, Structural Funds are organised following three competences at national level: one managed by the government, one by the regions, and the third by states and regions. Therefore there are different strategies dealing with national and regional aspects.

Regarding urban development, participation of the cities in financing is organised at three different levels, but what is relevant here is the initiative of the European Union coordinated by the central government, whereby European funds are only destined for cities with more than 50,000 inhabitants (there are 50 cities in the region with this density of population). It is necessary to involve small and medium-sized cities of the region in the development plan.

Innovation, new technologies, a low-carbon economy and urban strategy are the key words for the next funds planning.

The partnership agreement is very useful, due to the fact that EU financing of the projects is now lower than before and the private and public sectors are partners including other stakeholders.

Conclusions

Juan Viesca underlined in particular the development of two new instruments: an international financial support to promote enterprises from the European Commission's JEREMIE initiative; and a national operational programme, 'SME initiative', with the European Investment Bank.

Tomáš Ctibor presented the changes that Prague has undergone in the area of strategic planning and development during the past two years. He stressed that the issues that Prague is dealing with are very similar to other European cities. Prague's method is unique in the sense that it, by necessity, updates, edits and creates all strategic documents at once and involves many different stakeholders in the process. All these changes in the strategic planning must lead to a common long-term vision.

Mr Roman Haken thanked all the participants for their interesting and constructive contributions to the issue of urban policy.

07A02

7 October 2014

09:00-10:45

Organiser:

European Economic and Social Committee, Section for Economic and Monetary Union and Economic and Social Cohesion (ECO)

Moderator:

Roman Haken, Member of the European Economic and Social Committee ECO

Speakers:

Tomáš Ctibor, Acting Director of the Prague Institute of Planning and Development
Juan Viesca, Director General of the European Funds for the Region of Valencia

Workshops

Connecting regional strategies



Developing EU policy and regional strategies towards sustainable living

07A03

7 October 2014

09:00-10:45

Organiser/leader:

European Alliance Group,
Committee of the Regions

Chair/moderator:

Dr Uno Silberg, President of the
European Alliance Group, Estonia

Speakers:

Josefina Lindblom, Policy
Officer, European Commission,
DG Environment, Belgium.

Paul Minarik, Member of
the Board of Spravbytkomfort
(Prešov), Representative of
Energiecomfort, Austria

Brian Meaney, Environment
Consultant, Ireland

Andres Jaadla, Head of
Development and Education,
Rakvere Smart House
Competence Centre, Estonia

Outline

The seminar looked at the ongoing challenges local and regional authorities face in building a sustainable future. The expert panel brought expertise to the debate with recommendations such as conceiving more resource-efficient buildings, promoting the benefits of smaller housing and awareness-raising activities about sustainable living practices in order to build the political framework at local and regional level to develop appropriate policies.

Panel discussion

Josefina Lindblom led a discussion on resource-efficiency opportunities in the building sector. She focused on the importance of setting indicators and a European framework to create a common language in key industries and to compile reliable and comparable data in order to stimulate markets, while making them embrace fully the environmental pillar of sustainability.

Paul Minarik led a discussion on energy services for households and the use of renewable energy sources. He highlighted the economic and environmental benefits experienced in Prešov, Slovakia, where heat consumption has dropped 24% and average monthly incomes have increased 47% over the 2005-2013 period.

Brian Meaney's presentation focused on the sustainable use of a region's common resources. He argued that there must be a system to cap and share resources within rapidly expanding urban areas.

Andres Jaadla shared his experience of developing smart cities and communities in Rakvere, Estonia, in order to build a sustainable future. Mr Jaadla shared the examples of Rakvere Elementary School's reconstruction and the creation of Rakvere's Smart House, which has become an engineering hub for thinking about the future of sustainable living.

Conclusions

Dr Silberg concluded that each presentation reinforced the fact that meaningful change happens at a local and regional level. However, the chairperson emphasised that a shift towards a more efficient economy will not be a reality without close cooperation between levels of governments. LRAs (local and regional authorities) cannot make it alone; their role needs to be matched with resources, capacities and governance tools. Regions must look for best practices – of which many were presented during the seminar – in order to create the political will for change. Within present financial constraints, it is essential that the economic benefits of these local projects are emphasised in order to change attitudes and to build a more sustainable future. We must create motivation amongst politicians in order to feed change in the regions.

"I was delighted to chair this enthusiastic discussion on how regions can develop their strategies towards sustainable living. The speakers all brought great experience to the discussion and I hope that the diverse range of examples given today will act as a catalyst in boosting a more equitable and sustainable regional policy across Europe."

Dr Uno Silberg



Impact of ICT innovation vouchers on SMEs going digital and regional growth

Outline

The workshop was an opportunity to share the first results of the ICT innovation vouchers schemes launched last year in different regions. As **Christian Saublens**, the chairperson, emphasised, it was also a chance to hear the experience of a beneficiary of a voucher. A small enterprise from the manufacturing sector from the Region of Murcia was present to illustrate how the voucher triggered innovation in its business. Positive outcomes followed the implementation of the voucher, such as the creation of bridges between enterprises coming from all areas of the industry and economy and the ICT sector; without a voucher, some projects that were launched could have been postponed or even abandoned. The transformative effect of digital uptake on existing enterprises is an important driver of competitiveness. Experience also shows that it is critical for enterprises to keep the scheme's implementation – especially the application form – simple and fast.

Panel discussion

Antonio Romero presented an analysis of the implementation of ChequeTIC in the Region of Murcia. The process of approval for ICT providers is critical to ensure high-quality services. He also gave examples of impacts for SMEs that implemented a voucher – depending on the type of voucher: reduction of product costs by optimising storage of goods; savings in management and administrative processes; access to new clients; and enabling new business opportunities through the Internet.

Victor Piriz presented the Extreme@TIC programme, which is embedded in a larger digital agenda strategy implemented in the region of Extremadura. The latter enabled the needs in terms of ICT services for SMEs to be detected, and the type of services in the ICT innovation vouchers scheme to be defined. The accreditation process of the ICT providers and a focus on the quality of the implementation of the voucher are crucial for the success of the output.

Ida Proserpi presented her experience of setting up a transnational voucher programme with the projects Innovage, Wider and See-Innova. In the Region of Marche, which is industrial but with small enterprises, the objective of the scheme was to boost innovation by supporting a transition towards new and innovative sectors through technological upgrades. The programme was conceived in common with the seven pilot regions – a transnational call for providers was launched, but it was implemented locally.

Nathalie Trinidad presented the impact for Neoquim, a small enterprise of 14 employees, following the implementation of a voucher. The company successfully set up a website and created a new distribution channel, boosting internationalisation and offering a better positioning of the brand. However, it also had an impact on reducing the time response for customers, and the number of questions answered on the phone.

Conclusions

Mr Saublens concluded by emphasising the diversity of possibilities in terms of implementing the ICT innovation vouchers according to the profile and development of the region, from a strategic approach: focusing on a sector or a type of services, advertising through classical channels or social media, etc. He encouraged regions to remain inspired by the existing schemes and to consider whether this instrument is an option for their regional growth strategy. The Commission invited participants to communicate on existing ICT innovation schemes by posting information on its new web page, innovation vouchers in action.

“Why should the regions adopt the ICT innovation vouchers? Because they represent a powerful tool for SMEs to accelerate the adoption of ICT innovative solutions, while boosting regional economy.”

Victor Piriz

07A04

7 October 2014

09:00-10:45

Organiser:

European Commission, DG Communications Networks, Content and Technology, F2

Chair/moderator:

Christian Saublens, President of EURADA, the European Association of Development Agencies, Belgium

Speakers:

Antonio Romero Navarro, Head of Innovation and Competitiveness Unit from the Regional Development Agency of the Region of Murcia (INFO), Spain

Ida Proserpi, Head of Regional Development Agency SVIM, Region of Marche, Italy

Victor Piriz, Deputy Director of FUNDECYT-PCTEX, Region of Extremadura, Spain

Nathalie Trinidad, Administrative Assistant at Neoquim, Region of Murcia, Spain

Christine Simon, Policy Officer, Directorate-General for Communications Networks, Content and Technology, European Commission

More information:

ec.europa.eu/digital-agenda/en/ict-innovation-vouchers-action-1

Workshops

Connecting regional strategies



EU Strategy for the Adriatic and Ionian Region: The role of the regions in implementation

07A05

7 October 2014

09:00-13:00

Organiser/leader:

Dubrovnik-Neretva Region

Moderator:

Vicko Dragojević, Journalist,
Croatia

Speakers:

Nikola Dobroslavić, President
of Dubrovnik-Neretva Region,
Croatia

Andrej Plenković, Member of
the European Parliament, Croatia

Gian Mario Spacca, President
of Marche Region, Italy

Rossella Rusca, Representative
of the Italian Presidency of the
Council of the European Union,
Italy

Mato Škrabalo, Permanent
Representative of the Republic
of Croatia to the EU

Colin Wolfe, Head of Unit,
'European Transnational and
Interregional Cooperation',
European Commission, DG
Regional and Urban Policy

George Alexakis, Regional
Councillor and Head of

International and European
Affairs, Region of Crete, Greece

Jelena Stjepčević, Coordinator
for International Relations,
Municipality of Kotor,
Montenegro

Konstantinos Bizas,
Intermediate Managing
Authority, Region of Western
Greece

Franco Iacop, President of the
Regional Legislative Assembly,
Friuli Venezia Giulia Autonomous
Region, Italy

Maria Cristina Stimolo, General
Director, Sicily Region, Italy

Aleksandra Lugović, Head of
Representative Office of Regional
Development Agency 'South',
South-East Serbia Region, Serbia

Outline

The conference was opened in the European Parliament in Brussels on 7 October by the President of Dubrovnik-Neretva Region, **Mr Nikola Dobroslavić**. The role of coastal counties, municipalities and cities in the multi-level coordination of the strategy was pointed out, together with the implementation of its four pillars: blue growth, regional connecting, environmental quality and sustainable tourism. The EU Strategy for the Adriatic and Ionian Region encompasses four EU Member States (Croatia, Slovenia, Greece and Italy) and four south-eastern European countries (Bosnia and Herzegovina, Montenegro, Serbia and Albania).

Debate

Mr Nikola Dobroslavić explained the importance of Dubrovnik-Neretva Region in the cooperation of the Adriatic-Ionian Macro-region with partners from other regions. He suggested including Macedonia and Kosovo in the joint activities within the strategy's framework and he also emphasised the necessity of better traffic connectivity between participant countries. Last but not least, he stressed the need to build an Adriatic-Ionian motorway, which would greatly improve the economic growth of participant countries.

Mr Andrej Plenković emphasised the importance of the adoption of the EU Strategy for the Adriatic and Ionian Region at the European Council meeting in October, during the presidency of Italy. The strategy will provide greater attractiveness and competitiveness, as well as better connectivity, while preserving the environment and the balance of the marine and coastal ecosystems, with the important contribution of regional and local governments; Dubrovnik-Neretva Region sets a great example in this respect.

Mr Gian Mario Spacca said that the Adriatic-Ionian Macro-region fosters reconciliation, security and stability through cooperation. Regional and local authorities are front-row players promoting democracy, decentralisation, greater local/regional self-government and capacity building. This is an example of multi-level governance at an EU, national, regional and local level, within their respective fields of responsibility, following the subsidiarity principle. Fine-tuning the strategy and the action plan for its implementation and adapting it to our territories' needs will require all our energy, knowledge, skills and abilities.

Ms Rossella Rusca stressed the importance of EUSAIR and the willingness of the Italian presidency to foster the implementation of the strategy. Regional stakeholders have a big role in implementing the strategy and it should contribute, besides the very important measures in the four pillars, to improving administrative capacities and to supporting innovations and research.

Mr Mato Škrabalo welcomed the adoption of the Strategy for the Adriatic and Ionian Region, formulated on the model of the Baltic Sea and Danube strategies, which will contribute to the promotion of sustainable economic and social progress in the region due to growth and job creation.

Mr Colin Wolfe introduced attendees to procedures in developing EUSAIR and all four pillars of the strategy, emphasising the role of the regions in implementation.

Mr George Alexakis said that regarding the challenges for sustainable, cohesive, smart and competitive growth in the Adriatic-Ionian Macro-region, the Region of Crete has fully supported all actions among the parties involved, even at the very early stages of the communication.

Ms Jelena Stjepčević talked about the cross-border and transnational cooperation of Kotor Municipality in light of enhancing the development of an integrated maritime policy in the Adriatic-Ionian basin.

Mr Konstantinos Bizas talked about a smart specialisation strategy for boosting blue research, innovation and skills. His presentation focused on who we are and what our research innovation potential is that will be engaged in our blue innovation strategy, what our strong and weak points are, and finally what our proposals are for blue growth.

Mr Franco Iacop talked about the enhancement of regional competences and the involvement of the territory in the implementation of actions and projects. He explained the contribution of the Friuli Venezia Giulia Region in the connectivity issues.



Ms Maria Cristina Stimolo talked about strengthening the Adriatic-Ionian Macro-region (AIM) network for common present and future growth opportunities. The Region of Sicily has already shown that it is possible to build up partnerships for further major projects.

Ms Aleksandra Lugović spoke about the Constantine the Great Airport development plan and its regional value. They created a completely new strategy in order to put this regional airport back on track, as it has an enormous value for the country as well as for the whole region.

Mr Luciano D'Alfonso said that the protection and preservation of terrestrial ecosystems, whilst advocating for growth and modernisation, are the challenges put forward as the pillars of the five-year governmental action plan. Moreover, when it comes to the Adriatic-Ionian Macro-region, overall decision making that balances sector-based interests, which compete for marine and coastal spaces, can only benefit the entire area.

Mr Boštjan Petelinec talked about environmental quality in the Adriatic-Ionian Macro-region and the participation of Slovenia in cross-border cooperation.

Mr Damir Petrović talked about the challenges faced by Sarajevo Canton in implementing the EU Environmental Acquis, especially in the areas of solid waste and water management.

Mr Slobodan Marković talked about the Republic of Srpska's initiative for strengthening SME competitiveness in the Adriatic-Ionian Macro-region. Common support for SME development will contribute significantly to overall AIM strategy implementation, and the model is applicable to any sector and/or strategic pillar of our strategic documents so far.

Ms Serena Angioli talked about the contribution of the civil society to the fourth pillar in terms of EUSAIR sustainable tourism. In view of creating a sustainable space for cooperation, the Region of Calabria is improving its regional capacity building in terms of multi-level cooperation, and in this process the vaporisation of local authorities and the civil society is taken strongly into consideration.

Mr Davorko Obuljen talked about the opportunities and challenges of sustainable tourism in Dubrovnik-Neretva Region. Creating joint projects which contribute to sustainable tourism on the Adriatic-Ionian Macro-regional level, and joint appearances on a global level, will contribute to the preservation and promotion of common heritage.

Mr Francesco Cocco talked about the tourism pillar of the Adriatic-Ionian Macro-region, the purpose of which is to increase the attractiveness of the whole tourist area in the context of promoting the economy through the creation of work. It is necessary to preserve the environment of the whole area and base actions on strong cooperation between countries.

Conclusions

President **Nikola Dobroslavić** thanked the MEPs **Mr Plenković** and **Ms Šuica** for their support in organising the conference, the members of the conglomerate for their joint organisation, and the panellists for a quality debate, as well as thanking all participants.

The conference confirmed the need and the willingness of the region to participate actively in the implementation of the strategy. There was a belief that the '3 NOS' given by the European Commission should become the '3 YESES', as well as the fact that this was not an obstacle: there is scope for achieving common goals through mutual cooperation, joint projects and EU funding.

Strengthening the regional and local governments of regions will contribute to the successful implementation of the strategy. Regions, cities and municipalities are closest to the citizens and are the best interpreters of their interests.

The conference demonstrated the importance of each pillar of the strategy: maritime affairs and fisheries, connectivity within the macro-region but also with the outside, sustainable tourism and care for the environment. The importance of innovation across all pillars of the strategy was highlighted.

President Nikola Dobroslavić concluded that the conference had been a success and called on all stakeholders in the macro-region to follow up with committed work on EUSAIR, especially the participants in the conference.

Luciano D'Alfonso, President of Abruzzo Region, Italy

Boštjan Petelinec, Director General of the Directorate for Water and Investments, Republic of Slovenia

Damir Petrović, Legal Advisor for Environmental, Climate-Change and eEnergy Issues, Kanton Sarajevo, Bosnia and Herzegovina

Slobodan Marković, Director of the SME Development Agency, Republic of Srpska, Bosnia and Herzegovina

Serena Angioli, Head of the Office of Calabria Region in Brussels, Italy

Davorko Obuljen, Deputy President of Dubrovnik-Neretva Region, Croatia

Francesco Cocco, Coordinator for International Affairs of Molise Region, Italy

More information:

www.dubrovnik-neretva.eu
www.opendays.europa.eu

"It is necessary to strengthen the role of the regions, in relation to the state governments, in the implementation of the Adriatic-Ionian strategy, and also in general, as the regions reflect the interests and opinions of the citizens of a certain area."

Mr Nikola Dobroslavić

Workshops

Connecting regional strategies



Is 'smart' the right approach for growth and jobs?

07A06

7 October 2014

09:00-13:00

Organiser/leader:

Mid-Norway European Office

Chair/moderator:

John Edwards, S3 Platform,
European Commission's Joint
Research Centre

Speakers:

Lars Vilbrad, Director of
Regional Development, Central
Denmark Region, Denmark

Håkon Finne, Senior Researcher,
SINTEF, Norway

Lidia Wójtowicz, Director of
the Regional Policy Department
in the Office of the Marshal
of Warmińsko-Mazurskie
Voivodeship, Poland

Hugh Goldring, ERDF Facilitator,
New Anglia Local Enterprise
Partnership, United Kingdom

Prof. Ana Abrunhosa, President
of the Comissão de Coordenação
e Desenvolvimento Regional do
Centro, Portugal

Marija Tufekčić, Director of Plavi
Partner and External Assistant
of the City of Trilj, Croatia.

Jan Bondaruk PhD, Head of the
Department of Water Protection,
Central Mining Institute in
Katowice, Poland

Oddvar Skarbø, Project
Manager, LEGASEA™, Norway

Outline

Smart specialisation is the new approach to achieving jobs and growth through innovation. The focus for our cities and regions now is to translate RIS3 (research and innovation strategies for smart specialisation) theory into jobs and growth. The first part of the workshop analysed what this process has taught us, and also whether the 'smart' approach to innovation is helping deliver our industrial renaissance. It looked at evidence as to whether it really creates growth and jobs. Perspectives on strategies for innovation from non-EU regions were also presented.

The second part of the workshop focused on the smart approach for growing key sectors through innovation, including examples from the marine sector and green economy.

The key questions addressed were: What has the process taught us? How will it help growth and job creation? Would we do 'smart' if we did not have to? How does the 'smart' approach contribute to local development?

Debate/Panel discussion

Central Denmark Region has a strong foothold in renewable energy and energy solutions in general. Since 2007 CDR has focused on foodstuffs – not only on primary production, but also on foodstuffs in terms of further development and innovation within the sector. It has been using elements of smart specialisation throughout to form the regional business development strategy. **Lars Vilbrad** presented how they are using RIS3 to shape the revision of the regional business development strategy.

An OECD (Organisation for Economic Co-operation and Development) peer review in 2006 concluded that Mid-Norway's R&D institutions were the region's greatest assets in the knowledge economy, although they were underutilised for developing the region. **Håkon Finne** talked about how economic development plans since 2006 have focused on capitalising on the R&D resources of the two counties and the creation of triple-helix partnerships. The presentation focused on what has been done and achieved in this respect over the last few years, and on the plans ahead.

Ms Wójtowicz presented the difficulties that have been experienced in Warmia-Mazury in translating the concept of smart specialisation into reality. She raised the questions: How should regions approach the obligatory 'smart specialisation' process when strong economic specialisations are not accompanied by scientific disciplines but rather natural assets? Does identifying smart specialisation in accordance with the guidelines suggested by the Commission become more of a compulsory process than one resulting from the individual needs of the region?

Hugh Goldring presented the concept of local enterprise partnerships, the new economic development actors in England. He talked about their approach to growth and jobs as set out in their strategic economic plan and their new remit in relation to the European Structural and Investment Funds.

As programming is at national level, Mr Goldring gave the English context for smart specialisation which means that it is not an ex-ante condition at local level.

Professor Abrunhosa talked about the experience of Centro Region in Portugal which developed a RIS3 that is linked to the national strategy. She pointed out the main challenges of engaging all the relevant actors so that the process was genuinely 'collaborative', so that those who were already 'doing smart' could 'contaminate' the ones who were still distant from this approach. She focused on two examples of 'doing smart': PROVERE, an example of rural innovation, and 'ageing@coimbra'.



Croatia, the youngest EU Member State, is facing new challenges in overcoming regional disparities. Smart specialisation is the focus of national strategies for growth and jobs.

Marija Tufekčić, from the City of Trilj, presented the example of their smart shift from a standard business zone to an agro-entrepreneurship centre, and finally a centre of competence in the future. The focus was on the importance of networking in terms of innovation and the economy and its impacts on the mainly rural region.

Dr Bondaruk presented the challenges of greening economic growth based on the experience of Silesia, a region in the less-developed category. Silesia has made green growth central to its smart specialisation strategy, and he spoke about green technologies in regional value chains. He also posed questions regarding the challenge of monitoring progress, given the inherent difficulties of measuring 'green growth', and finally spoke about interregional and transdisciplinary collaboration.

The Møre Region is turning the marine industry into the bioeconomy world, which many foresee will relieve the oil economy in the region. **Oddvar Skarbø** presented the work of LEGASEA™, a business cluster project established in 2013. The main goal is to become an industrial cluster with global impact, based on the sustainable production of marine ingredients. Skarbø pointed out that the key factors to staying successful are developing market knowledge, infrastructure and education.

Conclusions

Mr John Edwards, the moderator, concluded that the regions which have undergone the process of developing RIS3 strategies have viewed the process as positive. Representatives from regions which are not obliged to develop such a strategy were encouraged to go through the process, but in their own way. He also concluded that even if strategies are made at a national level, they should include strong sub-national and regional elements.

In terms of jobs and growth, new jobs may not have been created but these are steps in the right direction. It will take time before the strategies will manifest in new jobs and growth.

*"We need to know how to fail.
This is a learning process."*

John Edwards

Workshops

Connecting regional strategies



Opportunities for job creation and growth – Facing the challenges of demographic change

07A07

7 October 2014

09:00-13.00

Organiser/leader:

Representation of Saxony-Anhalt to the EU

Chair/moderator:

Jorge Pinto Antunes, Deputy Head of Unit, 'Innovation for Health and Consumers', DG Health and Consumers of the European Commission

Speakers:

Dr Tomasz Slawiński, Vice-President, Mazovian Office of Regional Planning, Poland

Dr Domingo Orozco Beltrán, Coordinator of the Regional Network of Innovation in Public Health Management of the Region of Valencia, Spain

Henrik Webel, Desk Officer, Chancellery of the Federal State of Saxony-Anhalt, Germany

Taavi Aas, Deputy Mayor, Tallinn City Government, Estonia

More information:

www.fachkraefte.sachsen-anhalt.de

www.tallinn.ee/freepublictransport

Presentations:

www.odays.eu/opendays2014

Outline

Ageing is expected to hinder growth, investment and innovation. Due to the fact that Europe has become the oldest world region, it has to find solutions to challenges caused by demographic change.

Workshop 1: Opportunities for job creation and growth – Regional strategies and best practice to address brain drain and brain gain

How can regional strategies be connected to fight skills shortages due to demographic change?

What general framework is required to find and implement local measures in order to build up sensitivity and responsibility to mobilise and strengthen unused potential?

Debate/Panel discussion

Dr Tomasz Slawiński explained the major demographic challenges and trends in the Polish Masovian Voivodeship, mainly in relation to emigration and ageing, and focused his presentation on their connection with the regional strategies. In Masovia there are still important problems such as population decline, excessive internal migration, urban concentration and ageing. Among the main actions, Masovia intends to activate dormant labour-market assets and improve the demographic situation, fighting against exclusion and enhancing social infrastructure, public health and healthcare.

Dr Domingo Orozco presented the Region of Valencia's strategy for tackling demographic challenges, according to the future of healthcare based on integrated and continuous care. Risk predictions are stratified in this region's strategy, where information and communication systems are common to the whole scheme, including patients' unique clinical history. Empowering patients and new roles for nurses, such as those related to telecare and case management, are at the core of this strategy.

Henrik Webel described the emigration trends in Sachsen-Anhalt during the 1990s and the importance of the involvement and coordination of various actors at different geographical levels. There is a need for integrating and activating them through a common framework. A number of challenges must be addressed, including sensitisation, support, mutual learning, etc. Mr Webel presented the main actions undertaken since 2013 aimed at strengthening local approaches, as well as those that are to be launched in the near future.

Taavi Aas presented a project carried out in Tallinn providing free public transport, as a result of a political decision on the basis of social, economic, ecological and tax reasons. The city absorbs immigrants coming from smaller cities, but at the same time it has to tackle a high level of emigration to Finland. The free public transport is helping to deal with these challenges. Tallinn is a founder of the European Network of Free Public Transport.

Conclusions

The moderator, **Jorge Pinto Antunes**, concluded that Member States and their regions are facing different demographic change challenges depending on their individual characteristics, and that the possible solutions are therefore very broad: free public transport in Tallinn, modernisation of the healthcare system in the Region of Valencia, activation of the dormant assets of the labour market in Masovia and the integration of a number of actors dealing with these demographic challenges in Sachsen-Anhalt. Last but not least, the workshop ended with the strong involvement of the public, who participated through their questions and comments and interacted with the speakers.

"The development and implementation of decentralised concepts or initiatives in dealing with demographic change should be strengthened. A good way is to establish a suitable framework to facilitate 'mutual learning', including offers of meaningful support."

Henrik Webel



Workshop 2: Opportunities for job creation and growth – Regional strategies and best practice for boosting employment in the field of active and healthy ageing

Debate/Panel discussion

Juhanni Pekola spoke of the specific challenges associated with the low birth rate of Kymenlaakso, his home region in Finland. The problem was said to arise from a number of societal factors, including the heavy demands of work, studies and housing. He also referred to the development of anti-family sentiments and stressed how young adults' active engagement in their careers has made it harder to rear children. The implications of this situation were presented as being detrimental, including increased pressure on the welfare state and health-care system. It was stressed that new policies must be developed aimed at supporting ambitious young adults, so that family life can once again be a viable prospect and go hand in hand with a successful career.

Beatriz Martinez-Lozano Aranago focused her presentation on the Spanish region of Murcia. By referring to specific examples of successful programmes and initiatives, the audience gained an insight into some effective ways in which to combat the problems of an ageing population. Such initiatives included the socio-sanitary coordination programme and the 2013-2015 chronic disease strategy, both of which have been successful in improving older people's quality of life by reducing the probability of long-term illness and developing a range of inclusive social activities for achieving better integration into society. Other initiatives involved the promotion of healthy living, for which the health and tourism sectors were highlighted as vital. Success was said to be achieved through committed collaboration between both the public and private sectors, including multinationals, SMEs and HEIs.

The contribution by **Judith Phillips** was particularly positive and inspiring, with older people put forward as potential drivers of economic prosperity. Using Wales as an example, she demonstrated how 'the implementation of well-thought-out initiatives could put an end to ageist assumptions that older people are an economic burden'. 'Ageing Well in Wales' and 'Care in Business' were two such initiatives presented, both of which highlighting the need to embrace older people and the opportunity they provide for growth. As the consumers with greater spending power than any other age group, their contribution could potentially be immeasurable, particularly in relation to services such as the tourism industry. Their potential value to the economy was further demonstrated in their capacity as child-carers, making family life a plausible reality, even for career-driven young professionals.

Orsolya Gregán, speaking on behalf of Zoltán Szilvássy, put forward some interesting ideas relating to strategies and best practices for boosting well-being and employment among senior citizens in the Észak-Alföld Region of Hungary. Achieving this was said to be centred around four key components: services, research, equipment, and diagnostics and health. Innovative thinking was promoted within each component in order to satisfy the need to re-evaluate traditional medicine, provide functional food and reform education.

Conclusions

Richard Tuffs, the moderator, concluded that Europe must strive towards a society in which the priority is to expand and further develop the provision of services for older people. This will lead to an improved quality of life for an ageing population while simultaneously providing a platform through which older people can contribute to the economy. To follow such a strategy would put an end to the argument that senior citizens amount to an economic burden; instead, the potential they hold for driving economic growth would forever be realised, thereby transforming the negative connotations – the 'challenges' – currently associated with an ageing population into an instrument for driving prosperity.

Organiser/leader:

Representation of Saxony-Anhalt to the European Union

Chair/moderator:

Richard Tuffs, Director, ERRIN (European Regions Research and Innovation Network)

Speakers:

Juhanni Pekola, Research Director at Kymenlaakso University of Applied Sciences, Social and Healthcare

Beatriz Martinez-Lozano Aranago, Regional Advisor, Regional Ministry of Health and Social Policy, Region of Murcia

Judith Phillips, Deputy Pro-Vice-Chancellor of Swansea University, Wales

Orsolya Gregán, Speaker on behalf of Zoltán Szilvássy, Vice-Rector for Strategic Affairs, University of Debrecen

More information:

www.in3ca.eu
www.swansea.ac.uk
www.ageuk.org.uk/cymru/health-wellbeing/ageing-well-in-wales

Presentations:

www.odays.eu/opensdays2014

"The implementation of well-thought-out initiatives could put an end to ageist assumptions that older people are an economic burden. The opportunities that senior citizens provide for the economy are both considerable and longstanding, and it is high time we realise this and capitalise upon it."

Judith Phillips

Workshops

Connecting regional strategies



Affordable healthcare and economic growth through smart specialisation

07A09

7 October 2014

09:00-13:00

Organiser:

EU4Health

Chair/moderator:

Robert Otok, Director of the Association of Schools of Public Health in the European Region, Poland

Speakers:

Dr Peter Kaiser, Governor, Region of Carinthia, Austria

Levent Pirstina, Mayor, Buca Municipality, Turkey

Assistant Prof. Dusko Cerovec, Hospital Director, Special Hospital for Medical Rehabilitation, Krapinske Toplice, Croatia

Dr Marius Bogdan Spinu, ICT Manager, ESTAV Centro, Italy

Carolina Isiegas, Manager, Bio-Med Aragón, Spain

Prof. Jacek Bigda, Director of Strategy and International Relations Office, Medical University of Gdańsk, Poland

Prof. Michael Whitaker, Professor of Physiology, University of Newcastle, United Kingdom

Assistant Prof. Ivana Oborna, Vice-Rector, Palacky University, Czech Republic

Prof. Mirosław Jabłoński, Vice-Rector for Clinical Affairs, Medical University of Lublin, Poland

More information:

www.pomorskie-eu.pl/en/wiadomosci,open-days-2014-,172.html

Outline

The aim of the workshop was to raise citizens' awareness regarding smart specialisation, especially in the health sector. Smart specialisations offer an opportunity to focus EU funds better on common societal challenges and local opportunities. They are also highly responsible for building on each region's strengths and competitiveness. Innovations with ICT tools can provide not only more healthy life years for EU citizens, but also economic growth.

Debate/Panel discussion

Dr Peter Kaiser said that Carinthia Region is participating in the 'ICT and Integrated Treatment in Austria' project, which is part of the EU-funded Renewing Health project. Thanks to the proper devices, patients start with a medical examination and afterwards they measure vital parameters daily and monthly. After 30 days, or by exceeding parameter intervals, a parameter report is sent to the hospital information system. The doctor responsible checks the data and plans further treatment activities.

Mr Levent Pirstina stated that smartphone applications funded by public money are currently more and more commonly in use. The application reminds the patient, for example, to take a medication at the appropriate time. Daily individual activities and exercises are also planned for patients. Furthermore, in the case of Alzheimer's disease, patients have their own GPS transmitter, and thanks to this their family can monitor where they are at any moment.

Assistant Prof. Dusko Cerovec noted that treatment is based on the connection between two elements: natural products and innovative methods. In the area of ICT tools, there is teleconsultation. He emphasised that only 1% of the budget is available for carrying out research into innovative solutions. Unfortunately, there is still poor local awareness of EU funds.

According to **Dr Marius Bogdan Spinu**, the big advantage in Tuscany is the presence of highly innovative companies. The authorities often make public procurements and there are many public investments in health technologies. In the region of Tuscany there are 47 hospitals where personal salary processing takes place. The biggest challenge is to ensure a high quality of health services at an affordable price.

Ms Carolina Isiegas informed participants that in her region there is a working SALUD system, which is responsible for the administration of healthcare institutions and the improvement of their financial liquidity. A milestone in the development of the healthcare system was the introduction of telemedicine for basic services. In case of problems there is a helpdesk and a contact centre, which make the lines shorter in doctors' surgeries.

Prof. Jacek Bigda discussed how the main topic was education in the medical professions in conjunction with health services provided by university hospitals. A Hospital Information System was introduced in the University Clinical Centre, which operates on 600 terminals. New concepts for development include the introduction of an electronic disease history for each patient. One challenge that is also important, in Prof. Bigda's opinion, is partnership between universities and companies.

Prof. Michael Whitaker pointed out that the biggest challenge in the Newcastle region is to minimise the 11-year gap in healthy life expectancy between people aged 55 belonging to different social classes. One of the main projects is E-care, in which personal staff will remotely judge the progress in a patient's rehabilitation after a stroke, for example.



Assistant Prof. Ivana Oborna noted that in Olomouc Region, the healthcare system includes applications that control patients' conditions in the case of diabetes or pulmonary disease. Those applications work according to scheme below, e.g.:

LOW BLOOD PRESURE → SIGNAL TO THE DEVICE → MESSAGE TO THE CONTACT CENTRE

The region is taking part in EU health projects such as Renewing Health and United4Health. In the Czech Republic there is also a National eHealth Centre, which coordinates the introduction of ICT solutions in healthcare facilities.

Prof. Mirosław Jabłoński claimed that to modernise the healthcare system we should introduce a 'liaison service' with family doctors. Very often, visiting a doctor is completely unnecessary because patients need only a small amount of advice which can be provided online. In Prof. Jabłoński's opinion, people do not pay enough attention to preventing illnesses and maintaining a healthy lifestyle.

Conclusions

The workshop helped attendees to understand the current processes that are taking place in the smart medicine sector. It is a big challenge for all regions to modernise their healthcare systems, but the masterpiece is to cause economic growth thanks to these solutions. All of the speakers agreed that successes are always preceded by dozens of meetings, partnerships and cooperation between academic centres, enterprises, hospitals and the authorities.

"Innovation – matching what is needed to what is possible."

Prof. Michael Whitaker

Workshops

Connecting regional strategies



Interregional cooperation on sustainable and smart development for the economy based on well-being: Towards EXPO 2015

07A10

7 October 2014

11:15-13:00

Organiser/leader:

Lombardy Region

Chair/moderator:

Thomas Wobben, Committee of the Regions, Director for Horizontal Policies and Networks

Speakers:

Harald Jahn, European Investment Bank, Head of Division, Natural Resources and Agro-Industry Projects Directorate

Arnau Queralt, Director of the Advisory Council for the Sustainable Development of Catalonia

Branislav Bugarski, Provincial Secretary for Interregional Cooperation and Local Self-Government, Vojvodina

Gianni Fava, Regional Minister for Agriculture, Lombardy Region

Marco Baccanti, ASTER, Confindustria Emilia-Romagna, Member of the Foodbest Consortium

Outline

One of the EIB's priorities is to foster rural development through regional activities. The EIB supports the new policy objectives as well as emphasising resource efficiency, since some of the regions it works with are not endowed with abundant natural resources. The EIB has also made a commitment to financing SMEs, many of which were affected by the economic crisis. Young farmers are being sponsored by programmes aimed at creating jobs and innovation and at lending successional farmers up to EUR 5 million.

The new EC President Juncker wants to launch a new growth and employment initiative. According to the EIB, this initiative should address agricultural and rural development at the local level because it is just as important as large urban and industrial development.

This initiative should highlight smart, sustainable and inclusive farming. Focus areas for rural development should include biodiversity, food security, disaster prevention, water efficiency and proper drainage.

Debate/Panel discussion

Catalonia's agricultural sector is recovering and exporting over 90% of its food production, although this only counts for 4% of its GDP. **Mr Arnau Queralt** placed an emphasis on young farmers, as did **Mr Harald Jahn**, who claimed that they are not only contributing to the economy, but to the well-being of the population. One of Catalonia's main problems was also expressed multiple times by other representatives: access to financing.

Mr Branislav Bugarski explained that agriculture is of crucial importance to Serbia's economy. Pre-farming, farming and post-farming account for 40% of the GDP of the country (which hopes to join the EU within the next ten years). Serbia needs to maintain its competitiveness in food and beverage production, implement new technologies and further develop a knowledge-based society. Serbia's biggest challenge revolves in particular around the development of rural areas.

Mr Gianni Fava underlined the need to protect EU agricultural products. The food market around the world with the so-called 'Italian sounding' represents more than EUR 60 billion. Time-consuming and costly tests are done every day in Lombardy to insure quality certification. The quality of the EU food sector could contribute to the solution of the crisis, but it is necessary to ensure the legal framework and food safety at the international level.

Mr Marco Baccanti said that 'the EU cannot compete with the food volume on the market', and that 'if you want to be competitive, your product must be unique and have a high added value'. He listed four ways to ensure competitiveness:

- strong legislation and the implementation of quality controls;
- protection of designations of origin;
- innovations, technology transfer and collaboration between academia and industry at regional level;
- training and education of SMEs' management in e-commerce, marketing and internalisation.

Conclusions

The well-being economy needs an integrated EU policy approach with appropriate partnerships at different governance levels and a better legal framework, in order to boost innovation and growth according to the Europe 2020 strategy.

EXPO 2015 in Milan – Feeding the Planet, Energy for Life – will be an opportunity to continue a useful debate on the future of quality food production and to develop this strategic sector for all people in the world.



Innovative regional solutions to demographic change

Outline

European regions have survived the ongoing economic crisis, but short-term issues, however severe, do not negate the need to address underlying issues of importance, such as demographic change. Demographic change is often broader than assumed. Naturally, it includes the need to ensure the active and healthy ageing of an increasingly elderly society – via, for example, innovative technological and policy solutions, such as telemedicine. In addition, demographic change also encompasses the issue of rural and peri-urban depopulation and ageing, as economically active and younger people continue to concentrate in urban areas. Urban areas themselves face demographic change in various forms, be it from migration, in its broadest sense, or from changes in the population structure (single-person households). Pockets of unemployment, especially among young people, are also a factor of such changes in population. This requires multi-faceted action regarding workforce development and vocational and employment training (VET), for both younger and older workers. This includes the need to improve the attractiveness of the caring professions.

Debate/Panel discussion

Torild Lende Fjermestad talked about how her region is really to age from 2020 onwards. There is a long tradition of cross-boundary and triple-helix working, for example an eHealth cluster, the Department for Immediate Assistance – a new local authority (LA) responsibility – has already been active for a year among people with a pre-existing condition. An inter-LA outpatient team increases workers' skills.

Karin Kalverboer discussed how the independent regional 25-member health board includes all stakeholders – e.g. LAs and the housing sector – and is now eight years old. Northern Netherlands is a benchmark region in The Netherlands for active and healthy ageing, especially for independent living. The boundaries between the healthcare system, well-being and independent living are all disappearing. Some examples included a project in which elderly people were consulted regarding independent living, which highlighted loneliness, and another in which older people made dolls' dresses with local children.

Tina Heide presented a full-scale telemedicine project for chronic obstructive lung disease patients. It is a unique project in Denmark in which all stakeholders are involved, with 1300 patients, 600 of whom are active. Chronic diseases affect 33% of people in Denmark and account for approximately 80% of the healthcare budget. Not all of the challenges to the healthcare system can be met simply by 'running faster', but eHealth is a possible solution: eHealth will not cure chronic obstructive lung disease, but it can improve patients' quality of life. When scaling up a pilot project, new staff may be less keen. The project uses off-the-shelf technology, e.g. Samsung tablets and open-source IT. Good broadband is essential.

Bo Edvardsson discussed how service innovation is a current buzzword. Service is value being created, i.e. learning rather than teaching. Never be defined by your resources. Innovation often requires the breaking down of institutional norms and rules, reconfiguring actors, resources and the focus of systems. The triple helix is well established in Vaermland, for example it funded ten new professorships at Karlstad University and its Innovation Park. A lack of resources is harder if it relates to staff, especially when scaling up a project.

Maria de Diego said that two main issues affecting the region of Castile and Leon are that it is sparsely populated, and therefore service provision is costly, and that there is an increasingly elderly population. The latter affects the former. Two in three elderly people live in rural areas. The region is focusing on: young people, especially with regards to education and employment; families and work-life balance; and migrants, with a focus on better integration. However, if a rural school or healthcare centre closes, this increases depopulation pressures.

Armgard von Reden gave a presentation on how, while some areas are growing by 20%, others are shrinking by the same amount. Diversity and integration are seen as essential, and mobility and education are the key. Young people were surveyed regarding their future plans and it was found that personal contacts and TV have the greatest influence and there is a general lack of information. Career-planning tools, such as ICT, are often gender-biased. Offering work experience within schools has halved the drop-out rate. The University of Hanover is open to those without a grammar school leaving certificate. Women are offered a one-year taster for technical jobs. Jobs are vital to maintaining vibrant rural areas. Teleworking is a possible solution for employment in rural areas and for avoiding depopulation.

Conclusions

The chairperson, **Adam Porkorny**, noted that demographic change is a 'wicked problem' that covers all aspects of policies and does not have an obvious right or wrong solution. Immigration offers only a temporary respite to ageing – immigrants get old too and their birth rates adjust to match that of non-immigrants. The economic crisis has led to the danger of a lost generation. The EU has three advantages, being outside of national politics: 1) suggesting the unwelcome/unthinkable; 2) performing data analysis and research; and 3) offering financing in a seven-year budgetary period. Local/regional authorities, due to their size, may be less silo-based. The exchange of best practice is an important tool.

07A11

7 October 2014

11:15-13:00

Organiser/leader:

Representation of the State of Lower Saxony to the EU

Chair/moderator:

Adam Porkorny, Head of Unit – ESF (Germany, Austria, Slovakia, Croatia), European Commission, DG Employment, Social Affairs and Inclusion

Speakers:

Torild Lende Fjermestad, Director for Health and Social Welfare, Klepp Municipality, Stavanger Region, Norway
Karin Kalverboer, Director of the Health Innovation Forum and Programme Leader for Care and Cure, Healthy Ageing Network Northern Netherlands (HANNN), Northern Netherlands, The Netherlands

Tina Heide, Project Manager, TeleCare North, North Jutland, Denmark

Bo Edvardsson, Professor and Founder of CTF-Service Research Centre and Vice-Rector of Karlstad University, Vaermland, Sweden

Maria de Diego, Director-General for Inter-institutional Relations and External Action in Castile and Leon, Spain, and Member of the Council of the Regions, European Union

Armgard von Reden, Lecturer, Department of Informatics and IT, Leibniz University of Hanover, and Partner in von Reden & Ahrenkiel Consultants, Lower Saxony, Germany

"Demographic change is a 'wicked problem' that covers all aspects of policies and does not have an obvious right or wrong solution."

Adam Porkorny

Workshops

Connecting regional strategies



Connecting regional strategies across borders

07A12

7 October 2014

11:15-13:00

Organiser/leader:

Euregio Meuse-Rhine

Chair/moderator:

Alexander Homann (Chair),
Head of the Representation of
the Belgian German Speaking
Community in Brussels, Belgium

Speakers:

Björn Koopmans, Coordinator,
Euregio Meuse-Rhine, Belgium

Petr Osvald, Member of the
City Assembly of Pilsen, Czech
Republic

Simon Ortner, Head of Unit of
Regional Planning, Lower Austria,
Austria

Martin Hakel, Head of Strategy
and Regional Development,
Bratislava Self-governing Region,
Slovakia

Petr Chládek, Manager of the
Regional Innovation Strategy of
Southern Moravia Region,
Czech Republic

Robert Nadler, Research
Assistant, Leibniz-Institut für
Länderkunde Saxony, Germany

Jean-Marc Venineaux, DG
Regional and Urban Policy,
European Commission, Belgium

More information:

www.centrope.com

www.dglive.be

www.euregio-mr.eu

www.evropskyregion.cz

www.kr-jihomoravsky.cz

www.limburg.nl

www.noe.gv.at

www.plzensky-kraj.cz

www.region-bsk.sk

www.sachsen.de

Outline

This workshop was dedicated to the topic of connecting regions and putting the idea of borderless regions into practise; this is also called the third generation of regional cooperation. It provided an opportunity to discuss experiences and differences between regions in western and eastern Europe. Many western European regions have already evolved a sophisticated model of cross-border cooperation. In contrast to that, eastern Europe, situated behind the former iron curtain, faces other challenges and the level of cooperation varies a lot there. In general we see regions which have a long history of cooperation, but also those which only began to develop regional strategies recently.

Debate/Panel discussion

Mr Koopmans outlined the idea of a metropolitan area and of reaching the third generation of regional cooperation by establishing the region without borders and with common policies. At the same time he emphasised the importance of thematic cooperation across the region.

Mr Osvald described the problems with cooperation among regions in post-communist Europe, the challenges of which are distinct from those of western Europe. Regional cooperation in eastern Europe is also complicated due to the different settings of political systems which have various competences. Finally, he highlighted the importance of connecting people in regions, but also of the smart planning of regional cooperation, which means understanding the differences between regions in the EU and finding appropriate solutions for each of them.

Mr Ortner outlined the fact that although the regions are different they face similar challenges, and he mentioned the problematic implementation of EGTCs (European Groupings of Territorial Cooperation). Lower Austria can be considered a metropolitan area which tries to put together the needs of its urban and rural parts. This region has made progress in terms of cooperation concerning public transport between Vienna and Bratislava.

Mr Hakel's speech also emphasised the relevance of cooperation in the field of interregional transport, which is the first area where we could see a tangible connection of the regions. In conclusion he made reference to the existing successful cooperation between Bratislava and Brno.

Mr Chládek agreed with the problematic implementation of EGTCs, especially on an administrative level. He also mentioned the area of Centrope and the high diversity in this region. However, they are working hard on a common strategy and sectors. Thanks to a common history in one republic, we can still find a strong attachment of the Southern Moravia Region to Slovakia.

Mr Nadler added that the form of cooperation varies in different contexts and he highlighted the necessity of evaluating projects to keep cooperation programmes sustainable. He pointed out the difficulty in communication between urban and rural representations because they do not share the same competences. Mr Nadler agreed with Mr Osvald on the importance of connecting people through cross-border cooperation.

Mr Venineaux spoke about the endeavours of all policy makers in promoting regional cooperation. The European Commission offers many tools, programmes, provisions and experts on EGTCs, but on the other hand it demands clear and highly analysed goals made by regions. We must not forget that the EU also proposes programmes from sectors other than cohesion policy.

Conclusions

The chairperson, **Mr Homann**, summarised the main challenges that still remain in regional cross-border cooperation. He pointed out the difficulty in implementing EGTCs and in the use of EU Structural Funds. The EU has rethought this regional cooperation and modified its tools to make them as effective as possible. Successful strategies should target changing the mindset of people, but also be mindful of the sustainability of projects and measuring these. In order to cope with all of these challenges it is necessary to communicate throughout all political levels.

"Research shows that imagining your cross-border cooperation as one borderless region is not just an academics' daydream, nor a political myth, but could be a reality that improves the working and living conditions of our citizens, and that implies more available jobs and all sorts of facilities."

Bjorn Koopmans



Regional smart specialisation strategies and key enabling digital technologies

Outline

The workshop discussion was aimed at industrial and regional mobilisation in terms of instruments such as public-private partnership, the networking of ecosystems and clusters, the pooling of sources of investment around specific projects from regional, national and European funding, and the role of a smart regional strategy.

Debate/Panel discussion

Prof. Westkämper described the initiative in machine manufacturing and the support of the region in creating the right public framework conducive to setting up companies and further investments, and creating the right ecosystems. He further mentioned several initiatives for manufacturing at the European, national and regional levels.

Prof. Melhuish showed his experience of building robotics ecosystems by starting from the academic competence centre, leading to research, skills generation and, with the right innovation, instruments for knowledge transfer and turning it into products and services. He described how robots are made by integrating advanced developments, and he mentioned the need for smart specialisation in deciding which parts are important and which require further collaboration, possibly across regions.

Dr Nelson shared his experience on how to build an innovation superhighway with an industrial strategy and the ambition of becoming the world's first compound semiconductor cluster. He highlighted the role of the EU in funding pilot lines which need to be turned into first production capacities. This industrial initiative is building from the bottom up and is seeking to attract a critical mass by pooling resources from regional, national and European levels.

Mr Floch described how first a power laser cluster, and then a photonics cluster, were built at the initiative of the public sector. He also mentioned how the organisation of business conventions, for presenting projects to investors, help drive further investments.

The audience participated actively in the discussion, which brought the following points to the fore:

SME actions, not only for electronics but also for robotics, photonics and manufacturing, in the form of e.g. I4MS, ECHORD and ACTPHAST, are crucial initiatives for building ecosystems and enabling the transfer of innovations to products and services. The ambition is to scale up these initiatives in the future thanks to regional support, with a vision of a 'digital hub' per region.

Regions can use a mix of approaches, striking the right balance between fully structured and engineered top-down planning and a more bottom-up organic development and more opportunistic approaches, building on current private initiatives, open infrastructures and industry-oriented research (that is, research aimed at transferring knowledge into products and services).

Conclusions

Mr Rouhana, the chairperson, concluded on how these hi-tech examples help regions compete with differentiating factors, with ICT as a driving force for products, services and business-model innovations. In the context of mega-trends in the developments of IoT (the Internet of Things), big data, better product design, improved decision making and more intelligence in machines, there is a clear need to master these technologies in order to compete or to use them better, as they are more and more complex. Specialisation supports expertise in technology, but it also needs to be included itself in the value chain and in collaboration with other regions. The EC has set up different instrument to connect and collaborate with regions. The speakers presented four different models on how a cluster of excellence was set up in the regions, at the initiative of industry, of academia, by public sector intervention in framework conditions or by directly investing in the set-up. Regions have a key role to play in fostering these ecosystems, and the EU is eager to receive regional inputs on how to fine-tune instruments to regional needs, in order to achieve better jobs and growth in Europe.

07A13

7 October 2014

11:15-13:00

Organiser/leader:

European Commission, DG Communications Networks, Content and Technology, Unit A, 'Components and Systems'

Chair/moderator:

Khalil Rouhana, Director of DG Communications Networks, Content and Technology, Unit A, European Commission

Speakers:

Dr Drew Nelson, OBE, DSc, FREng, FLSW, President and CEO, IQE plc, United Kingdom

Prof. Dr Engelbert Westkämper, Fraunhofer-Institute IPA, University of Stuttgart, Germany

Prof. Chris Melhuish, BSc MSc PhD C. Eng FBCS FIET, Director, Bristol Robotics Laboratory (BRL), University of Bristol and the University of the West of England, United Kingdom

Hervé Floch, General Manager of ALPhA – Route des Lasers, France

More information:

Digital Agenda:
ec.europa.eu/digital-agenda/en/news/creating-synergies-between-regional-smart-specialisation-strategies-reindustrialisation-europe

Workshops

Connecting regional strategies



Creative industries for growth and jobs in the EU: The crucial role of regions in boosting the creative economy

07A14
7 October 2014
11.15-13.00

Organiser/leader:

Unit on 'Textiles, Fashion, Design and Creative Industries', DG Enterprise and Industry

Chair/moderator:

Philippe Kern, Director, KEA European Affairs, Belgium

Speakers:

Hasan Bakhshi, Director, Creative Economy in Policy and Research, Nesta, United Kingdom

Vincent Lepage, Director, DG Economy, Employment and Research, Public Service of Wallonia, Belgium

Dr Nikos Vogiatzis, Chief Business and Technology Officer and Co-founder of Corallia Clusters Initiative, Member of the gi-Cluster Governance Council, Greece

Bernd Fesel, ECCE (European Centre for Creative Economy), Germany

Denise Barrett, Creative SpIN Programme Manager, Birmingham City Council, United Kingdom

Philippe Vanrie, CEO of EBN Innovation Network (Belgium)

Agata Etmanowicz, Fabryka Sztuki, Łódź, Poland

Outline

Two panels of experts contributed to the discussion. Panel 1 focused on the impact of creative industries on regional innovation and on other economic sectors and Panel 2 attempted to reply to the question of how regional and local authorities can support creative industries and generate spillovers for the benefit of the wider economy.

Debate/Panel discussion

Hasan Bakhshi presented the existing evidence of the impact on regional innovation and development, in particular in the UK. He highlighted the importance of spillovers, i.e. various forms of interactions between creative industries and the rest of the economy.

Vincent Lepage presented the recent study on the size and role of creative and cultural industries (CCIs) in the Walloon economy and the recommendations for stimulating creative collaboration between the business world and CCI actors. Amongst the recommendations he mentioned raising awareness (spreading success stories), creating match-making platforms to stimulate cross-sectoral linkages, putting in place financial incentives (e.g. vouchers), and the importance of integrating creativity into the industrial mainstream.

Nikos Vogiatzis highlighted the role that ICT and modern technology can play in rebranding and marketing industries (traditional but also creative industries) and in enlarging the offer of traditional industries. For example, in Greece the cultural content is not digitised: this could enlarge the cultural offer.

Bernd Fesel described several initiatives in the Ruhr Region, including the NICE Partner network which promotes good practice, and Art for Business which promotes collaboration between artists and e.g. the health or construction industry.

Denise Barrett explained the Creative SpIN (Creative 'Spillovers' for Innovation) project aimed at creating a thematic network across Europe which will address the challenges of how best to connect cultural and creative industries with other sectors to stimulate the effects of spillover.

Agata Etmanowicz insisted on the importance of public-private partnerships in putting in place initiatives: the Art Incubator set up at Fabryka Sztuki is an example of collaboration between regional and municipal authorities dedicated to providing support to companies from the creative sector. She also highlighted the fact that this project, which was initially related to culture, became a business-oriented project and received funding for business development.

Philippe Vanrie mentioned some elements of key importance to the creative industries: incubation and acceleration, places (physical and online platforms for them to meet and work), facilities (transforming traditional places into creative ones), convincing industry leaders to use creative industries, training and capacity building, access to finance, etc. He also reflected on whether we should have a sector-specific approach in terms of policy; if the answer is yes, then it has to be a transversal approach (breaking silos).



Conclusions

In the discussion the speakers reflected on the role of the EU in supporting creative industries. They highlighted the following points:

- The need for networking and advocacy: the workshop was a good example of involving different actors (EC, national/regional/local authorities, etc.). One speaker highlighted that there is more awareness of creative industries at the EU level than in many regions and Member States.
- Successful micro-initiatives could be scaled-up at EU level.
- Smart specialisation is a good tool for 'forcing' regions to think strategically and make a case for creative industries (over 60 regions indicated cultural and creative industries as one of their priorities in the smart specialisation strategies).
- More facts and figures are needed: the creative industries are mostly qualitative, hence the importance of case studies.
- The importance of an adequate intellectual property framework, education and professional development, as well as internationalisation (many regions are integrated inwards; however, they have to go from local to global).
- Ultimately the goal of those supporting the creative industries is always the same: to create growth, business and employment.
- Several speakers mentioned the need for an EU strategy for the creative industries (some countries have a strategic approach, e.g. Korea). Such a strategy would not only allow better coordination, it would also provide an impulse to Member States and regions not yet convinced of the importance of the creative industries, as well as support to those that have already put in place local and regional strategies.

In the wrap-up, Luigi Vitiello underlined the fact that the DG Enterprise and Industry will analyse the possibility of developing a specific industrial strategy for the creative industries at EU level in order to boost the sector, notably through the optimal use of instruments at EU level.

He also mentioned the study that will be launched next year with the aim of analysing the growth potential of the sector, existing barriers and the added value of a European strategy. The reaction of the audience was very positive, including colleagues from other DGs (e.g. the DG Education and Culture).

Workshops

Connecting regional strategies



Territorial dynamics for smart, sustainable and inclusive growth in EU cities and regions – Presentation of the Sixth Cohesion Report and of the ESPON Synthesis Report

7 October 2014
11:15-13:00

Organiser/leader:

European Commission, DG
Regional and Urban Policy

Chair/moderator:

Nicola De Michelis, Member
of the Cabinet of Commissioner
Johannes Hahn

Speakers:

Lewis Dijkstra, European
Commission, DG Regional
and Urban Policy

Peter Mehlbye, ESPON
Coordination Unit

Peter Schneidewind,
Metis GmbH, Austria

More information:

Sixth Report on Economic,
Social and Territorial Cohesion
[ec.europa.eu/regional_policy/
sources](http://ec.europa.eu/regional_policy/sources)

Third ESPON 2013 Synthesis
Report

[www.espon.eu/main/
Menu_Publications/Menu_
SynthesisReports](http://www.espon.eu/main/Menu_Publications/Menu_SynthesisReports)

ESPON TerrEvi project – Territorial
Evidence Packs for Structural
Funds Programmes

[www.espon.eu/main/
Menu_Projects](http://www.espon.eu/main/Menu_Projects)

Outline

The workshop was opened by **Nicola De Michelis**, who started by welcoming more than 200 participants. The speakers presented the Sixth Cohesion Report, which shows how cohesion policy and EU regions have changed over time and how the new period of cohesion policy ensures a greater concentration on thematic objectives and a strong alignment with the Europe 2020 strategy. They also presented the Third ESPON Synthesis Report and the TerrEvi project. The main finding of the report complements the Cohesion Report by taking a deep look into the EU territories and their challenges in terms of territorial development.

Debate/Panel discussion

Lewis Dijkstra presented the main messages of the European Commission's Sixth Report on Economic, Social and Territorial Cohesion. He focused mainly on a) how regional disparities have changed due to the crisis, b) how cohesion policy supports environmental protection in EU regions and improves the urban environment, and c) how it encourages sustainable development, boosts the low-carbon economy and responds to climate change and biodiversity loss. Looking ahead to 2014-2020, the report outlines how investments will be focused on key areas like energy efficiency, employment, social inclusion and SMEs to get the most from investments to the benefit of citizens.

Peter Mehlbye presented the main points of the Third ESPON 2013 Synthesis Report. The report provides new insights into Europe in the world and its neighbourhood, key territorial partners in Europe including macro-regions, the development of urban and rural areas, as well as areas with geographical specificities. It is garnished with examples from targeted analyses that have been initiated, delivered and used by stakeholders in Member and partner States, regions and cities providing a European perspective on themes of interest to them.

The report relates in particular to the discussion of Europe's territorial diversity, potentials and challenges in the context of the economic crisis – although a lot of the research was carried out before the territorial impacts of the crisis could be studied and analysed.

Peter Schneidewind gave an overview of the ESPON TerrEvi project, which focuses on producing evidence for European Structural and Investments Funds (ESIF) programmes, with the aim of supporting the development of the programmes to be carried out in the 2014-2020 period. A first milestone of ESPON TerrEvi was the development of easy-to-understand fact sheets for all territorial cooperation programme areas presenting selected ESPON findings. The second milestone concerned ten specific programme case studies illustrating how ESPON material can be used to support the development of future programmes, e.g. by giving a comparative European dimension to the envisaged programme work. They provide the reader with insights on different types of ESPON territorial evidence with regard to the possible investment priorities of future programmes.

Conclusions

Nicola De Michelis concluded the workshop by opening the floor to the audience. Reactions underlined the following aspects:

The report extensively analyses the state of cohesion of the European Union and highlights the challenges faced by national, regional and local authorities in overcoming the impact of the financial and economic crisis. Cohesion policy has cushioned the dramatic decline of public investment, injecting much-needed investment resources into many Member States and creating vital financial stability which serves to attract private investment.

Several participants representing local stakeholders expressed their concern as to whether cohesion policy funding is enough to stimulate Member States' poorer economies and regions and to put them back on a convergence path.



Modernising industry to advance Europe – Tools to revive manufacturing activity across European regions

Outline

The workshop presented best practices and innovative approaches in the concentration of ERDF (European Regional Development Fund) funding on industrial innovation and research and presented examples of the use of smart specialisation strategies for setting strategic priorities and maximising regions' economic development potential.

Debate/Panel discussion

Mr Clergeau explained the process of identifying advanced manufacturing in Pays de la Loire Region and presented several regional instruments (Technocampus EMC2, the cluster EMC2, Technological Research Institute Jules Verne, Neopolia and the Compétences 2020 programme).

Ms Pinna explained why the Vanguard initiative is important for Lombardy and presented the activities of the Cluster on Intelligent Factory and the process of mapping out EU value chains in sustainable/clean manufacturing. She also mentioned existing and planned pilot plants in Lombardy Region and explained the value of establishing demonstrators with the involvement of other EU regions.

Mr Gondok talked about efficient ways of investing and using R&D infrastructure and presented the most promising projects relevant to industry on which the EIT+ is currently working. Moreover, he presented ways of fostering the commercialisation of research and engaging businesses.

Mr Garcia Porras presented the rationale behind the work of the European Commission on advanced manufacturing. He also presented financial resources and other tools available for supporting the modernisation of EU industry. Finally, he commented on possible ways to strengthen the cooperation between the EC, Member States and regions.

Conclusions

The chair, Mr Walendowski, concluded that Europe needs industry and industry needs Europe. If we work together – the EU, regions, Member States and industry – we will succeed in achieving a new European industrial renaissance based on advanced, digital and sustainable manufacturing.

*“Why advanced manufacturing?
Because Europe does not have any other choice.”*

Bonifacio Garcia Porras

07A16

7 October 2014

11:15-13:00

Organiser/leader:

DG Enterprise and Industry, B3

Chair/moderator:

Jacek Walendowski,
Technopolis Group

Speakers:

Christophe Clergeau,
Vice-President of the Regional
Council in charge of Economic
Development and Innovation,
Pays de la Loire, France
Valentina Pinna, Head of
Sector, Research, Innovation
and Competitiveness, Lombardy
Region Delegation to the EU, Italy
Tomasz Gondok, Vice-President
of the Board at Wroclaw Research
Centre EIT+, Lower Silesia, Poland
Bonifacio Garcia Porras,
Head of the ‘Innovation Policy’
Unit, DG Enterprise and Industry,
European Commission

More information:

ec.europa.eu/enterprise/adma

Workshops

Connecting regional strategies



A³: Adapt, Advance, Accelerate: Regional roadmapping for low-carbon green growth

07A17
7 October 2014
14:30-17:15

Organiser/leader:
Birmingham City

Chair/moderator:
Mathea Fammels, Head of Unit (acting) for Policy and Communications, European Institute of Innovation and Technology (EIT), Hungary

Speakers:
Barbara Zdrojewska, Chair of Lower Silesia Regional Council, Poland

Keynote speaker:
Sir Albert Bore, Leader of Birmingham City Council, United Kingdom
Adrian Healy, SmartSpect FP7 Project Coordinator, Cardiff University, United Kingdom
Ilona Szarapo, Head of Interregional Cooperation Unit, Lower Silesia Institute for Regional Development, Poland
Mira Jarkko, Expert on Environmental Affairs, City of Helsinki, Finland
Jon Bloomfield, Making Transitions Happen Platform Co-Chair, Climate-KIC, United Kingdom.
Alfonso Bataller, Mayor of the City of Castellón, Spain
Giovanni Fini, Head of the Environmental Quality Unit of the Municipality of Bologna, Italy
Mathieu Fichter, Policy Analyst, European Commission, DG Regional and Urban Policy, Competence Centre for Smart and Sustainable Growth Unit, Belgium

“We have to understand the importance of the Regional Innovation Scheme as a strategic instrument for the EIT”

Mathea Fammels

Outline

This debate, focused on smart regional strategies for a low-carbon transition, showcased the implementation of the low-carbon agenda at a regional level across Europe and its deployment through a wide range of innovative solutions. It brought together regional and local representatives and experts to discuss the Regional Innovation and Implementation model (RIC), developed by the Knowledge and Innovation Community on Climate Change (Climate-KIC) and supported by the European Institute for Innovation and Technology (EIT).

Debate/Panel discussion

Ms Zdrojewska pointed out that regional development policy and the policy on climate change should work together and that they have the potential for creating innovative ideas and putting them into practice.

Sir Albert Bore highlighted Birmingham's work on the Pioneer Cities project to develop a network for public procurement of innovation in his region. He brought the importance of Climate-KIC cooperation to the session.

Ms Fammels, as the chair of the session and representing the European Institute for Innovation and Technology, emphasised how this has been boosting the innovation agenda in European regions. Finally, she stressed the importance of the Regional Innovation Scheme as a strategic instrument for the EIT.

Mr Healy opted for a more provocative point of view. He connected the concepts of RIS, KICs and RICs and then analysed the added value which RIS means for the other two. However, in his conclusion he stressed his desire of seeing many more reactions from Climate-KIC and regions in terms of the smart specialisation side.

Ms Szarapo contributed the example of her Lower Silesia Region in Poland to the debate. As an affiliate partner of Climate-KIC she highlighted some of the opportunities that this collaboration has provided the region with – the development of the Regional Strategy on Climate Change, for example. Finally, she talked about the future plans within the new financial period, such as the intention of developing a package of low-carbon innovation proposals and project applications.

Ms Jarkko presented to the audience the way in which Helsinki-Uusimaa Region is fighting against climate change, drawing on the ideas of co-generation, cleantech, smart city planning and open data. Finland intends to become the global 'superpower' in the cleantech business in 2020, thanks to goals like, for instance, the creation of 40,000 jobs in clean technology and raising the number of cleantech companies from 2000 to 3000.

Mr Bloomfield contributed a broad view of the flagship project 'Transitions Cities'. In this case, he took the time to highlight five case studies in different regions in which they are working in this direction. He suggested that the success of these examples is due to the fact that the projects focus on a clear challenge that helps to build a critical mass of activity, and also because a demonstrator approach is the way to get real impact from low-carbon programmes.

Alfonso Bataller, the Mayor of Castellón, outlined the projects that have been carried out in the city as an example of sustainable growth and innovation leadership in Spain. He defined Castellón as an economically dynamic, integrative, safe, green and walkable city, but above all as a sustainable one, thanks to the cooperation with Climate-KIC and all the local policies geared towards this target.

Mr Fini explained how Bologna has been dealing with the adaptation to climate change and all its consequences. In this sense, he pointed out the Action Plan for Sustainable Energy, in which Italian economic associations have promoted the activity of professionals and companies working on energy efficiency and supporting them during the implementation of projects.

Mr Fichter gave the final remarks of the event from a sustainability and green-growth perspective. He also highlighted the role Climate-KIC RIC is playing and the long road ahead in terms of achieving a society with a conscience towards environmental challenges.

Conclusions

The OPEN DAYS event on Adapt, Advance and Accelerate: Regional roadmapping for low-carbon green growth, organised by Birmingham, Lower Silesia, Castellón, Helsinki-Uusimaa and West Midlands in cooperation with Climate-KIC, was a great opportunity to showcase regional and city innovation and implementation experiences and available instruments in the transition to a low-carbon economy.



SPACE4REGIONS: Satellite solutions as a driver for innovation and growth

Outline

In the framework of the twelfth week of Regions and Cities – OPEN DAYS, the regional alliance 'Regions for Space Applications Alliance', led by Apulia Region and composed of NEREUS members Andalusia, Aquitaine, Apulia, Basilicata, Bremen, Hessen and the City of Saragossa, organised the workshop 'SPACE4REGIONS: Satellite solutions as a driver for growth and innovation' in Brussels.

By sharing views on how space is anchored in regional smart specialisation strategies and operational programmes, possible areas of future collaboration were identified by the first panel. Concrete regional best practices were presented in the second technical panel, highlighting the benefits of space uses for their territories and citizens.

Conclusions

Christian Bruns concluded that even though the second panel offered fascinating and concrete examples of successful space applications, we are still far from an optimum use of technologies derived from space. Therefore, we need to understand why space technologies are not more broadly used. Part of the answer lies in the lack of public awareness, and to tackle this issue we need regions to implement space policies and to communicate better about the added value that space technologies can bring to our economies, societies and citizens.

"Regions can be strategic laboratories for the use of space services, in order to further stimulate the demand for space applications and services. Additionally, regions can contribute to fostering the development of SMEs in this sector, including highly technological start-ups, creating new occasions for connecting 'space' with 'society'."

Nichi Vendola

07A18

7 October 2014

14:30-17:30

Organiser/leader:

Puglia Region

Chair/moderator:

Christian Bruns, Vice-President of NEREUS (Network of European Regions Using Space Technologies, Germany)

Speakers:

Nichi Vendola, President, Apulia Region, Italy

Lucio Bernardini Papalia, Head of Basilicata Representation to Brussels, Italy

Peter Breger, Deputy Head of Unit of Copernicus Services, European Commission

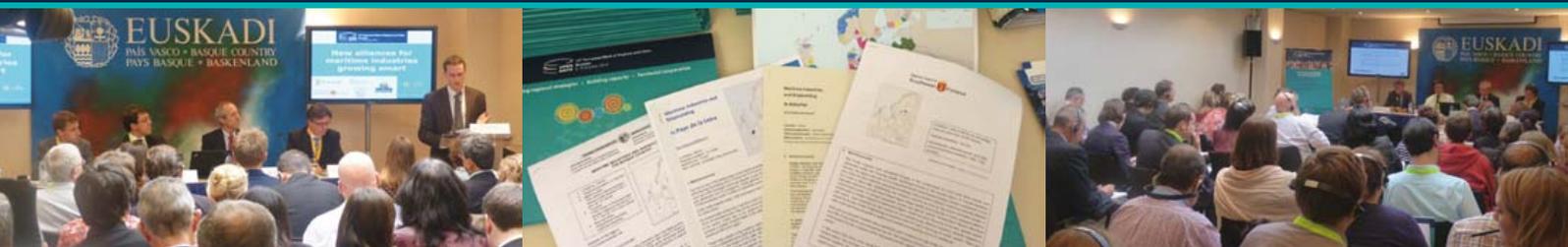
Michele Miele, Attaché Space, Permanent Representation of Italy to the European Union, Italy

More information:

www.nereus-regions.eu/OPEN_DAYS_2014

Workshops

Connecting regional strategies



New alliances for maritime industries growing smart

07A19

7 October 2014

14:30-17:00

Organiser/leader:

Pays de la Loire Region

Chair/moderator:

Nicolas Brookes, Director in charge of Regional Policy, CPMR (Conference of Peripheral and Maritime Regions), Belgium

Speakers:

Christophe Clergeau, 1st Vice-President, Pays de la Loire Region, France

Ramón Martínez de Murguía Urreta, Director for Training and Learning, Basque Government, Spain

Indalecio González, Manager of Renewable Energies Department, Fundación Asturiana de la Energía, Asturias, Spain

Juha Valtanen, Programme Manager, Machine Technology Center Ltd, Turku, South-West Finland, Finland

Eleftheria Nearchou, DG Enterprise and Industry, European Commission

More information:

cpmr.org/index.php?act=13,40

"A vocational training specialisation scheme and a close partnership with the maritime sector and enterprises are key factors for competitiveness and entrepreneurship.

R&D and entrepreneurial skills start with strong VET excellence centres, and in the European regions we are working on it."

Ramón Martínez de Murguía Urreta

Outline

Maritime industries offer considerable opportunities for smart growth, but have to overcome several obstacles such as skills shortages and mismatches, industrial reconversion and unfavourable financial conditions. Regions play an important role in accompanying the differentiation and diversification of companies and regional ecosystems.

The aim of this workshop was to show what kind of actions regions can take, be it through research and innovation support, education and skills, investment in ports, marine energies, internationalisation, or cluster policy. The implementation of the LeaderSHIP 2020 strategy and some concrete examples of interregional cooperation were also discussed.

Debate/Panel discussion

Mr Clergeau described the emergence of the marine renewables industry in his region, based on its maritime industrial heritage and competences in advanced manufacturing. He highlighted the need to finance demonstrators at European level through Horizon 2020, and not only research and development in the area of maritime industries. He criticised the fact that offshore wind is seen as mature, and therefore tends to be overlooked at the European level.

Mr Martínez de Murguía Urreta described the support of his region for industrial strategies in the maritime field, which is traditionally very important for the Basque economy, and for marine renewable energies in particular. Through centres of excellence and vocational training schemes, the regional government largely supports R&D projects as well as the training of a skilled workforce that is adequate to companies' needs and for encouraging young entrepreneurs.

Mr González explained that the Region of Asturias has identified marine renewable energies in its smart specialisation strategy and can rely on more than 300 companies in this field, as well as a strong industrial base in general and an important maritime training centre. The Asturian Agency for Energy is already engaged in several European collaborations, such as the Atlantic Power Cluster and the Ocean Era-Net.

Mr Valtanen described several case studies from South-West Finland, a region with a strong industrial heritage in shipbuilding and cross-functional competences. The Meridien innovation hub fosters cooperation at regional level to make maritime industrial professions more attractive, among other goals. The Blue CleanTech programme showcases the business case of combining blue and green technologies. The Turku shipyard also relies on cooperation with its suppliers based in the Blue Industry Park.

Ms Nearchou recalled the pillars of the LeaderSHIP 2020 strategy, which is placing huge emphasis on the diversification and differentiation of the shipbuilding industry towards new opportunities in the offshore sector, but also in classical shipbuilding. It is crucial to link European, national and regional efforts in implementing the plan. A first outcome was the set-up of the 'European Sectoral Skills Council for Shipbuilding' this year.

Conclusions

The moderator, **Mr Brookes**, concluded that it is the role of the regions to bring together different actors and strategies to build up a joint roadmap for maritime industrial development. The regions implement in their daily work the European strategies in the area of blue growth, smart specialisation, territorial cohesion, sustainable development and industrial renewal. By cooperating they can identify complementarities and foster industrial cooperation to gain competitiveness in international markets.

"It is urgent to strengthen the coherence of measures for marine energies and shipbuilding, in terms of access to finance and the use of state aid in the creation of industrial partnerships and European R&D, to encourage the emergence of truly European champions in the maritime industries."

Christophe Clergeau



A governance model for local growth and territorial cohesion: Taking inspiration from the Covenant of Mayors

Outline

As part of the preparation of the EU urban agenda, this session offered the opportunity to discuss the governance model proposed by the Covenant of Mayors, thus demonstrating the importance of the local and regional level for good European governance. High-level officials from the EU institutions and local leaders discussed the added value of this governance model and room for improvement, both from an EU perspective and with concrete examples from the front line. It also addressed the questions of how this model could be replicated in other fields and how it could contribute to the urban agenda.

Debate/Panel discussion

In his opening statement, **Pierre Calame** discussed how governance is a way of handling upcoming challenges and adapting the organisation of societies accordingly. Territories are crucial actors of the 21st century, and local authorities must apply the principles of European governance. There is a need for a new governance model based on the principle of active subsidiarity.

Local actors need to convince themselves and others that they stand equal to other supra-municipal levels and they must assert themselves in the global production flow with an ambitious agenda to realise their full potential.

Bas Verkerk presented on how Delft joined the Covenant of Mayors in order to find ways to implement technological solutions in an old and densely-populated city. Today, with the EU urban agenda and partly as a consequence of the inspiring example of governance of the Covenant of Mayors, cities and regions are in a strong position for becoming part of EU policy making.

Ferdi G. Licher discussed how cities are the most attractive territories in Europe (they are where people want to live and where growth and economic activity are found). All levels of government should co-create the EU urban agenda to look forward in the long term, to make Europe competitive and sustainable and to respond to the challenges posed by the 21st century. The EU urban agenda must be one of action, not of talk, and 'citizens must be at the steering wheel'.

Charlina Vitcheva highlighted the fact that there is a lack of delegation of decision-making power to cities and local authorities at EU level, and the EU urban agenda aims to respond to the needs of these actors. Moreover, it is important that the views of the local and regional authorities are acknowledged in the construction of this agenda, as they are implementing the policies on the ground and also in direct contact with citizens.

Jan Olbrycht talked about the increasing influence of cities, which sometimes goes against the EU regional approach and establishment.

The Covenant of Mayors is a good example of urban policy. Without financial support, with only a 'brand' effect, it has mobilised thousands of municipalities across Europe towards a clear goal of reducing CO₂ emissions. A weak point of the initiative is the lack of follow-up on policies and measures undertaken by cities. Action plans made by Covenant signatories should be 'fast-tracked' in order to access ESIF funding.

Conclusions

Pierre Calame concluded that the role of cities is increasingly recognised both by cities and other actors, but that a new role for cities means a new role for other actors that avoids hierarchy and creates flexible systems in which cities can be involved. By promoting multi-level governance, the Covenant also has the potential to be a powerful 'learning community'.

Networks of cities need to have more conceptual and building capacities to shape the transition agenda and to initiate renewed governance. Finally, cities represented in the Covenant of Mayors should come to the COP21 (Conference of the Parties) with a common urban agenda defined by an ambitious and shared goal.

"In complex systems we 'think with our feet', which is the only way to have a comprehensive approach to what is the reality of societies. However, this thinking can only be built through the sharing of experience and knowledge. The Covenant must clearly state its vision of innovation dynamics: act, confront experience, learn and provide feedback to take action directly or through capacity building."

Pierre Calame

07A20

7 October 2014

14:30-17:00

Organiser/leader:

Energy Cities

Chair/moderator:

Roumet Claire, Executive Director, Energy Cities, France (Moderator)

Pierre Calame, President du Conseil, Fondation Charles Leopold Mayer, France

Speakers:

Kristina Dely, Energy Cities, Head of the Covenant of Mayors Office, Hungary

Bas Verkerk, Member of the Committee of the Regions, Rapporteur on EU Urban Agenda, Mayor of Delft, The Netherlands

Charlina Vitcheva, European Commission, DG Regional and Urban Policy, Director for Inclusive Growth, Urban and Territorial Development, Bulgaria

Ferdi G. Licher, Director of Knowledge and Exploratory Analysis Department, Ministry of the Interior and Kingdom Relations, The Netherlands

Jan Olbrycht, Member of the European Parliament, Chairman of the Urban Intergroup, Poland

More information:

www.energy-cities.eu

blog.pierre-calame.fr

Workshops

Connecting regional strategies



Think SMART locally – Grow COMPETITIVE globally

07A21

7 October 2014

14.30-17.00

Organiser/leader:

Iasi County Council, Romania

Chair/moderator:

Enrico Martial, Eurocooperation,
Agence de coopération et
développement, Italy

Speakers:

Vittoria Alliata Di Villafranca,

Director of Administrative
Capacity Building and South-East
Europe, European Commission,
DG Regional and Urban Policy

Alin Constantin Aivanoaei,
Vice-President of Iasi County
Council, Romania

Remus Pricopie, Minister
of Education, Romania

Prof. Valeriu V. Cotea, University
of Agricultural Sciences and
Veterinary Medicine, Iasi,
Romania

Michal Ptaszynski, Innovation
Observatory, Chief Officer
- Marshall Office of the

Wielkopolska Region, Poland
Gian Angelo Bellati, Director,
Union of the Chambers of
Commerce of Veneto, Italy

Nicolas Evrard, Association
européenne des élus de
montagne, Mayor of Servoz,
France

Mario Montanari, Director,
Department of Agriculture,
Emilia-Romagna Region, Italy

Outline

The debate discussed, compared and exchanged best practices in implementing smart specialisation strategies in different geographical and cultural backgrounds using local assets as tools for sustainable development in two main areas: agriculture and ICT. The best practices presented were provided from various countries in Europe.

The debate was followed by a networking session, intended to provide a platform for discussions on a number of issues surrounding clustering cooperation, agro-business and RDI joint projects. Participants presented project ideas and identified partners for future joint actions.

Debate/Panel discussion

Ms Alliata di Villafranca presented the concept of smart specialisation, the debate and the evolution of the concept. Smart specialisation is an important exercise in all European regions in the new 2014-2020 funding period. Smart specialisation is also a good experience for administration and experts, private entrepreneurs and universities in Europe, and this seminar was a good example.

Mr Aivanoaei showed the importance of the events organised by the European Commission and the Committee of the Regions during the OPEN DAYS, offering the possibility to discuss and debate investment strategies of the Member States in order to increase the welfare of citizens. Under the logo 'Growing together – Smart investments for people' we discover solutions for implementing innovative policies focused on economic and regional growth.

Mr Pricopie spoke about the importance of education as a basic driver for innovation and a stimulating factor in increasing the competitiveness of the economy. He also underlined the social importance of teaching in terms of reducing the gap in skills and knowledge and territorial and social disparities. He stressed the role of the sciences in innovation: information and communication technology is essential for future development, as well as technology progress and knowledge in the European area.

Prof. Cotea presented 'New old wines in vine lands of Romania'. Romania is one of the oldest wine producers, cultivating vines for over 2000 years. At present, Romania occupies 5th place in Europe regarding vine surface and 6th place in European wine production. The physio-geographical factors and the economic environment have led to a varied distribution of vine plantations in Romania. Viticulture is a very dynamic area of Romanian agriculture, due to the absorption of European funds.

Mr Ptaszynski presented 'How ICT became one of the key elements of smart specialisation strategy in Wielkopolska'. Intelligent specialisation means identifying special features of each region, bringing together regional partners and resources around a vision for future development. Wielkopolska has a well-developed ICT sector, producing computers, electronics and automated systems for administration and business. In administration, integrated systems can replace old public services: transport, energy, lighting, data management, embedded systems and activities in the area of the 'Smart City'.

Mr Bellati presented 'Innovation and vision for rural areas looking at Expo 2015: "Feeding the Planet"'. Agriculture in Veneto Region has significant profitability returns thanks to quality products and good brands, amounting to 9% of the regional GDP. Competitive products with the values of safety, quality, taste and respect for tradition are supported by innovation in ICT and by smart specialisation. Over the past 10 years, exports from Veneto Region have more than doubled.



Mr Evrard talked about 'Quality, specificity and innovation in agriculture in mountain areas: good practices and new ideas'. Good practices in mountain agriculture increase the quality of tasty and authentic natural products and services. Added value can be created by quality and marketing, by the human dimension and by developing services of general interest. Regions need to renew and enlarge agri-tourism as part of a territorial system, also by smart specialisation. From an economic to a territorial perspective, agriculture can become the heart of local development strategies.

Mr Montanari presented 'The Green Catalogue. The experience of Emilia-Romagna Region in transferring innovation by advisory, training and information services'. In 2012 the Rural European Network analysed best practices for innovation in 25 EU countries and drew up 7 study cases which are also useful for suggesting experiences for the 2014-2020 programming period. The Green Catalogue is one of these. In Emilia-Romagna good funding management could better support a dynamic private initiative.

Conclusions

Mr Martial, the chairperson, underlined the common thinking of the different experiences. These shared common goals and concepts, trying to foster innovation and growth from the diversity of each territory. The debate showed the importance of smart specialisation as a bottom-up driver for projects, innovation, jobs and better living conditions, supported by general policies on education, culture and on an improved and open business environment. 'We have a common language and common political goals to be achieved through territorial commitment and smart specialisation.'

"Better education and good management of local potential – of the smart specialisation issues – are two good assets for growth and jobs."

Remus Pricopie

Workshops

Connecting regional strategies



Bioeconomy: A partnership between agriculture, forestry and industry

07A22
7 October 2014
14:30-17:00

Organiser/leader:
DG Agriculture and Rural
Development/DG Enterprise and
Industry

Chair/moderator:
Daniele Colombo, Head of
Strategic Planning, Innovhub SSI,
Milan, Italy

Speakers:
Reinhard Büscher, Head of
Unit 'Chemicals Industry', DG
Enterprise and Industry, European
Commission, Brussels, Belgium
Rob Peters, Head of Unit
'Research and Innovation',
DG Agriculture and Rural
Development, European
Commission, Brussels, Belgium
Fabio Boscaleri, Policy Officer,
Tuscany Region, Brussels,
Belgium
Piero Cavigliasso, Director of
Institutional Relations and Public
Funding, Biochemtex, Tortona,
Italy

More information:
ec.europa.eu/eip/agriculture

*"Bioeconomy is about
sustainable economies
and societies."*

Rob Peters

*"Bioeconomy is not a
goal in itself; it needs to
be complemented by
different policies."*

Reinhard Büscher

Outline

This joint workshop of two Directorates-General of the European Commission looked at bioeconomy projects/initiatives and their contribution to promoting growth in rural areas, from both the supply and demand for biomass perspectives.

Many rural regions have a strong potential for locating biorefineries for processing second-generation feedstocks in an integrated way in order to produce the different green chemicals needed to manufacture other products and create new industrial value chains. On the supply side, green chemicals are highly dependent on biomass availability. Therefore farmers and other actors in rural areas play an important role in boosting the bioeconomy.

Presentations

In his presentation, **Reinhard Büscher** examined the bioeconomy sector and its development towards new forms of cross-sectoral cooperation, involving agriculture, chemicals and recycling at the same time. He went on to assess in detail the role of farmers for biorefineries and promoted the example of a 'map of opportunities', developed by Fachhochschule Münster in Germany, which shows the availability of fermentable materials, sales opportunities and possible areas for biogas plants. He continued by showing cross-sectoral relations of feedstocks with other sectors and concluded by presenting a model on the shift from bioeconomy to bioindustry. Finally, he informed attendees about an upcoming call for an expression of interest addressed to regionals organisations interested in developing sustainable chemicals production (model demonstrator regions).

In his presentation, **Rob Peters** explained the approach of the European Innovation Partnership 'Agricultural Productivity and Sustainability' (EIP-AGRI) for supporting the diversification and sustainable orientation of rural economies. In this context he presented the new approach under the Europe 2020 strategy to link various partners from practice, research and business in operational groups to work on concrete innovation projects. He emphasised the fact that the rural development regulation, the main funding instrument of the EIP-AGRI, puts a specific focus on facilitating the supply and use of renewable sources of energy, by-products, wastes and residues and of other non-food raw material for the purposes of the bioeconomy. He outlined the idea that nearly all regional and national rural development programmes presented to the European Commission so far intend to implement the EIP-AGRI and he invited participants in the workshop to become part of the EIP network.

Fabio Boscaleri gave a regional insight into how the supply side, in this specific case the forestry sector, can promote a strong bioeconomy in rural areas. He stressed the need for improved interregional/cross-border collaborations targeted at bioeconomy investments.

Piero Cavigliasso presented the example of the world's first commercial-scale cellulosic ethanol plant which turns agricultural waste into fuel. He stressed the importance of using waste and land that is not suitable for agriculture, and not entering into competition with food production.

Debate/Panel discussion

At the beginning of the discussion it was highlighted that there needs to be a distinction made between bioeconomy and bioindustry, as the industrial base is only one aspect of the bioeconomy. In this context, the growing service sector accompanying the development of the bioeconomy was referred to as an additional aspect. Furthermore, a purely industrial approach could hinder the uptake of regional concepts that are developed from the bottom up by non-industrial actors. It was argued that the ideal scenario should be a 'win-win' situation which harnesses opportunities both for industry and for sustainable rural areas as a whole.

Conclusions

The chairperson, **Daniele Colombo**, concluded that bioeconomy is often a question of definition. There are different labels in use, but it is important not to stay within theoretically defined boundaries. The workshop showed that the holistic approach to bioeconomy, which was requested by many workshop participants, is supported at EU level by different policy instruments which complement each other.



Harnessing the potential of Horizon 2020 for building effective smart specialisation strategies

Outline

The aim of the workshop was to explain and illustrate the role of Horizon 2020 in fostering research and innovation at the regional level. Within the context of research and innovation strategies for smart specialisation (RIS3) and the Innovation Union initiative, regions are deemed to make better use of available funds and their synergies in order to enhance their competitiveness and their position in the global value chain. Despite the geographically blind approach taken by Horizon 2020, it represents another instrument available for regional authorities for reaching these targets. However, regions have to learn how to build synergies and how to integrate structural and research funds, having different rationales. This learning process has to be anchored in the context of RIS3 development. The workshop thus targeted all the stakeholders potentially concerned with such synergies in order to expand their knowledge on the practical and strategic aspects related to these.

Debate/Panel discussion

Ms Warin, introducing the topic, stressed that the workshop was timely, considering the introduction of RIS3 as an ex-ante condition for the European Investment and Structural Funds and the recent publication of the first Horizon 2020 calls. The focus would then be on showing how effectively the synergies can work and offering concrete examples from the ground.

Mr Clar mentioned the key elements for a good RIS3: an outward-looking approach, strategic thinking, a forward-looking dimension and a strong focus on priorities. Building on the Baden Württemberg example, he illustrated how to have both a bottom-up and a top-down approach when defining the strategy. He also gave an example of the RIS3 in the EU, stressing the gap between the European countries and the missing outward-looking aspect.

Ms Agrimi presented the case of Puglia Region as a positive example of a RIS3 exercise in a convergence region, the success factors being the involvement of stakeholders and citizens as well as working in close collaboration with the Smart Specialisation Platform of Seville. She particularly underlined the learning and competence-building process that has to take place within the regional administration in order to be able to drive RIS3 efficiently.

Ms Schroecker focused on the potential of key enabling technologies (KETs) for regional innovation strategies. KETs are cross-sectoral topics that can be found in several RIS3 across Europe. The new DG Research and Innovation calls increasingly encourage proposals to look into synergies and propose methods to increase the territorial impact of projects. Despite different languages, the DG Research and Innovation and the DG Regional and Urban Policy are now working together towards these synergies.

Mr Tuffs took a very pragmatic approach, suggesting three ways in which regional authorities can achieve synergies across funds. Firstly, regions have to join up from the inside, applying a quadruple-helix model and engaging with stakeholders, communities and citizens. Secondly, they have to connect outside, at the European level, with regions facing similar issues and having similar potential. Finally, they have to make use of RIS3 as a tool for finding these synergies.

Conclusions

The workshop obtained a double result. On the one hand it practically illustrated how synergies can be achieved and strategies developed by regional authorities in the EU, by providing concrete examples to the audience. On the other hand, it emphasised the need to concentrate efforts even further on training and competence-building activities in order to allow managing authorities to make the best of the synergies.

"We have to be patient with RIS3. We need to stress the capability-building process for the managing authorities in order to enable them to work with these new synergies."

Mr Günter Clar

07A23

7 October 2014

14.30-17.00

Organiser/leader:

DG Research and Innovation, Unit B5, 'Spreading Excellence and Widening Participation'

Chair/moderator:

Colombe Warin, Policy Officer, DG Research and Innovation, European Commission

Speakers:

Doris Schroecker, Head of Unit, DG Research and Innovation, European Commission

Günter Clar, Director of European Strategies and Innovation, Steinbeis-Europa-Zentrum, Germany

Richard Tuffs, Director of ERRIN (European Regions Research and Innovation Network), Belgium

Adriana Agrimi, Head of the R&I Department, Puglia Region, Italy

More information:

- [European Commission, Enabling synergies between European Structural and Investment Funds, Horizon 2020 and other research, innovation and competitiveness-related Union programmes.](#)
- s3platform.jrc.ec.europa.eu/home
- [European Commission, Guide for Research and Innovation Strategies for Smart Specialisation](#)
- [S3 working papers and policy briefs: s3platform.jrc.ec.europa.eu/links](#)

"We have to look at the search for synergies as a tool for achieving greater results and not as the end in itself of our work."

Ms Adriana Agrimi

Workshops

Connecting regional strategies



A place-based approach for areas far away from basic services

07A26

7 October 2014

14:30-17:00

Organiser/leader:

DG Regional and Urban Policy

Chair/moderator:

Nicola De Michelis, Director,
DG Regional and Urban Policy

Speakers:

Sabrina Lucatelli, Policy
Coordinator, Department for
Development and Economic
Cohesion, Italy

Piotr Zuber, Expert, Poland

Silvia Vignetti,
Director of CSIL Milano, Italy

Adam Kullmann, Acting
Co-Director, Open Society
Foundation, Hungary

More information:

The Italian Inner Areas
national strategy:

www.dps.gov.it/it/arint/index.html

Outline

A more place-based approach is one of the important reforms of cohesion policy. This should not only be applied in cities. Areas far away from basic services can also benefit from such an integrated approach, in line with the territorial cohesion objective. Such an approach requires the engagement of multiple levels of government and stakeholders. Therefore this workshop was jointly organised by the Commission and the Italian presidency of the Council. Firstly, the ambitious Italian Inner Areas strategy was explained, giving a national perspective on how place-based solutions can help. Next, the work done by the Commission on scenarios for integrated territorial investments was presented, and more specifically a scenario for urban-rural linkages that shows how ESI Funds can now be used together. Several examples of place-based approaches in the 2007-2014 period were discussed (yes, it is already happening!). Finally, on-the-ground experience with working on Roma integration was shared.

Debate/Panel discussion

Ms Sabrina Lucatelli talked about how the degree of accessibility to basic services is a useful concept capable of focusing policy making on the improvement of European citizenship and addressing the old dichotomy between urban and rural regions. A strong institutional partnership alongside a participatory approach is needed to foster territorial cohesion and the recovery of inner areas. The Italian national strategy aims to reinforce the demographic structure of inner areas, capitalising on local assets and stimulating new job opportunities.

Mr Piotr Zuber discussed how, especially in areas far away from basic services, an integrated approach to territorial development needs a coordinated effort by different development partners and European funds. This is not always easy, due to the thematic organisation of ESI Funds and to institutional, cultural and political factors, but it pays off. ITI (integrated territorial investment) is designed to support this integrated approach and can create ownership among local and regional stakeholders.

Ms Silvia Vignetti spoke of how evidence collected within the framework of a recent study shows a number of effective interventions carried out in past programming periods at different territorial levels and in a wide range of sectors and thematic areas which succeeded, often unconsciously, in putting into practice the principles of place-based approaches. They can shed some light on the challenges and added value of a place-based approach.

Mr Adam Kullmann underlined the fact that the Open Society Foundation has already worked for several years in the area of helping Roma integration. Areas with poor services often coincide with areas where Roma live, frequently caused by segregation or discrimination. He gave some examples of lessons that have been learned: social indicators should be used to focus support; do not compete between areas because they are all in need; every project needs time for planning; and Roma people should be supported by internal and external advocates to help their integration.

Conclusions

Nicola De Michelis, the chairperson, concluded that we already have evidence of successful projects that shows that a place-based approach in areas far away from basic services is working. The Italian Inner Areas strategy and the new territorial tools in the European Structural and Investment Funds have the potential to mainstream this approach. However, additional efforts are needed to harmonise and integrate the ESI Funds even further, both at European and at Member-State level.

"Applying an integrated approach might not be easy, but it is worth the effort."

Piotr Zuber



Cooperation in smart specialisation strategies

Outline

The development of the smart specialisation strategy has been a unique journey for every European region over the past few years. Different models, specialisation areas and methods of implementation have raised questions within every European region. How can regions develop their own RIS3 strategy? And how could regions establish further international collaboration with regards to the RIS3 strategy? This workshop session provided an overview of how six different European regions and states organised their smart specialisation strategy. In addition, the debate addressed the questions and issues raised by the audience and the moderator, **Katja Reppel**.

Debate/Panel discussion

Frédéric Pinna illustrated the process of developing the RIS3 strategy for the Région Centre in France and elaborated on how the implementation of the RIS3 strategy affected the region. He illustrated the focus areas of the RIS3 strategy, which are ICT for heritage tourism, metrology and environmental engineering, biotechnologies for health and cosmetics, energy efficiency technologies for construction and buildings, and systems for energy storage. He stressed the fact that collaboration is a necessity for European regions, yet warned that European regions should not always seek collaboration with the usual suspects.

Pieter de Jong presented the Fryslân RIS3 strategy in which water technology, RES and milk are the main topics. Concerning water technology, the Province of Fryslân has helped to combine industrial and academic cooperation and will continue to reduce fragmentation in the water sector. Only by uniting all the SMEs can this niche sector make a fist within Europe and realise its full potential. Fryslân is looking for international partners in this process.

Peter Wostner described the challenging process of the Slovenian RIS3 strategy development, which is still an ongoing process. He pointed out that demand for the RIS3 strategy also functioned as a reason for reorganising national policies and governance. Their biggest challenge was, and still is, the setting of priorities and this determines their focus areas for the RIS3 strategy. He stressed the fact that the involvement of all stakeholders and ongoing dialogue are essential for developing and maintaining the RIS3 strategy.

Jean-Marie Pruvot described the development of the Nord-Pas de Calais RIS3 strategy and its core issues. Based on regional and academic strengths, the region's strategy mainly focuses on advanced materials and large equipment, housing multinationals such as Bombardier.

Helen Oscarsson presented the RIS3 strategy of East Sweden and explained the process of its development. Based on technical and business development, innovation is created in the green industry of East Sweden. The cluster focuses on bio-based agriculture and contains many SMEs, but does not contain a university in the region. The cluster stresses the need for and importance of collaboration across borders in order to create further innovation.

Agrita Kiopa represented the Latvian Government and illustrated the ongoing process of the RIS3 strategy development. She pointed out that while on paper the RIS3 strategy seems ready to be implemented, it leads to difficulties when put into practice. She urged for a widening of participation and international collaboration, while European regions could provide best practices and experiences in terms of developing their own RIS3 strategies.

Debate

During the debate, moderator **Katja Reppel** illustrated the fact that all of the RIS3 strategies described by each of the participants contained cross-over elements in relation to each other. Thus, collaboration among European regions based on the RIS3 strategy seems a logical consequence. Furthermore, questions and comments from the audience about possible collaboration in the water sector between certain regions were discussed, intended partnerships were reviewed and future prospects were illustrated.

Conclusions

Katja Reppel concluded that the need for cross-border cooperation is a necessity for each European region and a logical consequence of the development of the RIS3 strategy. She stressed the need for concrete business cases and the wider participation of every European region.

"We must widen our scope as European regions, look beyond the usual suspects and realise that RIS3 strategies connect us in ways we have not experienced before."

Katja Reppel

08A01

8 October 2014

09:00-10:45

Organiser/leader:

Antenne interrégionale Auvergne – Centre – Limousin.

Chair/moderator:

Katja Reppel, Deputy Head of Unit, 'Smart and sustainable growth', DG Regional and Urban Policy, European Commission

Speakers:

Frédéric Pinna, Director, Regional Agency for Innovation and Technology Transfer, ARITT Centre, France

Pieter de Jong, Wetsus EU Liaison Office, Wetsus/Province of Fryslân, The Netherlands

Peter Wostner, Secretary, Government Office for Development and European Cohesion Policy, Slovenia

Jean-Marie Pruvot, Director, Nord France Innovation Développement, France

Helen Oscarsson, Cluster Coordinator, Vreta Kluster, Sweden

Agrita Kiopa, Deputy State Secretary, Ministry of Education and Science, Latvia

More information:

www.auvergnecentrelimousin.eu/vie-de-lantenne/item/1522-open-days-centre

www.regioncentre.fr

www.arittcentre.fr/s3

www.fryslan.nl

www.watercampus.nl/en

www.svrk.gov.si/en

www.nordpasdecalsis.fr

www.vretakluster.se

www.izm.izm.gov.lv/ministry

Workshops

Connecting regional strategies



How key enabling technologies projects can contribute to the implementation of smart specialisation strategies

08A04

8 October 2014

9:00-10:45

Organiser/leader:

European Commission,
DG Enterprise and Industry,
'Key Enabling Technologies
and Digital Economy' (E4)

Chair/moderator:

Michel Catinat, Head of Unit,
European Commission, DG
Enterprise and Industry, Unit E4,
'Key Enabling Technologies and
Digital Economy', Belgium

Speakers:

Markku Markkula, Advisor
to the Aalto Presidents, Aalto
University/Member of the EU
Committee of the Regions, First
Vice-President of the EPP Group
(European People's Party), Finland

Jean-Jack Queyranne,
President, Rhône-Alpes Regional
Council, France

Roberto Zafalon,
EU Technology Programmes
Director, STMicroelectronics, Italy

Tullio Antonio Maria Tolio,
Member of the Board of
Directors, Cluster AFIL
(Associazione Fabbrica
Intelligente Lombardia), Italy

More information:

[ec.europa.eu/enterprise/sectors/ict/
key_technologies/index_en.htm](http://ec.europa.eu/enterprise/sectors/ict/key_technologies/index_en.htm)
ketsobservatory.eu
s3platform.jrc.ec.europa.eu/map

Outline

The fruitful discussions – chaired by Michel Catinat – confirmed the convergence of views on the opportunities offered by the European KETs strategy. Guest speakers from different horizons participated in the panel, ensuring a representative cross-section of stakeholders involved in the deployment of KETs in Europe. The session was attended by numerous participants, including regional authorities.

Panel discussion

Markku Markkula stressed the importance of the growth/employment impacts of Horizon 2020 projects and emphasised the need to go further in terms of open innovation processes to disseminate KETs in regional ecosystems.

Jean-Jack Queyranne highlighted the importance of designing regional policies aimed at raising the level of strategic collaboration between public and private actors, and pledged for an ever-closer cooperation between industrial and regional authorities to set up projects leveraging growth and employment.

Roberto Zafalon represented the industrial stakeholders' point of view and stressed the necessity of overcoming the remaining challenges of synergies between ESIF and Horizon 2020 – notably in terms of synchronisation of the processes.

Tullio Tolio presented the Vanguard initiative, the goal of which is to 'lead by example' through a bottom-up entrepreneurial renewal of European priority areas (such as sustainable and efficient manufacturing for Lombardy).

Conclusions

In conclusion, it was acknowledged that the EU KETs and regional policies offer lots of opportunities for industry to invest in KET-based products, but their cross-fertilisation should be further enhanced. Regions have a key role to play in the emergence of industrial projects.



The cluster approach: Innovative ways towards enhanced regional competitiveness

Debate/Panel discussion

Dr Joanna Drake underlined the importance of exploring key issues such as synergies between EU funds, as well as European programmes such as COSME (the Competitiveness of Enterprises and Small and Medium-sized Enterprises) and Horizon 2020. According to Dr Drake, Europe needs to support a cross-sectoral innovation process via new technologies and service innovation. In particular, regions need to identify where they are in global value chains.

Dr Luigi Rossetti analysed the results of 'i-Start', an innovation programme aimed at building processes of integration and collaboration among SMEs through the implementation of innovation projects for clusters. He underlined how this programme captures the innovation 'needs' of even those businesses (micro/small enterprises) that would have significant difficulty accessing other tools, favouring networking relationships among them. The i-Start programme is an integral part of Umbria Region's innovation strategy in terms of establishing an approach that favours an emphasis on immediately visible results. Finally, Dr Rossetti explained how i-Start implemented 75 innovation projects for clusters in 2012 and 2013, which involved 239 SMEs.

Mr Sebastian Rynkiewicz spoke on behalf of Podlaskie Region. His presentation was devoted to the recommendations of the Working Group on Cluster Policy in terms of recognising areas of cluster development in line with the concept of smart specialisation for Podlaskie. Thanks to this presentation, participants in the debate were able to learn about how the study of pre-accession EU research indicated by the experts contributed to smart specialisation where the metalworking cluster can play a key role.

Mr Łukasz Bilski underlined the importance of key directions in the development of regions. He discussed the role and importance of his region's economic activities in relation to energy efficiency and renewable energy sources, which has been designated as one of the priorities of the development of the Swietokrzyskie Region.

Mr Juan Bossicard stated that Software.Brussels contributes to the realisation of good ideas and by doing so helps to position the Brussels Capital Region as a leading European pole of growth in the software sector. It was initiated by a public body and is more and more transitioning a company-led initiative that operates in an international environment.

Ms Linda Jamison reflected on the contribution that Invest NI's Collaborative Network programme has made towards supporting SMEs in Northern Ireland. She focused on an understanding of the Northern Ireland economic context for collaboration and the programme's impact on encouraging and supporting innovation, skills development, knowledge transfer and enhanced economic competitiveness across multiple sectors.

Mr Francesco Fionda gave a brief overview of the elaboration process of the smart specialisation strategy (S3) of the Autonomous Region of the Aosta Valley. The S3 definition was based on a bottom-up approach that took into account the socioeconomic specificities of the region. The 'mountain' aspect in particular played a central role in the S3 strategy, having social and cultural implications as well as an economic impact on the regional framework.

Ms Smith said that a key challenge of clustering activities is to insure that we build cooperation for fruitful collaboration and not for activities that we can do on our own – it is about identifying synergies. Cluster-to-cluster collaboration – networking the networks – is about addressing those synergies by stimulating cross-sector collaboration.

According to **Mr Schultze**, governance is at the core of smart specialisation. We expect the RIS3 strategies to be based on a bottom-up process involving stakeholders such as universities, clusters and industry, i.e. a truly interactive entrepreneurial discovery. Although it is not always perfect, in particular concerning the number and broadness of selected priority areas, which are often at the level of meta-clusters, and concerning the intensity and consequence of the entrepreneurial discovery process, smart specialisation has already led to a 'renewal of the regional planning culture', according to a recent survey by Fraunhofer.

According to **Mr Martínez**, to be successful in the implementation of a smart specialisation strategy the most important thing is to believe strongly in what you are doing and to be able to involve the regional leaders. The bottom-up approach implemented in Navarra allows the actors there to work with a lot of interesting ideas, and many of them are transformed into real projects, thanks to the open innovation system applied by the Moderna Foundation.

Conclusions

The moderator, **Mr Tuffs**, concluded that Europe needs a mind shift from a sector-specific outlook to driving synergies to develop new cross-sectoral clusters. SMEs are crucial as the engine of job creation in Europe. Clusters provide the opportunity for these to overcome the crisis and they have the potential for spreading innovation throughout regions.

08A05

9 October 2014

09:00-13:00

Organiser/leader:

Umbria Region

Chair/moderator:

Richard Tuffs, Director, ERRIN (European Regions Research and Innovation Network)

Speakers:

Dr Joanna Drake, Director, European Commission, DG Enterprise and Industry

Dr Luigi Rossetti, Department Coordinator for Enterprise and Employment of Umbria Region, Italy

Sebastian Rynkiewicz, Member of the Regional Working Group on Cluster Policy, Director at Tomas Consulting

Łukasz Bilski, Head of the Board, Regional Centre for Innovation and Technology Transfer Ltd, Poland

Juan Bossicard, Head of ICT and Creative Industry Business Unit, Software.Brussels Cluster, Impulse.Brussels, Belgium

Linda Jamison, Collaborative Network Manager of Invest Northern Ireland, United Kingdom

Francesco Fionda, Project Manager for the Department of Industry, Handicraft and Energy, Directorate Productive Activities, Aosta Valley Autonomous Region, Italy

Madeline Smith, Head of Strategy, Institute of Design Innovation, Glasgow School of Art, TCI, United Kingdom

Claus Schultze, Policy Analyst, European Commission, DG Regional and Urban Policy, Competence Centre for Smart and Sustainable Growth

Workshops

Connecting regional strategies



What is the most effective way to support SMEs? Local and regional perspective

08A07

8 October 2014

11:15-13:00

Organiser:

The 'European challenges – Local solutions' regional partnership
Leader: Lubuskie Region

Chair/moderator:

Maarit Nyman, European Commission, DG Enterprise and Industry, Acting Head of Unit, 'Small Business Act, SME Policies'

Speakers:

Miroslav Matešić, Deputy Mayor of the City of Rijeka, Croatia

Tunc Soyer, Mayor of Seferihisar, Seferihisar Municipality, Turkey

Marcin Bąkowski, CEO of Sinersio Polska, Lubuskie Region, Poland

Ana Mihail, Maastricht Centre for Entrepreneurship, City of Maastricht, The Netherlands

Randi Høxbro, Business Development Centre, Esbjerg Municipality, Denmark

Marjan Weekhout, Board Member, Kennispark Twente, Twente Region, The Netherlands

Outline

Easing access to finance for SMEs and entrepreneurs remains one of the major ways of supporting SMEs in most regions and cities across the EU. Moreover, we should not forget that it is not the only means of stimulating entrepreneurial spirit and economic growth by regional and local authorities. Over the years, regions have provided many initiatives and policies aiming at facilitating the development of local and regional businesses by adapting them to the economic, legal and environmental specifics of the region. However, the key is to provide SMEs with the most effective support, adapted not only to external conditions but also answering to SME needs, depending on their type, and what is often missing is taking into account the background of entrepreneurs. The workshop aimed to provide insights from regional and local perspectives into the most effective approaches to regional and local support for SMEs, depending on different means of support and different target groups.

Debate/Panel discussion

The presentation of the regional implementation of the Small Business Act given by **Ms Maarit Nyman** from the DG Enterprise and Industry provided an introduction for further interventions and discussion.

Regions play a key role in the implementation of the SBA: because regional and local authorities are closer to SMEs, they can adopt an active role in implementing policies in such fields as education and training, entrepreneurship, providing advice and funding. They can create an SME-friendly administration. Ms Nyman presented actions taken at regional level and she supported her presentation with a couple of examples of good practices in European regions.

Mr Matešić presented the main areas of support for SMEs in Rijeka, based on the development strategy for 2014-2020 with its priorities based on the knowledge society. The city provides support to entrepreneurs and those who want to become entrepreneurs in three ways: firstly, through education for entrepreneurship and support for the development of business ideas via Startup Incubator; secondly, through stay-in-business incubators for more favourable lease terms for office space and support at the growth and development stage of business start-ups; and finally, through grants for strengthening the competitiveness of businesses at the mature stage of the business market.

Mr Soyer introduced the case of the Turkish municipality of Seferihisar. As Turkey is not part of the EU, the municipality is not using support typical of EU municipalities. Mr Soyer concentrated his intervention, among other things, on synergies arising from a network of producers and on making more of export potential, which also provides more opportunities for consumers.

Mr Bąkowski talked about the SME support system in Poland and the importance of EU Cohesion Funds to the Polish economy, as these are providing opportunities for the SME sector to develop. He stressed the fact that SMEs constitute 99.8% of the total number of enterprises in Poland and that they generate 48.4% of GDP. A very important means of supporting small and medium-sized enterprises is not only financial (grants, loans, etc.) but also through pro-innovative advisory and new systemic services.

Ms Mihail, in her presentation on 'Incubating people and business', introduced the Maastricht Centre for Entrepreneurship as a means of supporting SMEs. The main pillar is triple-helix cooperation via a business incubator. The main reason for incubating is that 90% of SMEs fail during their first year because of inexperience, not fitting the market or the lack of a proper team. The incubator helps to set up a basis for the future entrepreneur by providing all kinds of support, thus solving the above-mentioned problems thanks to boot camps, consultancy sessions, demo days, access to expert advice, etc. What is also important is that a presence in the incubator creates a strong community.



Over the last few years, Esbjerg municipality has transformed from a fishing industry into the EnergyMetropolis. **Ms Randi Høxbro** presented the activities of the Business Development Centre in Esbjerg with case studies of SMEs and entrepreneurs moving from more traditional sectors to innovative ones, e.g. M.I. Montage – from traditional blacksmith to offshore subcontractor.

Support activities in Esbjerg include: talent programmes, event activities in collaboration with other organisations which share interests in growth development, EU projects for stimulating regional growth adopted locally, and most importantly company visits to assist in problem solving, project possibilities and business knowledge.

Ms Weekhout presented the opportunities offered by Kennis Park Twente for SMEs. Support platforms include the Portal to Innovation for SMEs that have a question about innovation, that are willing to work on their competitive advantage through innovation. The support provided includes, among other things, expert advice with follow-up and access to the entire region's network and knowledge experience. Since June 2013 the portal has helped 180 entrepreneurs. Another activity is the Portal to US, which gives SMEs an introduction to US universities and the chance to take part in match-making events for Dutch enterprises/spin-offs and US investment companies. It provides knowledge exchange between US and Dutch incubators, custom-made programmes and training, as well as inviting key people from the US to The Netherlands.

Conclusions

Discussion about the support for SMEs is extremely important as they are the most important actors in achieving European goals. Active SMEs are the core element in achieving a smart, sustainable, inclusive and successful Europe. SMEs are also essential factors in the development of an innovative and integrated Europe. The debate provided an opportunity to learn new things and acquire proper tools for implementing different approaches in our cities and regions in terms of the most effective ways of supporting SMEs, based on our varied and multi-level experience.

Workshops

Connecting regional strategies



Cities towards growth and social innovation through social entrepreneurship

08A08

8 October 2014

11:15-13:00

Organiser/leader:

Municipality of Milan

Chair/moderator:

Fabio Sgaragli, Director,
Social Innovation and Social
Entrepreneurship Unit,
Fondazione Giacomo Brodolini,
Rome, Italy

Speakers:

Gorka Espiau Idoiaga, Director,
Innovation for Cities and Regions
Unit, Young Foundation, London,
United Kingdom

Lucia Scopelliti, Manager of
Smart City Services, Department
for Employment Policy, Economic
Development and Universities,
Municipality of Milan, Italy

Fabrizio Barbiero, Manager
of Torino Social Innovation,
Department for Economic
Development Innovation and
European Funds, Municipality
of Turin, Italy

Ahmed Aboutaleb, Lord Mayor,
City of Rotterdam,
The Netherlands

More information:

FabriQ, Social Innovation
Incubator, Municipality of Milan:

www.fabriq.eu/en

Torino Social Innovation,
Municipality of Turin:

[www.torinosocialinnovation.it/
english](http://www.torinosocialinnovation.it/english)

Outline

The seminar presented specific solutions at city level for fostering social entrepreneurship for growth by relying on different approaches (incubators, accelerators) and financial instruments (EU, public and private). European cities have a special role to play when it comes to delivering on Europe 2020, and investing in cities will lead to the Europe of tomorrow. Cities' high population concentrations lead to specific challenges but also provide the critical mass and creative potential for finding the required answers. New approaches are needed. Combining social change with innovation and technology is the key to more and better jobs for young people, social innovation and growth. Social enterprises, the market model approach to social innovation, are spurring on all Member States, bringing a wealth of innovations to challenges in health, welfare and a whole range of other public areas of concern.

Debate/Panel discussion

Mr Gorka Espiau Idoiaga introduced the topic of the workshop stating that there is a huge amount of innovative and creative work within urban areas, as many of society's most complex problems also manifest themselves there: unemployment, poverty, pollution and social mobility, to name but a few. Many city leaders share the aspiration of generating socially sustainable ecosystems with the potential to incubate disruptive innovations that will tackle the structural causes of inequality. These ecosystems have to be rooted in the city's identity and values in order to develop a long-term capacity.

Ms Lucia Scopelliti described the underlying vision for Milan Smart City, which is one that integrates the technological component with economic development and social inclusion. Within this framework, Milan has presented a range of current initiatives and focused on FabriQ, the administration's social innovation incubator. A physical space has been created to foster social innovation for local economic development in a specific area of the city, Quarto Oggiaro, through social start-up incubation, tutoring, co-working facilities, workshops and opportunities for the engagement of local stakeholders.

Mr Fabrizio Barbiero presented Torino Social Innovation, a platform developed to implement a set of strategies to support new young enterprises capable of addressing social needs in different areas of concern and create a blended value, which is economic and social at the same time. The added value of creating such a platform lies in the multi-stakeholder system, which is able to bring together complementary competences in research, innovation, entrepreneurship and policy for young people and which is aimed at addressing compelling social needs.

Mr Ahmed Aboutaleb shared the city's philosophy on social innovation, in which citizens are the ones caring for their neighbourhood, and are therefore the natural pivot of innovation initiatives on the ground. Therefore, there is a new role for cities to play as network builders, facilitators of new connections and architects of new social infrastructures. The role of elected representatives is to change the nature of the relationship between city administrations and citizens, by opening new communication channels and offering spaces, processes and platforms for engagement.

Mr Fabio Sgaragli concluded that there is a new emerging field of interesting connections being born, where old types of relationships between old actors is being replaced by new types of relationships between new actors. In this emerging field, far-seeing individuals and organisations in Europe are prototyping and testing new solutions to societal challenges. A new well of entrepreneurial spirit blended with civic engagement is spreading fast across countries. The evolution of ICT technologies and their increasing availability and affordability fuel this viral exchange of ideas and solutions. We are witnessing a paradigm shift in which grass-roots communities of change are shaping new local ecosystems. The role of cities today is to create the right conditions to foster and nurture those new ecosystems by adopting different strategies, including the creation of physical and online platforms to engage all relevant stakeholders and create new synergies and opportunities.

"There is a new role to be played by city administrations, one in which they act as facilitators of bottom-up change by creating the conditions for local actors to take the leadership in tackling complex societal challenges."

Lucia Scopelliti



FIN-EN sharing methodologies on FINancial ENgineering for enterprises

Outline

FIN-EN is an INTERREG IVC project bringing together 13 partners from 13 Member States and composed of managing authorities, public bodies and financial institutions, all involved in different stages of the implementation of financial engineering instruments (FEIs). FEIs are an option offered by the European Commission to Member States to maximise the efficiency and effectiveness of regional economic development policy.

The aim of the project is to promote the exchange of experience with a cross-section of financial instruments in both convergence and competitiveness regions, and to provide a comprehensive overview of the strengths and weaknesses of such instruments in practice, implemented without the support of the EIF (European Investment Fund).

Representatives from project partners, the European Commission, the European Parliament, and regional and national managing authorities, as well as entrepreneurs, discussed the added value of access to finance for European enterprises created by the FIN-EN project during the OPEN DAYS workshop.

Panel discussion

The panellists briefly stated their individual experiences with financial instruments in the 2007-2013 programming period and underlined the fact that financial instruments not only support a more efficient use of public budget means compared to grant financing but also attract additional private investors and thus maximise the availability of funding and investments.

In the subsequent discussion, the panellists confirmed that during the years when the financial crises hit most EU Member States, the provision of access to finance through tailor-made financial instruments enabled enterprises to continue to invest and develop. Furthermore, the panellists discussed the necessity of an ex-ante analysis and agreed on its relevance for the identification of market failures and the financial needs of enterprises. In addition, it was stressed that a stable legal framework needs to be in place to guarantee a level playing field for the effective implementation and performance of financial instruments.

Conclusions

The moderator, **Detlef Fechtner**, together with the workshop's panellists, concluded that financial engineering instruments have turned out to be a wide and sometimes heterogeneous range of experiences on different scales (national and regional). However, within the project, some best practices have emerged and proved to be of key relevance in terms of addressing common problems concerning the implementation of FEIs. In the participants' opinion, the new regulatory framework adopted by the EC can prove to be a more effective 'tool' for facing these hurdles. Finally, FEIs also enable public administration to find new instruments for dialogue with the banking system, finding new paths for a better implementation of cohesion policy.

"Financial instruments, as opposed to direct state grants, enable the available money from scarce public budgets to be invested in a way which is more efficient, thanks to their revolving nature. Promotional banks can ensure that public money has a multiplier effect through the use of revolving funds and professional financial management. We are therefore pleased that under the new 2014-2020 programming period, and particularly the European Structural and Investment Funds (ESIF), financial instruments will be used far more extensively than has been the case up to now."

Marcel Roy

08A09

8 October 2014

11:15-13:00

Organiser/leader:

European Association of Public Banks (EAPB)

Chair/moderator:

Detlef Fechtner, Correspondent, *Börsenzeitung*

Speakers:

Rudolf Niessler, Director, DG Regional and Urban Policy, European Commission

Constanze Angela Krehl, Member of the European Parliament, Germany

Marcel Roy, Secretary General, European Association of Public Banks, Belgium

Paolo Zaggia, Head of European Department, Finlombarda, Italy

Giorgio Martini, Director of Department IV of the General Direction for the European Unitary Regional Policy, Ministry of Economic Development, Italy

Francisco Nunes, Manager of the Financial Instruments Division, Operational Programme COMPETE Managing Authority, Portugal

David Read, Head of the European Programme, Department for Communities and Local Governments, United Kingdom

Steny Solitude, CEO of Perfect Memory (SME), France

More information:

www.fin-en.eu

www.eapb.eu

Workshops

Connecting regional strategies



Urban development: How Copernicus can support the management of public transport, emergency services and spatial planning

08A10
8 October 2014
11:15-13:00

Organiser/leader:

European Commission,
DG Regional and Urban Policy
and DG Enterprise and Industry

Chair/moderator:

Tomas Soukup, GISAT s.r.o.,
Czech Republic

Speakers:

Silvo Žlebir,
European Commission,
DG Enterprise and Industry
Matina Halkia,
JRC (Joint Research Centre)
Lewis Dijkstra, European
Commission, DG Regional
and Urban Policy
Tomas Soukup, GISAT s.r.o.,
Czech Republic

Outline

The workshop was opened by **Tomas Soukup**, who started by welcoming more than 100 participants. The workshop highlighted Copernicus's potential in providing handy tools for supporting spatial planning and public safety on a local, regional and European scale. Real-world applications from cities were shown, including how the Urban Atlas is used to detect building footprints, land use changes, urban sprawl and the decline of urban green areas, high urban densities, public transport, emergency planning and sustainable urban development in general in a pan-European comparable mode. Examples were presented on the use of the Urban Atlas in helping decision makers to prioritise community projects (e.g. in transport), allocating resources for the greatest impact and understanding the impact on categories of population of a policy decision, and supporting the mapping of areas affected by emergency situations.

Debate/Panel discussion

Silvo Žlebir gave an overview of the Copernicus programme, including practical examples in support of urban areas. Copernicus consists of a complex set of systems which collect data from multiple sources: earth observation satellites and in-situ sensors such as ground stations, airborne and sea-borne sensors. It processes this data and provides users with reliable and up-to-date information through a set of services related to environmental and security issues. The services address six thematic areas: land, marine, atmosphere, climate change, emergency management and security. They support a wide range of applications, including environmental protection, management of urban areas, regional and local planning, agriculture, forestry, fisheries, health, transport, climate change, sustainable development, civil protection and tourism.

Matina Halkia presented The Global Human Settlement Layer (GHSL), which is developed and maintained by the Joint Research Centre, the European Commission's in-house science service. The GHSL proposes a new way of mapping, analysing and monitoring human settlements and urbanisation in the 21st century. The GHSL integrates several available sources reporting on global human settlement phenomena, with new information extracted from available remotely sensed (RS) imagery. So far, the GHSL is the largest and most complete known experiment on automatic image information retrieval using high and very high remotely sensed image data input. The GHSL automatic image information extraction workflow integrates multi-resolution (0.5 m – 10 m), multi-platform, multi-sensor (pan, multi-spectral) and multi-temporal image data. The GHSL is an evolutionary system, which has the aim of improving the completeness and accuracy of the global human settlement description by offering free image information retrieval services in the framework of collaborative and derived-contents sharing agreements.

Lewis Dijkstra gave an overview of Urban Atlas and its use in the Sixth Cohesion Report. The European Urban Atlas is part of the local component of the GMES/Copernicus land-monitoring services. It provides reliable, inter-comparable, high-resolution land use maps for 305 Large Urban Zones and their surroundings (more than 100,000 inhabitants as defined by the Urban Audit) for the reference year 2006. The GIS data can be downloaded together with a map for each urban area covered and a report with the metadata. The Urban Atlas has a legend designed to capture urban land use, including low-density urban fabric, and a resolution that is 100 times higher than CORINE land cover. The maps of The Hague and Torino show how the Urban Atlas brings cities and urban fringes into focus, thanks to its superior resolution. The higher resolution in combination with the street network allows for a wide range of additional analyses, such as proximity to green spaces or train stations. The Urban Atlas provides a far more accurate picture of urban sprawl on the fringe of urban zones.



Tomas Soukup presented the UrbanAtlas+ project. It is supported by the European Space Agency (ESA) and aims to explore and demonstrate the potential of the Urban Atlas and demonstrate it using web-based data exploration and analytical tools with a focus on:

- urban growth dynamics monitoring and assessment providing insight into the land consumption and formation processes involved;
- socioeconomic data integration supporting integration of Urban Atlas data with conventional statistics in general, testing the standard Urban Audit set of indicators in particular.

In order to demonstrate the change-detection potential, the GMES Urban Atlas data are also updated within the framework of the project for selected cities/region in the Czech Republic. While the focus is primarily on the application areas serving urban/regional planning in the Czech Republic, the results are expected to be applicable to support the Europe-wide acceptance and application of the GMES Urban Atlas service in general.

Conclusions

Tomas Soukup concluded the workshop by opening the floor to the audience. Their reactions underlined the following aspects:

- Most of the participants were impressed by the new technology tools and mainly asked how the Copernicus programme can be useful for medium-sized cities.
- Many participants were interested in using the GHSL datasets and asked when these will be available.
- The majority of participants concluded that the programme and its outputs would be very useful for their work as local consultants, decision makers, etc.

More information:

Copernicus - The European Earth Observation Programme:
ec.europa.eu/enterprise/policies/space/copernicus/index_en.htm
GHSL website:
ghslsys.jrc.ec.europa.eu
Mapping Human Settlements from Space:
www.youtube.com/watch?v=1rPHJ6WZt8s

Urban Atlas datasets are freely downloadable from the EEA website (2006 available; 2012 forthcoming as production progresses): www.eea.europa.eu/data-and-maps/data/urban-atlas, along with technical details on the classification in the mapping guide.

Map viewer: www.eea.europa.eu/data-and-maps/explore-interactive-maps/urban-atlas-for-europe

Urban Atlas +
uaplus.gisat.cz

Workshops

Connecting regional strategies



Integrated approaches and how to make best use of new territorial instruments – Integrated territorial investment (ITI) and community-led local development (CLLD)

08A11

8 October 2014

11.15-13.00

Organiser/leader:

European Commission,
DG Regional and Urban Policy,
H1, 'Urban and Territorial
Development'

Chair/moderator:

Peter Ramsden, Managing
Director of Freiss Ltd, URBACT
Thematic Pole Manager for
Economic Development,
United Kingdom

Speakers:

Wladyslaw Piskorz, Head
of Unit, DG Regional and Urban
Policy, European Commission

Darinka Czischke, Consultant
and Guest Researcher, Delft
University of Technology,
The Netherlands

Susan Runsten, Acting CEO
of Development Gothenburg
North East, Sweden

Paul Soto, Team Leader,
European Network for Rural
Development (ENRD)

Piotr Zuber, Regional Policy
Expert, Poland

Adri Hartkoorn, Urban Manager,
Municipality of Rotterdam,
Kansen voor West Managing
Authority, The Netherlands

Outline

The Common Strategic Framework 2014-2020 for the European Structural and Investment Funds (ESI Funds) calls for integrated approaches in strategic planning and the implementation of the funds. In particular, sustainable urban development will be reinforced in all EU countries through min. 5% allocation to cities under the Regional Development Fund, and new tools such as integrated territorial investment (ITI) and community-led local development (CLLD) have been introduced for integrated strategies and territorial targeting of funds. What can we learn from urban development and CLLD programming at this stage? How could ITI and CLLD be used for integrated strategies?

Debate/Panel discussion

Wladyslaw Piskorz described how over one third of the EU budget can be mobilised through the reformed cohesion policy to actively support economic recovery, sustainable growth and job creation in line with Europe 2020 strategy. There is a strong emphasis on integration of the European Structural and Investment Funds within a common strategic framework, and integration of sectoral investments to address and target major urban and territorial challenges. A reinforced territorial dimension has also raised the profile of cities. New tools, such as ITI and CLLD, have sought to make an integrated approach easier by allowing for the combination of different sectors and funds to tackle specific territorial challenges. Engaging regional and local stakeholders is crucial for reaching common European targets.

Darinka Czischke discussed how preliminary findings from the URBACT study demonstrate that there is interest in the ITI tool in urban development. Some countries take a very pragmatic approach, while some are setting up more complex architecture and multi-fund approaches. Concerns have been raised about delegation to the local level. For CLLD, the diverse institutional and political cultures seem to facilitate or hinder uptake. CLLD is different – it is about co-creation by public and private partners, including the civil society. There is a need for capacity building, and for mapping and monitoring initial 'pilot' cases to raise awareness and to learn.

Paul Soto talked about how CLLD puts people facing a challenge in the driving seat. It is the only EU-wide programme in which strategies are designed and projects selected by local people. This has to lead to clear results at a local level (adaptation to local need, innovation, linkages and cooperation). In urban areas the focus of CLLD could be on small areas within cities, deprived neighbourhoods and city centres, smaller cities and their surrounding rural areas, and target groups or thematic approaches. Potential areas for rural-urban cooperation could include local food chains, sustainable construction, spatial planning and land-use management, services for the integration of newcomers, entrepreneurship and job creation, local services and social innovation, and water, energy and transport.

Piotr Zuber commented on how the expert work on ITI scenarios for the DG Regional and Urban Policy identified four common scenarios in the preparation of 2014-2020 programmes: metropolitan areas, deprived (urban) areas, territories with specific features, and integrated regional development with urban-rural linkages. These scenarios aim to give more clarity on the implementation of an ITI. A flexible approach (only a few requirements, such as territorial strategies or the obligation to delegate functions from MAs in the case of urban strategies); cross-sectoral approaches and the integration of funds; the promotion of multi-level governance and the possibility of empowering local actors; and space for experimentation and initiative at local level (municipalities, urban authorities, etc.) have all been listed as advantages of an ITI. However, challenges have also been identified such as programming territory-based actions within the structure of programmes and combining different funds.

"It is essential that the reformed cohesion policy is properly implemented at the right level and scale, ensuring multi-level governance."

Wladyslaw Piskorz



Susan Runsten spoke of how the City of Gothenburg aims to strengthen urban-rural linkages, utilise human and natural resources, create green-economy potential for new jobs, culture and design, and boost city-wide demand for locally produced food, through a CLLD strategy. Three ESI Funds will be involved: the EAFRD (European Agricultural Fund for Rural Development), the ESF and the ERDF (European Regional Development Fund). This peri-urban area represents 25% of the area of Gothenburg (112 km²) and is home to one in five people in Gothenburg (95,000). The population is young, and land and infrastructure are available for food production.

Adri Hartkoorn gave a presentation on how the Rotterdam ITI strategy builds on the ERDF (potential) and the ESF (unemployed) and on a demand (business) oriented approach. It involves cooperation between businesses and the education sector, and the stakeholders are residents, schools, businesses, the police, housing corporations, care facilities, the municipality and the state. The target area represents a low average educational level, high unemployment, low housing quality, and more than 50% of the inhabitants are first- or second-generation immigrants. The ITI will focus on school (a children's zone and finishing education), work (unemployed people and the school leavers' diploma) and living conditions (improving housing).

Conclusions

The reformed cohesion policy has become Europe's key investment policy to refocus, restructure and modernise the economy, and under which the urban and territorial dimensions have been reinforced. Both urban and rural areas can profit from the ITI tool that makes it possible to combine resources from different ESI Funds and use these for a place-based approach and in a more flexible way. Community-led local development, a bottom-up approach for designing and implementing local strategies, is still programmed mainly for the rural and fisheries fund areas. CLLD could be used more under the Regional Development Fund (ERDF) to involve local stakeholders from businesses, the public sector and civil society in urban areas, for example, and to profit from wider support from several funds, e.g. in urban-rural cooperation areas.

"CLLD is the only EU-wide programme in which strategies are designed and projects selected by local people."

Paul Soto

More information:

ec.europa.eu/regional_policy/index_en.cfm
ec.europa.eu/regional_policy/sources/docgener/informat/2014/guidance_iti.pdf
ec.europa.eu/regional_policy/sources/docgener/informat/2014/guidance_community_local_development.pdf

Workshops

Connecting regional strategies



Towards intelligent and sustainable urban mobility

08A12

8 October 2014

14:30-17:00

Organiser/leader:

Delegation of Prague to the EU

Chair/moderator:

Daniela Rosca, Head of Unit, 'Clean Transportation and Sustainable Urban Mobility', DG Mobility and Transport, European Commission, Romania

Speakers:

Sandra Švaljek, Deputy Mayor of Zagreb, Municipality of Zagreb, Croatia

Tim Steer, Head of Transport, Greater London Authority, United Kingdom

Pierre Kanuty, President of Ile-de-France Europe, Ile-de-France, France

Thomas Meissner, Cluster Manager for Transport, Mobility, Logistics and Deputy Head of Berlin Agency for Electromobility, Germany

Vadims Baranniks, Riga City Council Member, Chairman of Riga City Council Traffic and Transport Committee, City of Riga, Lithuania

Martin Šubrt, Head of Transport Telematics Development, Technical Administration of Roadways of City of Prague, Czech Republic

More information:

marek.polach@praha.eu

Outline

This workshop concentrated on how European capital cities and metropolitan areas should organise their transport systems in order to make them sustainable (environmentally, financially and technically). During the debate, the approaches of six capital cities were presented and profoundly discussed with the 100+ audience. During the discussion it was repeatedly mentioned that creating such a transport system is vital in order to enable the future economic growth of the wider metropolitan areas. In the area of alternatively fuelled vehicles it was quite interesting to compare the approach of Ile-de-France Region and Berlin-Brandenburg Region, which are concentrating on the introduction and development of the electromobility concept. Representatives of Riga, on the other hand, explained how hydrogen-fuelled buses were introduced into Riga's public transport fleet and what the challenges were in relation to this approach.

Ms Svaljek explained, during her presentation, how an integral and interconnected public transport system that includes public buses, trams, trains and individual means of transport was created in the Zagreb metropolitan area. **Mr Steer**, representing the Greater London Authority, spoke about current investments in infrastructure, intelligent surveillance and transport management systems as well as the proposed trend to introduce an ultra-low-emission zone in the London central area. **Mr Šubrt** presented on how quite intensive automotive transport is managed in Prague by using telematics appliances, surveillance technologies that significantly reduce the risk of traffic jams and enable the managing authority to react swiftly to transport situations.

Debate

Ms Švaljek gave a presentation on: 'Integration of public transport in the Zagreb metropolitan area.'

Mr Steer gave a presentation on: 'Greater London Authority: delivering sustainable urban mobility.'

Mr Kanuty gave a presentation on: 'Ile-de-France plan for the deployment of alternative-fuelled vehicles.'

Mr Meissner gave a presentation on: 'Electromobility as a promising concept for the future urban mobility and intermodal urban transport management system.'

Mr Baranniks gave a presentation on: 'Fuel-cell technology as an alternative fuel for public transport systems.'

Mr Šubrt gave a presentation on: 'Transport telematics and traffic management in Prague.'

Conclusions

The moderator, **Daniela Rosca**, concluded the debate by emphasising the need to concentrate on the following points:

- improving energy/resource efficiency, reducing transport dependence on fossil fuels, promoting instead alternative fuels (hydrogen, electromobility);
- supporting development and automation in road transport in order to improve road safety significantly, reduce congestion, increase energy efficiency and, especially important for urban areas, improve air quality;
- assessing the impacts and cost-effectiveness of new solutions to address the mobility challenges in urban areas;
- paving the way for the development of innovative mobility solutions, through the use of ICT technologies, for example in connected and automated vehicles, smart services and personalised services.

"The integration of electromobility and other forms of alternative-fuelled vehicles into transport systems is a key element of moving towards sustainable urban mobility."

Thomas Meissner



Promoting and protecting the tastes of Europe's regions and cities

Outline

The quality of Europe's agricultural and agri-food products is widely acknowledged. This seminar aimed to analyse whether coordinated EU investment for this sector's 285,000 SMEs could tip the competitive balance in Europe's favour. In a second panel, the seminar focused on how EU labelling legislation can affect competition. Participants gained an understanding of the EU funds available to support the promotion of local and regional produce from a representative of the European Commission, as well as the new EU promotion and labelling legislation for the agriculture sector, thanks to presentations from Europe's leading policy makers and practitioners. In addition to the presentation of a TwitterChat, which took place one week beforehand, the seminar was followed by a networking reception with a 'marketplace of best practice'.

Debate/Panel discussion

Michael Schneider talked about how the most pleasant way of understanding a European region or city is certainly to taste its local and traditional dishes and food products. Moreover, the thousands of small and medium-sized companies, which are responsible for producing the majority of our local and regional products, are a formidable asset for boosting growth and employment within the European Union.

Michel Lebrun said that the best and most effective promotion still remains the taste and quality of European products. Tradition, artisanal production and efficient production are the main ingredients needed to boost the confidence of consumers.

Mairead McGuinness discussed how Europe is a major producer of food and how agriculture is the backbone of the European economy. The European Union has the chance to go global in terms of jobs and growth, but we need to keep our unique selling point. Enabling local produce to become global is only one side of the coin. We should also be working towards strengthening the food supply chain, so that returns to producers adequately reward them for the work involved in producing food.

Hester Maij stated that the European Commission report on the case for local farming and a direct sales labelling scheme is an encouraging step forwards, but we still have a great deal to do to achieve European labelling which enables consumers to identify products.

Ettore Ponzo presented how the characteristics of regions and cities can be successfully promoted in the global marketplace, for example in the case of regionally produced wines, but he spoke of how this depends on their inclusion in the negotiations and implementation of new legislation.

Dario Dongo noted that food is about more than just the economy, it is also a matter of culture.

Mihail Dumitru said that there are many tools available for local and regional producers. He said that Europe has the products and the policies to support locally and regionally produced food and drink.

Pekka Pesonen stressed that locality as a marketing advantage must be regulated at the European level. Labelling local products would add bureaucracy and red tape for farmers and producers.

Jannis Balatsouras discussed how SMEs and micro-enterprises need more support and assistance when applying for quality labels, and to enable them to benefit from technological advances.

Conclusions

There was an animated debate between speakers and participants with much interest in getting a quick review of how the amended CAP (common agricultural policy) will affect local farmers and producers. **Cristina Zygomas**, the moderator, concluded that the tastes of Europe's regions and cities should be better promoted and protected through EU support. Quality and consumer choice must remain at the heart of EU food policy and there needs to be a common definition of central terms such as 'traditional', 'local' and 'organic'.

"The European Union needs to strengthen its support for the many small-scale producers and local markets, which play a vital role in providing regional economic growth and employment. We need to make use of the instruments that are available to local and regional producers, whilst also removing barriers and red tape so that all businesses can effectively compete on the single market."

Michael Schneider

08A14

8 October 2014

14:30-17:00

Organiser/leader:

EPP Group (European People's Party) in the Committee of the Regions

Chair/moderator:

Cristina Zygomas, Deputy Director, Euractiv

Speakers:

Michael Schneider, President of the EPP Group in the Committee of the Regions (CoR)

Michel Lebrun,

President of the CoR

Mairead McGuinness, Member of the European Parliament and Agriculture Expert

W. H. Hester Maij, Member of the Executive Council of the Province of Overijssel and Member of the CoR

Ettore Ponzo, Assembly of European Wine Regions

Dario Dongo, Founder of Il Fatto Alimentare, Italian online publication, and Founder of greatitalianfoodtrade.com

Mihail Dumitru,

Directorate-General for Agriculture and Rural Development, European Commission

Pekka Pesonen,

Secretary-General, European Farmers and Agri-Cooperatives (COPA-COGECA)

Jannis Balatsouras, Small Business Association, Greece,

representing the European Association of Craft, Small and Medium-sized Enterprises Food Forum (UEAPME)

More information:

www.web.cor.europa.eu/epp/News/Pages/14-10-09_food-workshop_summary.aspx

Workshops

Connecting regional strategies



Towards the CoR Blueprint for a renewed Europe 2020: Ideas and examples from EU local and regional authorities

08A15

8 October 2014

14:30-17:15

Organiser/leader:

Committee of the Regions,
Unit E2

Chair/moderator:

Thomas Wobben, Committee of the Regions, Director for Horizontal Policies and Networks

Speakers:

Markku Markkula, Member of the Committee of the Regions

Thomas Wobben, Committee of the Regions, Director for Horizontal Policies and Networks

Joeri De Blauwer, Europe 2020 Coordinator, Flanders in Action, Belgium

Annika Liedholm, Swedish Association of Local Authorities and Regions, Sweden

Carlo Jacobucci, First Secretary, Italy's Permanent Representation to the Council of the European Union

Steven Engels, Secretariat General, European Commission

Kajus Hagelstam, HoU Economic Governance Support, European Parliament

Prof. Iain Begg, LSE University, Chatham House, United Kingdom

Prof. Andrea Renda, CEPS, LUISS University 'Guido Carli', Italy

Kai Böhme, Spatial Foresight, Luxembourg

Outline

As part of the mid-term review of the Europe 2020 strategy, the European Commission has launched a public consultation before making proposals in 2015. In March 2014 the CoR published its mid-term assessment report on the Europe 2020 strategy and the Bureau of the CoR issued a declaration, 'A Territorial Vision for Growth and Jobs'. The Athens Declaration states that partnership, multi-level governance and territorially differentiated targets will ensure effectiveness and ownership for Europe 2020 in its remaining five years.

The workshop aimed to present the Fifth CoR Monitoring Report on Europe 2020 and to discuss concrete proposals and good practices with local and regional authorities, think tanks and EU institutions, in view of the CoR Blueprint on a renewed Europe 2020, expected in December 2014

Debate/Panel discussion

Mr Markku Markkula stressed that the EU is in great need of boosting growth and jobs, and that public – including sub-national – and private investments still stagnate. As an effective growth strategy supported by adequate funding is needed, the CoR is giving high priority to the mid-term review of the Europe 2020 strategy, working on how to translate the seven key points of the Athens Declaration into operational proposals in the CoR's Blueprint.

Mr Thomas Wobben presented the Fifth CoR Monitoring Report on Europe 2020, illustrating its four main sections: 1) the widening of territorial disparities in the EU against Europe 2020 targets; 2) multi-level governance as an efficient tool for implementing Europe 2020; 3) the role of LRAs (local and regional authorities) in the European Semester; and 4) an early assessment of the involvement of LRAs in the process of drawing up the partnership agreements.

The Flanders Reform Programme (FRP) was presented by **Joeri De Blauwer** as a good example of horizontal and vertical coordination. The region participates in the drafting of the NRP (National Reform Programme), and the FRP is included in its annexes. Flanders has also set its own Europe 2020 targets through the PACT 2020, identifying 20 regional goals linked with EU objectives, and the Flemish Coalition Agreement 2014-2019. Contacts with the European Semester officers help to develop close relationships with the EC. Flanders will take part in the EC public consultation, submitting eight concrete proposals for the review of Europe 2020.

Annika Liedholm explained that the structure of multi-level governance in Sweden is based on six consultations per year on Europe 2020 between all concerned actors at all levels. The sub-national level does not officially contribute to the drafting process of the NRP, only with an appendix. Nevertheless, many regional organisations have integrated Europe 2020 into their regional development plans and defined measurable indicators. In Sweden, Europe 2020 has proved a credible framework which has helped to focus on the efforts of the cohesion policy.

Carlo Jacobucci presented how the Italian presidency of the Council of the EU has recognised that the mid-term review of Europe 2020 is an important opportunity for boosting growth and employment. Therefore, a series of ministerial debates will take place on the strategy in the upcoming weeks and a wide range of questions will be raised. The Italian regions have been actively involved in the preparation process. The outcomes will contribute to the diagnosis of Europe 2020 and to EC works on its revision. The results will be summarised in a document to be presented at the General Affairs Council and to the European Council next December.

Steven Engels outlined how the EC activities will lead to two documents, a factual synthesis of the public consultation's results and a political communication on the EC's proposals for reviewing the strategy, which will also take into account the ongoing discussions in the various Council formations. Both are expected before the next Spring Council.

On target setting, Mr Engels recalled that Europe 2020 is meant to inspire action at all levels. Therefore, the EC encourages all regions to be inspired by the strategy and to contribute to the headline targets by setting their own targets, in light of the policy instruments at their disposal. Regional and national targets should be set in an integrated way by all equally informed partners.



Kajus Hagelstam stated that the EP has no new position on Europe 2020 yet. Nevertheless, during the last mandate, in some resolutions the EP emphasised that the involvement of the LRAs should be increased in the planning and implementation of relevant programmes. The EP is co-deciding on the EU budget and therefore could play an active role in deciding how investment could be leveraged; it has already started drafting a report on the 2-pack and 6-pack, while waiting for the EC's review on that matter.

More information:
portal.cor.europa.eu/europe2020/news/Pages/Open-Days-2014-Europe2020-workshop-on.aspx

Iain Begg pointed out that the Europe 2020 strategy started in 2010, at the wrong time. Because of the crisis, the medium- and long-term strategy goals have been swallowed by short-term views and the Semester has overtaken on Europe 2020. Still, the strategy is crucial for cohesion policy. Ownership remains an issue, as for too many regions the strategy remains too distant; however, LRAs have a vital role in restoring growth as they transform the top-down approach and bring in bottom-up ideas. Three threats were underlined: 1) Art. 14 of the Athens Declaration – exempting some investments could lead to a snow-pillar effect; 2) compressed timetables of the annual cycle; and 3) coherence across regions.

Andrea Renda explained that there is a need for fewer standardised recipes and more delegation given to LRAs in setting up and designing the best strategies for the development of growth and well-being. The EU growth strategy has been forgotten in the debate because of 1) the crisis and 2) target setting at national level; therefore, there is no territorial differentiation among regions. Europe 2020 is not a complete growth strategy; governance aspects need to be fixed by encouraging coherence. The repositioning of the strategy at the centre of the cycle is also important to rebalance the micro- and macro-levels of the EU Semester.

Kai Böhme said that diversity between regions is not captured in the Europe 2020 strategy. Targets have to be territorially differentiated; if not, reaching national targets will increase disparities between regions. Regions should go beyond EU targets, each one putting forward its own type of contribution. Actions at local and regional levels are important for achieving the objectives of the strategy and for ensuring ownership and awareness of the LRAs. Input indicators should also be created to monitor the progress made.

Conclusions

Mr Markkula underlined the need for better and increased bench learning among regions. He also called for the new EC to put its efforts into the bottom-up approach.

Mr Wobben added that the EU needs a regional entrepreneurial discovery process, focusing on finding one's own way to growth and jobs. He encouraged a growing openness from the EU institutions in order to bring Europe 2020 closer to citizens. He proposed a yearly progress report on the state of the regions in terms of meeting the targets and the use of EU funds by the regions, to be published in September as an input for the AGS.

“Compared to the MS level, the regions have different competences and that should be taken into account in the target-setting process.”

Steven Engels

Workshops

Connecting regional strategies



Smart specialisation strategies and defence and security industries – Is there a way forward?

08A16

8 October 2014

14:30-17:00

Organiser/leader:

DG Enterprise and Industry

Chair/moderator:

Slawomir Tokarski, Head of Unit, European Commission, Belgium

Co-chair:

Tarja Jaakkola, Deputy Director, EDA, Belgium

Speakers:

Mikel Landabaso, Head of Unit, European Commission, Belgium

Christian Saublens, Executive Manager, EURADA, Belgium

Joaquin Rodriguez Grau, Managing Director, Aeropolis, Spain

Claudia Matos Pinheiro, Silva Matos Metalomecanica, Portugal

Klaus Bolving, CEO, Center for Defence, Space and Security, Denmark

José Lucio Gonzalez Jimenez, Defence, Security and Cluster Expert, Spain

More information:

ec.europa.eu/enterprise/sectors/defence/defence-industrial-policy/smes/index_en.htm

“When developing smart specialisation strategies, it is necessary to fail and try again.”

José Lucio Gonzalez Jimenez

Outline

Many everyday applications, like the Internet and GPS, have their roots in military research. However, today there is a trend of the defence industry relying increasingly on technologies with a civilian origin and for armies relying on civil assets. The traditional business model is also changing. Defence companies have been rapidly increasing their share of civil production. These trends show how an evolving concept of ‘dual use’ is opening up new opportunities for business across increasingly blurred borders between the civil and military worlds. This workshop explored how such a dual-use approach can be integrated into smart specialisation strategies. It also showed how some regions, clusters and SMEs are already starting to take advantage of these opportunities.

Debate/Panel discussion

Mr Landabaso reminded listeners of the key principles of cohesion policy, in particular the importance of empowering regions for economic development, the need for co-funding by the private sector (SMEs) and the important role of smart specialisation strategies (RIS3) as a pre-condition for ERDF. RIS3 is a continuous, bottom-up participatory process. He also clarified the ESIF rules regarding dual use, reminding those present that investments in military infrastructure, equipment and activities cannot be financed but that assistance may be provided if an investment relates to dual use.

Mr Saublens argued that dual-use markets will grow and dual-use technologies will become more relevant. Enterprises have to take advantage of the opportunities (e.g. diversification) and public authorities have to support this process through regional strategies. Mr Saublens highlighted different types of direct and indirect public support. He provided an overview of EU funding that can provide support to dual-use activities. He also outlined a potential work programme for a network of regions interested in dual-use industry.

Mr Rodriguez Grau showed how the Andalusia 2020 Vision outlines 8 RIS3 priorities, which include the consolidation of industries related to advanced transport systems (covering aerospace, aeronautics and naval industries). Andalusia is building on an existing successful strategy whereby aeronautics was defined as a strategic sector benefiting from specific measures. Turnover and employment in the Andalusian aerospace sector (with its dual-use activities) were 3.2 and 2.6 times higher respectively in 2013 than in 2004. He also highlighted the role of the Aeropolis technology park as a local driver for implementing RIS3.

Ms Matos Pinheiro showed how the SME Silva Matos Metalomecanica is leading the Turtle project, which is the first dual-use project to benefit from ERDF funding. The aim is to develop robotic solutions that would allow monitoring at deep-sea level, for which both civil and defence uses can be identified. She highlighted the different technological challenges that need to be overcome. One important lesson learnt is that talking with the defence community requires a ‘translator’, as it has its own processes and language.

Mr Klaus Bolving presented the activities of the Danish Centre for Defence, Space and Security (CenSec), which is an industrial cluster for companies in the area of defence, security, maritime, space, aerospace, railway and telecommunications. CenSec’s business model consists of 4 stages: finding and validating business ideas; establishing a market-driven network; developing projects; and going to market with mature sales clusters. CenSec’s dual-use concept contributes to growth, jobs and military capabilities.

In the view of **Mr Gonzalez Jimenez**, dual use is not about technologies but a matter of perception, as he argued that there are very few differences between the civil and defence applications of the same technology. He illustrated this by giving examples of military developments that came into common use in the civilian world, such as the Internet and GPS. Now the trends are reversed and we increasingly see civilian technologies being applied by the defence community. In this respect, the key enabling technologies will be very relevant in the future.

Conclusions

Slawomir Tokarski concluded that the European Commission is providing guidance on the eligibility rules and raising awareness about the opportunities for funding of dual-use projects. He announced that a dual use guide for regions and SMEs will be available online from 10 October 2014 onwards. However, it is up to the regions and companies to come up with the ideas and proposals. The Commission, in cooperation with the European Defence Agency, will continue to facilitate and support this process.



European innovation partnership on smart cities and communities integrating sectors, solutions and citizens

Outline

The European Innovation Partnership on Smart Cities and Communities (EIP-SCC) brings together cities, industry and academia to improve urban life through more sustainable integrated solutions. It breaks the sector barriers between energy, mobility and ICT and strives towards a triple-bottom-line gain for Europe: social, environmental and economic sustainability. The speakers from the European Commission presented the partnership. Speakers from the European Investment Bank, Belfius Bank in Belgium and the UK-based City Catapult talked about financing infrastructure investments. The speakers from the cities of Newcastle, Antwerp and Sabadell presented how they upgrade their cities' infrastructure, how they use ICT to interact with citizens and what the success of Smart City projects means.

Debate/Panel discussion

Ms Maloney explained the European Innovation Partnership in general.

Mr Keir Fitch spoke about the action clusters of the partnership, their aims and objectives, why to engage, and the next steps.

Ms Magdalena Andreea Strachinescu Olteanu presented the 2015 call for proposals on smart cities within Horizon 2020.

Mr Brian Field explained the EIBs approach to financing smart cities in Europe through loans (investment to cover one project or framework to cover several projects) and funds.

Mr Francis Hayen explained how Belfius Bank, in collaboration with the EIB, will co-finance public authority projects in Belgium.

Mr Madden, from the Future City Catapult, talked about evidence gathering, removing barriers and implementing solutions fast and at scale.

Ms Bogaert described the approach Antwerp has taken with its open operating system based on principles and not technology, and how they engage with citizens through co-creation.

Mr Andrew Lewis presented how Newcastle upon Tyne is reinventing itself and how a new district will combine living, working and leisure.

Mr Llevot described how Sabadell embraced Smart City initiatives, but how an overall coherence with clear objectives has to be sought to achieve real improvements for inhabitants.

Conclusions

The debate concluded that enough money for cities to upgrade existing infrastructure is available but that demand and supply for finance have to be brought together and new ways of financing have to be found, e.g. joint procurement to reach minimum levels for loans and to lower costs. City assets such as land have to be taken into account.

It was suggested that cities should develop clear strategies with objectives and define principles rather than engaging in a myriad of city projects without coherence. Throughout the lifespan of projects, clear indicators should be applied to measure success.

"Smart approaches change public-private citizen relationships."

Peter Madden

08A17

8 October 2014

14:30-17:30

Organiser/leader:

DG Communications Networks, Content and Technology, Unit H5, European Commission

Chair/moderator:

Colette Maloney, Head of Unit H5, DG Communications Networks, Content and Technology, European Commission

Speakers:

Keir Fitch, Head of Unit, European Commission, DG Mobility and Transport, Unit C2

Magdalena Andreea Strachinescu Olteanu, Head of Unit, European Commission, DG Energy, Unit C2

Brian Field, Managerial Advisor, European Investment Bank, Regional and Urban Development, European Union

Francis Hayen, Project Leader, Belfius Bank, Belgium

Peter Madden, CEO, City Catapult, United Kingdom

Annik Bogaert, Director of Marketing and Business Development, Antwerp, Belgium

Andrew Lewis, Assistant Chief Executive, Newcastle, United Kingdom

Oriol Llevot, Project Manager, Ajuntament de Sabadell, Sabadell Smart City programme, Spain

More information:

ec.europa.eu/eip/smartcities
eu-smartcities.eu

Workshops

Connecting regional strategies



A symphony for progress – Cooperation between the university and the city

08A18

8 October 2014

14:30-17:00

Organiser/leader:

European Commission and
EUniverCities

Chair/moderator:

Dr Willem van Winden

(PhD), Professor at Amsterdam
University of Applied Sciences,
The Netherlands

Speakers:

Professor John Goddard,

Emeritus Professor of Regional
Development Studies,
Centre for Urban and Regional
Development Studies (CURDS),
Newcastle University,
United Kingdom

Bas Verkerk, Mayor of the City
of Delft, The Netherlands

Ribau Esteves, Mayor the City
of Aveiro, Portugal

Macej Litwin, Director of
Wroclaw Academic Hub, Poland

More information:

DG Regional and Urban Policy
Guide: 'Connecting Universities to
Regional Growth'

John Goddard and Paul Vance:
'The University and the City'

*"University cities are
key to innovation and
economic development
in Europe."*

*"Academic freedom still
stands, but citizens call
for more accountability
for their tax money from
universities."*

Bas Verkerk

Outline

Research activities around the topic just have started, and interest is rising. The session opened by presenting concepts and models around universities as anchor institutions in cities. Some of the pertinent issues have already been implemented in several of the European Commission's actions and those of other key players in terms of higher education and regional policy. As initiator of the EUniverCities Network and homonymous URBACT project, the Mayor of Delft (The Netherlands) presented experiences of working with the long-established Delft University of Technology in the economic and social field, including the establishment of incubators and living labs. Also a partner in the EUniverCities URBACT project, the Mayor of Aveiro (Portugal) explained how a medium-sized city is raising its international profile whilst at the same time seeking to remain locally engaged. The municipality of Wroclaw (Poland) has created the Wroclaw Academic Hub aimed at facilitating university-business cooperation. Wroclaw has succeeded in consolidating 12 public and private higher education institutions and in attracting big companies.

The session closed with an overview of the governance issues pertaining to cooperation between cities and universities based on research and assignments in Europe and beyond. Among the speakers and the audience there was a common understanding that solid city-university cooperation demands a joint strategy which has to be embedded at all levels – city, regional and national – to make it robust and persistent, especially in times of change like elections.

Debate/Panel discussion

Professor John Goddard gave a presentation on 'Concepts and models around universities as anchor institutions in cities'. He talked about higher education institutions being OF the city, not just IN the city. The practical approach to the matter should come out of the question, 'what are universities good FOR?', rather than 'what are universities are good AT?'. Consequently, universities in cities imply a relationship with other institutions that inhabit the city which could induce the exploration of a more broadly conceived territorial development process than just economic growth and competitiveness.

Bas Verkerk addressed 'How cooperation between cities and universities contributes to creating smart urban communities in Europe'. Cities and universities face the same challenges, such as attractiveness, living conditions, science for society and internationalisation – the need for collaboration is therefore obvious, but differs according to the setting of a city university. Joint efforts stimulate cooperation on sub-scales and facilitate linking with European strategies such as the Innovation Agenda and the European urban agenda.

Ribau Esteves discussed 'Aveiro: cooperation between municipalities and university – shared goals and vision'. The Aveiro Region Inter-Municipal Community defined the strategy for the region together with the university in 2007. The Integrated Strategic Plan led to a shift in the model of regional governance. Since then they have established, among other things, an enterprise incubator and a creative science park.

Macej Litwin talked about 'Drivers and barriers to collaboration'. The complex journey requires a combination of strategic-level and tactical-level negotiation. Negotiation does not necessarily lead to convergence; even divergence could create new windows of opportunity. Presumed interest and information asymmetry among key players could, however, cause positive effects when they collaborate according to their expertise.

Conclusions

Dr Willem van Winden concluded that these strong messages require further consideration and research:

- 1) The current societal challenges could be used for profiling universities in their cities and regions. Teaching and learning are key activities in this journey. Higher education institutions are part of society, and can neither be excluded nor exclude themselves from their socioeconomic environment. In this context, higher education institutions have to manage their autonomy against accountability.
- 2) Taking into account the need for campus facilities, public transport, housing, etc., urban planning is a highly attractive activity for city administration, companies and research. The 'symphony' refers to joint strategies for establishing sustainable cooperation structures.



Local approaches to inclusive entrepreneurship and social cohesion

Outline

Inclusive growth is one of the key pillars of the Europe 2020 strategy: how can local authorities and NGOs respond to what is seemingly a crisis without end? An attempt was made to answer to this question by presenting two case studies of good practices undertaken in two different European Regions, Scotland and Brussels. Both case studies targeted young and disadvantaged groups, such as ex-offenders, women and first- and second-generation immigrants, and presented local solutions to drive social change through economic participation. In Scotland, Red Lynx Limited developed a project named Recruit with Conviction that had the aim of promoting safe, effective and sustainable employment for people with criminal records. In Belgium, Microstart provides microcredit support for young and disadvantaged people who want to start a business. They give not only financial support but also the technical and entrepreneurial assistance required to set up and run an enterprise.

Debate/Panel discussion

Mr Haroon Saad presented an introduction to the Europe 2020 strategy and the next steps for tackling social exclusion and unemployment in Europe, including critical points and possible solutions on how to promote social change following a bottom-up strategy. He gave an overview of the role of NGOs and the civil society in cooperating with local authorities.

Mr Roger Horam discussed the critical points of the Scottish Government's strategy for delivering faster sustainable economic growth with opportunities for all its citizens. He presented a case study on how a local NGO managed to drive social change through self-employment in targeting disadvantaged and under-represented groups in Edinburgh.

Ludo Moyersoen provided an introduction to the case study in the framework of the local and regional state of play regarding young migrants in Brussels. He showed a short film edited by the beneficiaries of the project and gave an analysis of the Microstart project (microfinance for migrants in the EU) and its results after four years of activity.

Conclusions

The following conclusions emerged:

- Services need to be located in the community and there is a need to undertake 'social mining'; that is, to connect to the social capital that is available.
- Barriers have to be low or non-existent in order to allow for real inclusive entrepreneurship. It is essential to provide access to premises and resources that will enable people to try out their idea.
- The Youth Guarantee will be insufficient to address the issue.

"We are facing a situation that requires us to think outside the box. That is to say, conventional approaches to tackling youth unemployment are simply not able to respond to the challenge we face."

Dr Haroon Saad

09A01

9 October 2014

9:00-10:35

Organiser/leader:

LUDEN (Local Urban Development Network)

Chair/moderator:

Haroon Saad, Director of LUDEN (Local Urban Development Network), United Kingdom

Speakers:

Haroon Saad, Director of LUDEN (Local Urban Development Network), United Kingdom

Roger Horam, Director of Red Lynx Limited, Scotland, United Kingdom

Ludo Moyersoen, Director of Microstart, Brussels, Belgium

More information:

www.ludenet.org
www.red-lynx.co.uk
www.microstart.be

Workshops

Connecting regional strategies



Design for innovation: Transforming a region

09A05

9 October 2014

09:00-10:45

Organiser/leader:

DG Enterprise and Industry, B3

Chair/moderator:

Cristina Fernandez-Ramos,
Policy Officer, European
Commission, DG Enterprise
and Industry, Unit B3

Speakers:

Isabelle V erilhac, Head
of Business and Innovation
Department, Cit  du design,
France

Anna Whicher, University
of Wales, United Kingdom

Jean Schneider, Agence pour
la Promotion de la Cr ation
Industrielle (APCI), France

Antti Valle, Policy Officer,
European Commission, DG
Enterprise and Industry, Unit B3

More information:

IdeALL: www.citedudesign.com;

www.usercentredbusiness.com

SEE: www.seeplatform.eu

REDI: [www.apci.asso.fr/
magazine/categorie/redi-
regions-support-entrepreneurs-
and-designers-to-innovate](http://www.apci.asso.fr/magazine/categorie/redi-regions-support-entrepreneurs-and-designers-to-innovate)

 Design: [www.
measuringdesignvalue.eu](http://www.measuringdesignvalue.eu)

DeEP: [www.deepinitiative.eu/
about/people](http://www.deepinitiative.eu/about/people)

EHDM: ehdm.eu

Design for Europe:

designforeurope.eu

Action Plan on 'DDI': [ec.europa.
eu/enterprise/policies/
innovation/files/design/design-
swd-2013-380_en.pdf](http://ec.europa.eu/enterprise/policies/innovation/files/design/design-swd-2013-380_en.pdf)

Outline

During the workshop, the main activities carried out by three out of the six projects with a strong regional character, and funded by the DG Enterprise and Industry through the European Design for Innovation Initiative (EDII), were presented to the audience.

As a general introduction to the topic, the wider concept of 'design' – not merely related to aesthetic aspects, but more linked to strategic aspects of business planning – was highlighted.

The current activities being implemented by the EC were presented, namely, the SWD (2013) 380, 'Implementing an action plan for design-driven innovation' and the platform 'Design for Europe' as one of the main tools to implement the fourteen priority action lines covered by the action plan effectively, and the six projects on Design for Innovation funded by EDII were also referenced.

The speakers then presented their own projects in more detail and took questions from the audience. The session concluded with a round table discussion centring around the importance of Design for Innovation for both SMEs and the public sector, together with the challenges to be faced when designing and implementing design policies.

Debate/Panel discussion

Ms Isabelle V erilhac discussed how the IDEALL project 'Integrating design for all in living labs' focuses on connecting two user-centred communities – Living Labs and Design for All professionals – to support communities in building their public policy and to increase the competitiveness of companies.

The debate was centred on how to involve SMEs in the process. The use of co-creative methodologies appears as a good approach for that. There was also interest from the audience in knowing more about how to manage public procurement issues in practical terms. Using open innovation rules and launching the call after the emergence phase were some proposed options.

Ms Anna Whicher talked about how The SEE platform (Sharing Experience Europe) is a network of 11 European partners aiming at accelerating the integration of design into innovation policies and programmes through new research and practical workshops for policy makers. Within its framework, more than 50 hands-on training workshops on design policies have been organised engaging more than 600 policy makers across Europe. Some regions have already started to define and plan the implementation of Design for Innovation policies in their regions following the support provided by the SEE platform workshops.

Mr Jean Schneider stressed that the REDI project (Reach, Empower, Develop, Inspire) has been developing various approaches to raise the level of awareness of business advisors about design. The aim is to streamline design in the numerous business/innovation support activities dedicated to SMEs. Different scenarios have been developed and tested in the regions, as sensitivity to the context is a key factor for success. The next challenge is to connect and sustain resources through smart regional policies that will not distinguish design from innovation.

Conclusions

Ms Cristina Fernandez-Ramos concluded that a number of policy tools have been set up at EU level to promote the implementation of Design for Innovation policies across Europe. The 'Design for Europe' Platform is currently the main instrument for implementing the SWD (2013) 380 'implementing an action plan for design driven innovation' containing 14 priority action lines to effectively advocate Design for Innovation (DDI) in Europe. Initiatives such as those being carried out by some of the EDII projects (IdeALL, the SEE platform and REDI; also  Design, DeEP and EHDM) could be taken as best practices for inspiration and support that could potentially be transferred to other regions. The incorporation of DDI into regional policies would have a highly beneficial multiplicative effect on the spreading and effective implementation of the corresponding EU framework policies.

"The involvement of regions, through instruments such as the smart specialisation strategy and the use of Structural Funds, is crucial in order to channel and optimise the implementation of Design for Innovation policies across Europe."

Cristina Fernandez-Ramos



Building cross-regional value chains – From strategies to practice

Outline

Focusing on the emergence of new industrial value chains, the workshop offered an opportunity to learn more about links between the European Structural and Investment Fund and the Horizon 2020 action 'Cluster-facilitated projects for new industrial value chains'. It showcased three specific projects that had developed SME support tools aimed at the creation of cross-regional and cross-sectoral cooperation. A particular emphasis was put on the potential of clusters and SME intermediaries as facilitators and their potential in fostering innovation activities within the framework of regional smart specialisation strategies.

Debate/Panel discussion

Lisbeth Bahl Poulsen firstly outlined the concept of large-scale demonstrators and the role of cluster organisations in contributing to the creation of new industrial value chains. She then presented the currently open Horizon 2020 call 'Cluster-facilitated projects for new industrial value chains' and announced that a background note with more detailed information would be published on the Participant Portal shortly.

Bart Nieuwenhuis presented the experience of the Dutch Limburg Region as a model demonstrator region under the European Service Innovation Centre (ESIC). He described the structure and process of the Services Valley, an open innovation centre and incubator for document and information services start-ups. Based on policy recommendations by ESIC, Limburg Region will establish a service innovation platform to exploit the transformative power of service innovation for the manufacturing industry better.

Christina Koch shared the positive experience of the Salzburg Region with a creative voucher scheme enabling companies in traditional industries to acquire the services of creative industries. Easy to access for companies and low in administrative costs, the 'Vouchers in Creative Industries' project served as a model for a national creative voucher scheme which proved highly successful in fostering cross-sectoral collaboration between companies from sectors that would otherwise not necessarily have thought of working together.

Mateja Dermastia addressed the challenge of the creation of new value chains in the context of emerging industries from two sides – cross-sectoral collaboration and cross-regional cooperation. Explaining Slovenia's rationale for the EU-funded Poly4Eml project, her presentation pointed out cooperation effects of 'turning around the chemical industries' and issues relating to the identification of peer clusters and trans-regional policy learning, as well as policy stress tests and peer reviews.

In his concluding remarks, **Claus Schultze** emphasised that clusters are well placed to support regions in their smart specialisation strategies for making best use of their strengths and in teaming up with other regions. Moreover, he noted the common grounds for synergies, as many themes proposed under the smart specialisation strategies by regions are closely related to the EU's 6 strategic areas of industrial policy.

Conclusions

The moderator, **Allan Mayo**, concluded that different business support tools offered by cluster organisations and other intermediaries have the capacity to create a favourable framework for cross-sectoral and cross-regional cooperation. Innovation has the capacity to lead to the creation of new industrial value chains but this also requires effective means of ensuring entrepreneurs' involvement, as they are the real driving force.

09A06

9 October 2014

09:00-10:45

Organiser/leader:

European Commission, DG Enterprise and Industry and DG Regional and Urban Policy

Chair/moderator:

Allan Mayo, Innovation Strategist and Director, SIMR Ltd, United Kingdom

Speakers:

Lisbeth Bahl Poulsen, Policy and Communication Officer, SMEs: Clusters and Emerging Industries, DG Enterprise and Industry

Bart Nieuwenhuis, Consultant, Entrepreneur and University Professor, Document Services Valley and University of Twente, The Netherlands

Christina Koch, Project Manager – EU Projects, Austria Wirtschaftsservice Gesellschaft, Austria

Mateja Dermastia, Cabinet Member and Project Leader, Slovenian Ministry of Economic Development and Technology and Poly4Eml, Slovenia

Claus Schultze, Policy Analyst, Competence Centre Smart and Sustainable Growth, DG Regional and Urban Policy

More information:

ec.europa.eu/enterprise/initiatives/cluster/index_en.htm
servicesvalley.com
www.eciaplatform.eu/project/vinci-poly4emi.eu

Workshops

Connecting regional strategies



Food-related initiatives for sustainable local development: Lessons from URBACT

09A07

9 October 2014

11.15-13:00

Organiser/leader:

URBACT II Secretariat

Chair/moderator:

François Jégou, Director of Strategic Design Scenarios, Lead Expert of the URBACT Sustainable Food in Urban Communities network, Coordinator of the URBACT work stream Social Innovation in Cities

Speakers:

Sara Jervfors, Head of Diet Unit, Municipality of Södertälje, Sweden

Malgorzata Golak, Head Specialist, Municipality of Wroclaw, Poland

Rocio Rojo Arauzo, Project Officer, Strategic Plan City of Burgos, Spain

Anne de Feijter, Communication Advisor, Municipality of Amersfoort, The Netherlands

More information:

Sustainable Food in Urban Communities network
URBACT Markets network
Diet for Green Planet network
Gastronomic Cities network
urbact.eu/en/our-projects/list-of-the-projects

"If you start a local food network, invite people to a friendly environment, a roof garden or even a farm!"

Anne de Feijter

Outline

This URBACT workshop focused on how city initiatives related to food can lead to local economic, social and environmental development and citizen engagement.

Debate/Panel discussion

Anne de Feijter explained Amersfoort's brokerage role in promoting sustainable food while engaging and co-creating with citizens. The city has set up a local support group called 'Real Food Network', composed of people from administration, citizens and other local stakeholders. Together they have produced a local action plan along three axes: **growing** the local economy with farms around the city and community gardens inside the city; **delivering** food to people (i.e. partnerships between butchers and bike couriers to deliver local food in a sustainable way); and **enjoying** local food in local restaurants and initiating children in local food production and selling. These initiatives have a clear positive impact on social participation, inclusion and health. Ms de Feijter stressed that in order to achieve these results a local government needs to be curious, close and approachable to citizens.

Malgorzata Golak talked about the role of local markets in cities. Nowadays, local markets have to be highlighted as urban policy tools; they also need to be competitive with an adapted infrastructure to attract people. If they do this, they generate jobs and foster employment and entrepreneurship. In Wroclaw, a modern farmers market with a traditional atmosphere recently opened in an old square (regenerated), becoming a big attraction for visitors. Another step had yet to be taken for attracting young people to work and shop at the market. The city decided to speak the young people's language and launched a media campaign with local media and the MasterChef TV show with regional farms. In addition, within the framework of the URBACT Markets network, they have established an International Day of Markets with events in local markets free of charge for all.

Sara Jervfors explained how Södertälje uses public procurement and local food through school canteens for a more sustainable way of living and consuming. In 2001 the city decided to put an end to pre-prepared and powder canteen food in order to promote a tastier, healthier, organic, locally produced and sustainable food chain in the city. Nowadays, thanks to public procurement clauses, 30% of citizens are fed with local and organic food through school canteens (23,000 portions per day) and 95% of the school kitchens cook their own menus with children's involvement. Through public procurement, more than 50% of school food is now organically produced. The results of this sustainable food strategy also include a reduction in meat consumption of 30% since 2010 and a reduction in leftovers of 30-40%.

Rocio Rojo Arauzo spoke about city promotion and development through gastronomy. Rocio argued that we are living in an experience economy where people want to experience things. Gastronomy is a real part of this and fosters links with consumers, chefs and social networks. Even for cities with less food tradition there is always something that is locally outstanding, even if this is on a very small scale. If a city has a good product and professionals, then there can be a huge potential for growth.

Conclusions

François Jégou, the chairperson, concluded that sustainable food practices initiated by the city are economically, socially and environmentally beneficial for all (consumers, citizens and local businesses). Speakers demonstrated the feasibility of a holistic and integrated strategy in terms of food and a sustainable way of consuming, from public procurement and local school canteens to engaging with citizens, children and local farmers and markets, and to promoting the local assets of a city in the best possible way. Necessary 'ingredients' of such integrated sustainable local strategies are working in a horizontal way across services and departments and breaking through the municipal administration silos.

"Cities need good professionals and products. Take advantage of the smallest asset you have, put it in a good box and promote it!"

Rocio Rojo Arauzo

Workshops



Building capacity



Improving access to finance: Using EU microcredit schemes

07B01

7 October 2014

09:00-10:30

Organiser/leader:

The Alliance of Liberals and Democrats for Europe in the Committee of the Regions

Chair/moderator:

Bas Verkerk, ALDE-CoR President, The Netherlands

Speakers:

Jorge Ramirez, General Manager, European Microfinance Network, Spain

Per-Erik Eriksson, Head of Microfinance Investments, European Investment Fund, Luxembourg

Patrick Sapy, General Manager, microStart, Belgium

More information:

www.european-microfinance.org

www.eif.org/EIF_for/microfinance/index.htm

www.microstart.be/en/welcome

Outline

Microcredit is tailored to micro-entrepreneurs and unemployed or inactive people who wish to create or develop their business but who lack access to traditional bank financing. Following the financial crisis, microcredits offer an excellent opportunity for furthering economic development, job creation and social inclusion in Europe. Microcredit is not a completely new area of intervention for cohesion policy. It dates back at least to the previous 2000-2006 programming period. Within the 2007-2013 programming period the European Commission launched several initiatives, including JASMINE (Joint Action to Support Microfinance Institutions) and the European Progress Microfinance Facility, to support the microfinance sector in Europe. The EU does not directly provide microloans to individuals or businesses; however, it provides guarantees, loans and equity to intermediaries who can then lend to micro-enterprises or make equity finance available.

The seminar focused on experiences from previous programming periods and also looked at the new tools provided by the European Commission with the aim of tackling social exclusion and promoting growth and sustainable employment.

Debate/Panel discussion

Jorge Ramirez introduced the European Microfinance Network as the leading network which aims to strengthen the European microfinance sector by improving regulatory frameworks, facilitating the transfer of knowledge and carrying out capacity-building activities. He then explained how in the last few years the European Commission has supported and promoted the European microfinance sector. The EC launched the EPMF, JASMINE and ECOGC initiatives. The EPMF, with a microfinance facility of EUR 205 million for investment guarantee and lending to EU MFIs, proved to be the most successful tool.

Per-Erik Eriksson spoke about how the EIF works across a range of different industries; however, in the last couple of years the EIF has systematically focused on access to microfinance. With the Progress Microfinance instrument the EIF aims to improve the availability of finance for micro-entrepreneurs and vulnerable social groups. By supporting micro-enterprises the EIF seeks to promote job creation and social inclusion. Under a new partnership with the DG Employment, Social Affairs and Inclusion, Progress Microfinance will be included with PROGRESS and EURES in the EaSI (Employment and Social Innovation) programme.

Patrick Sapy presented microStart as an example of the successful use of Structural Funds in building a microfinance institution in Belgium. MicroStart is a joint venture operating in Belgium. The company provides business loans and business development services to people who are excluded from the banking system. According to Sapy, microStart is having a positive experience with European microfinance funding. However, an important issue remains: microfinance is hardly seen as a whole social and economic financial industry. For the microfinance sector to grow the EU needs to ensure starting grants, development guarantees and, for maturity, long-term loans.

Conclusions

Access to finance remains one of the barriers to entrepreneurship in Europe. While microfinance is moving and developing, several important banking techniques are still needed to propel the sector in Europe. **Bas Verkerk** concluded the seminar by pointing out that in terms of creating jobs, entrepreneurship should remain a priority for European policy makers. Therefore, it will be interesting to see how the sector will unfold in the foreseeable future.

“Microfinance is not merely a matter of financing SMEs – microfinance is a matter of tackling poverty.”

Patrick Sapy



The importance of using European Structural and Investments Funds to drive sustainable healthcare systems

Outline

Good health is recognised as an important asset for regional development and competitiveness, yet health inequalities are increasing across Europe's regions, as shown by the WHO.

COCIR, the European Association representing the medical imaging and healthcare IT industry and its partners, the Assembly of European Regions (AER) and the European Hospital and Healthcare Federation (HOPE) will participate in a debate demonstrating the critical role European Structural and Investment Funds (ESIF) can play in achieving sustainable healthcare models, with better access for and inclusion of patients.

Under the new European Structural and Investment Funds rules, these can still support Member States and their regions in transforming and modernising their healthcare systems. The debate will discuss how investment in health infrastructure and eHealth, in innovative care delivery models and in qualitative training of health professionals represents an effective use of European Structural and Investment Funds.

Debate/Panel discussion

Michael Ralph spoke of the many changes that were implemented under the new ESIF programming period: country position papers were published by the EC and more emphasis is now put on results and on strategic frameworks rather than on ad hoc investments. Member States are asked to invest both in infrastructure and in soft measures with a view to ensuring the sustainability, efficiency and cost-effectiveness of healthcare systems. The EC has also put smart specialisation strategies in place in order to concentrate regional efforts on key areas of research.

Sylvain Giraud described how the role of the DG Health and Consumers is first and foremost to raise awareness concerning the eligibility of health investments under ESIF 2014-2020. The EC has published a guidance document setting out priority areas of investment in health which is cross-linked with the ESIF thematic objectives. It shows how ESIF can contribute to health and in return how health investments can contribute to ESIF's overall objectives. The EC guide identifies four key areas of investment:

- Capacity building
- Demographic change (active and healthy ageing)
- Health inequalities/access to health
- Reform of health systems

George Zervos indicated that Greece adopted a policy paper on health in May 2013, the principles of which are reflected in the Greek Partnership Agreement. Greece faces a lack of finance and is at the same time in need of a health reform to address structural issues. The objectives of health investments under the new ESIF programming period are to ensure healthcare sustainability, reduce health inequalities and upgrade human capital. Greece is also promoting a digital modernisation of its healthcare system through IT technology and health e-services.

Antoni Zwiefka stated that during the 2007-2013 programming period, Lower Silesia Region received a low level of financing for the health sector from the Structural Funds. However, the region was still able to develop better health infrastructure and high-speed Internet access. In 2014, Lower Silesia Region joined the European Carewell project which will enable the delivery of integrated healthcare to frail older patients with complex needs. Under ESIF 2014-2020, Lower Silesia Region has planned projects to integrate healthcare with telecare and to create platforms which will support patients.

Karsten Uno Petersen described how Syddanmark has designed a smart specialisation strategy around three areas including health and social innovation. The objectives of the region in the field of health are to optimise and streamline hospitals, to create growth and jobs and to provide a quality and more experienced system. Syddanmark Region has been working with the entire value chain, with close cooperation between the public and private sectors, which has led to the creation of the Health Innovation Centre. An evaluation of the impact of the 2007-2013 Structural Funds indicates the creation of 800 jobs in the region.

07B03

7 October 2014

09:00-10:45

Organiser/leader:

COCIR/AER/HOPE

Chair/moderator:

Willem Rozenberg,
COCIR Financial Sustainability
Focus Group Chair, Belgium

Speakers:

Michael Ralph, Adviser to the Deputy Director-General, DG Regional and Urban Policy, European Commission, Belgium
Sylvain Giraud, Head of Unit D1 Strategy and International, DG Health and Consumers, European Commission, Belgium
George Zervos, Head of Special Service Health and Social Solidarity, Greek Ministry of Health, Greece
Antoni Zwiefka, Senior Specialist, Lower Silesia Region, Poland
Karsten Uno Petersen, Vice-President of the Regional Council of Syddanmark and President of AER Committee 'Social Policy and Public Health', Denmark
Susana Fernandez Nocelo, Coordinator of European Projects, Galician Health Authority, Spain



The importance of using European Structural and Investments Funds to drive sustainable healthcare systems

More information:
cocir.org/site/uploads/media/14007.COC.ESIF_Guide_ENG_web_2.pdf

According to **Susana Fernandez Nocelo**, the Health Innovation Platform is the main tool of the Galician public health system and is co-funded at 80% by the 2007-2013 Structural Funds. The Health Innovation Platform is geared towards improving the quality, efficiency and sustainability of the Galician healthcare system. It is open to collaborative projects with all stakeholders including universities, companies, patients, etc. New innovative health projects are in the pipeline under the ERDF programme Hospital 2050 - Innova Saúde.

Conclusions

Willem Rozenberg, the moderator, concluded that investing in health has been recognised by the EC as a key driver for keeping healthcare systems sustainable, for keeping people active and healthy and for reducing existing health inequalities, all of this against a background of demographic change and the rise of chronic disease. The various panellists came to discuss the challenges that they face in their healthcare systems and to share their experience of using the ESIF efficiently. In this regard, COCIR published a practice guide in June 2014 which explains to potential beneficiaries the main features of ESIF 2014-2020 and how it is possible to co-finance a health project.

“Sharing best practices and successful projects between European regions is the key to leveraging the efficient use of ESIF for health.”

Antoni Zwiefka



Capturing the impacts of cohesion policy interventions: Counterfactual impact evaluation methods and examples

Outline

Combining general principles and case studies, this workshop focused on the discussion of evaluation requirements for the next programming period which strengthen the role of impact evaluation. In this framework, there is a need to enrich existing evaluation practice with approaches that generate much stronger evidence on impact. Counterfactual impact evaluation (CIE), which uses control groups, represents one important approach for capturing and measuring the impact of ESF and ERDF interventions.

Debate/Panel discussion

Georg Fischer provided an overview of the state of play of impact evaluations of ESF interventions. Counterfactual impact evaluations make up a small proportion of the total number of evaluations. More evidence is needed on whether cohesion policy interventions have an impact, for two main reasons: to improve labour-market and social integration of the beneficiaries, and to have the certainty of spending tax payers' money in the best possible way. The DG Employment, Social Affairs and Inclusion has taken a broad range of initiatives in order to prepare Member States for successfully fulfilling the regulatory requirements: practical guidance on impact evaluations was published, two rounds of pilot projects were funded and a Centre for Research on Impact Evaluation (CRIE) was set up in the Joint Research Centre, Ispra, Italy. While counterfactual impact evaluation could provide a full appreciation of a programme, without a serious assessment of impact there is little of meaning that can be said.

Veronica Gaffey stressed the results orientation of the 2014-2020 programming period and the evaluation requirements. In this context, evaluation plans need to provide a solid basis for evaluation and emphasis should be on understanding effects and impacts of interventions. A combination of appropriate methods needs to be used, CIE being one possible option. Priority has to be given to good quality evaluations, irrespective of the methods used.

Paolo Paruolo provided a general overview of CIE, which consists of estimating the effects of an intervention relative to what would have happened in its absence. The main technical difficulty is to avoid selection bias. Counterfactual methods include randomised control trials, matching, difference-in-differences, regression discontinuity design and instrumental variables. Based on CRIE's experience with the Member States, the use of CIE has been scarce and the capacity to conduct CIE should be further reinforced.

Paolo Severati presented a pilot project currently funded by the DG Employment, Social Affairs and Inclusion to evaluate the effectiveness of specific training courses for Italian unemployed young people. Administrative data was used with a propensity score matching method. The evaluation highlighted positive and significant effects on employability, despite a lock-in effect in the short run. Data availability and quality were the biggest challenges. Overall, this evaluation strengthened the participating Italian regions' capacity to carry out CIE.

Rafal Trzcinski applied CIE in order to estimate the impacts of several interventions supporting enterprises. Measuring relative impacts (the effect of an intervention relative to what would have happened if money had been spent differently) can be an alternative to measuring net impacts, depending on data availability. Propensity score matching highlights positive effects, particularly in job creation and innovation. Estimation of impacts has to be complemented with a theory-based approach in order to understand how interventions work.

Conclusions

CIE requires access to relevant data and selection of the appropriate method. The timing of evaluation is also of great importance, as some interventions may show their effects only after a certain period of time. The issue of external validity, whereby evaluation results cannot be transferred directly across time and place, may be raised. However, evaluations taken from relatively similar contexts should continue to inspire policy makers to design better programmes.

"I am a strong supporter of impact evaluation. As we have discussed in this seminar, yesterday is not the recipe for tomorrow. Context changes and an intervention that works in India does not necessarily also work in France. However, CIE shows what has worked best and it could inspire policy makers to design better programmes."

Georg Fischer

07B04

7 October 2014

09:00-10:45

Organiser/leader:

DG Employment, Social Affairs and Inclusion, European Commission

Chair/moderator:

Georg Fischer, Director of 'Analysis, Evaluation, External Relations' in DG Employment, Social Affairs and Inclusion, European Commission

Speakers:

Veronica Gaffey, Head of 'Evaluation and European Semester' in DG Regional and Urban Policy, European Commission

Paolo Paruolo, Centre for Research on Impact Evaluation (CRIE), Joint Research Centre (JRC-Ispra), European Commission

Paolo Severati, Institute for the Development of Vocational Training of Workers (ISFOL), Italy
Rafal Trzcinski, Educational Research Institute, Poland

More information:

DG Employment, Social Affairs and Inclusion publication, Design and commissioning of counterfactual impact evaluations:

ec.europa.eu/social/main.jsp?catId=738&langId=en&pubId=7646

DG Regional and Urban Policy competition for best evaluations and evaluation proposals:

ec.europa.eu/regional_policy/impact/evaluation/index_en.cfm#2

CRIE website:

ipsc.jrc.ec.europa.eu

Workshops

Building capacity



A better cohesion policy through multi-level governance

07B05

7 October 2014

11:15-13:00

Organiser/leader:

Province of Barcelona, Spain
(Lead Partner)
City of Gothenburg, Sweden
Region of Hanover, Germany
City of Malmö, Sweden
Liverpool City Region, United Kingdom
Wielkopolska Region, Poland
(Deputy Lead)

Keynote speaker:

Hanna Jahns, Member of the Cabinet of the Commissioner, DG Regional and Urban Policy, European Commission

Chair/moderator:

Carsten Lietz, Assistant to the Director-General, DG Communication, European Commission

Speakers:

Jordi Castells, Director for International Relations, Barcelona Provincial Council

Radosław Krawczykowski, Director of the Department of Implementation of Regional Operating Programmes, Marshal Office of the Wielkopolska Region in Poznan

Ilmar Reepalu, Councillor of the City of Malmö

Petra Senthén, Project Coordinator, City of Gothenburg

Barbara Thiel, Regional Councillor of Hanover Region

Alan Welby, Executive Director for Key Growth Sectors, Liverpool City Region Local Enterprise Partnership

More information:

cor.europa.eu/es/news/regional/Pages/barcelona-politica-cohesion-gobernanza-multinivel.aspx
www.diba.cat/web/ri/open-days-2014
www.wielkopolska.eu/index.php/component/content/article/178-slider/1969-wielkopolska-aktywna-podczas-open-days-2014

Outline

The year 2014 is an important one for regional policy, as the new legislation has entered into force and our cities, regions and Member States are getting ready for a new period of funding.

The discussion was structured in three thematic blocks: comparing the previous and new programming periods; multi-level governance and tools for achieving the goals set for our territory; and the citizens' perspective.

We presented different experiences to discuss how Structural Funds, operational programmes and projects work in each country. We explained how our cities and regions are working with each other and with their national governments in order to prepare for the new programming period. We also discussed how priorities are set, how projects and strategies are designed and implemented, and how the different tools available in the new cohesion policy are being used.

Debate/Panel discussion

Ms Jahns gave an outline of the new cohesion policy. This has achieved greater coordination between funds, it includes thematic concentration into fixed clear objectives focusing on results, and it establishes certain conditions for funding and a stronger partnership promoting multi-level governance among all stakeholders. She asked the speakers for their opinion on whether this will make cohesion policy better.

Ms Senthén presented how the City of Gothenburg has participated in the definition of the objectives for the new operational programmes, focusing in particular on urban development. She insisted that multi-level governance, including cities and the local level, ensures good project results based on multi-funding and focusing on Europe 2020 goals.

Ms Thiel explained how, in the case of Hanover Region, less money in the budgets would cause more competition between the different project applications to get ERDF, ESF or EAFRD funding. The new operational programme for their region is designed under the motto 'do more with less'. At the same time, this makes other EU programmes more attractive as funding alternatives.

Mr Krawczykowski stated the importance of financial instruments and described how the new 2014-2020 programming period has created an opportunity to combine the ESF with the ERDF under the same operational programmes. These tools allow regions to implement integrated projects and benefit from the synergy effects. Additionally, a portion of the resources of the regional OPs will be territorially oriented, making the intervention more focused on specific areas.

Mr Reepalu presented the case of the City of Malmö, calling for a greater involvement of cities in the definition, management and implementation of funds, especially regarding sustainable urban development investments. He regretted that the consultation and participation of cities in the programming has been rather limited, and called for less bureaucracy and for a decision-making process closer to cities.

Mr Castells agreed that coordination mechanisms should be refined and improved, in order to respond better to local demands. He held that the new programming period could be an opportunity to redefine the way in which we approach our territory and articulate strategies and partnerships involving all stakeholders. He insisted that all partners should work together to address common challenges, such as youth unemployment in the case of the Province of Barcelona.

Mr Welby explained the benefits of the local level working on the ESIF and the importance of transparency in partnership arrangements. He insisted that it is vital to put structures in place for neighbouring regions and localities to work together on joint projects, and concluded by recommending that efforts be focused on key challenges, such as growth and jobs, with perhaps fewer but better-coordinated investments.

Conclusions

Mr Lietz, the moderator, concluded the session by adding the dimension of the citizens' perspective into the discussion and by reminding those present that it is important to involve citizens and to communicate the achievements of cohesion policy to them.

Finally, a visual harvester identified the main threads and themes of the discussion, summarising the debate in a visual synthesis in the form of a graphic.



How to build partnerships for SME support and entrepreneurship promotion

Outline

This workshop, which was organised in the context of the European Entrepreneurial Region (EER) initiative, highlighted challenges and opportunities linked to the collaboration between territorial authorities and stakeholders – as well as between different levels of administration (local, regional, national, EU) – in the delivery of SME-friendly policies. It created a dialogue between EU institutions, regional administrations and stakeholders, showcased good practices from EER regions and explored possible next steps to strengthen multi-level and multi-actor governance further in regional SME policy. Presentations from EER regions and jury partners, as well as interventions from the audience, illustrated the necessity of bringing all levels of government and stakeholders on board in order to ensure ownership and efficient implementation of regional SME policies and thus to ‘move beyond the triple helix’.

Debate/Panel discussion

Ms Joanna Drake recalled that SMEs are very much at the heart of the engine for the creation of growth and jobs, before giving an overview of the themes of the upcoming Small Business Act 2.0. Taking stock of six years of the SBA, she highlighted priority areas for the planned update of the SBA, which include access to finance, internationalisation, growth of SMEs, transfer of businesses, skills and training.

Ms Isabel Del Rey Carrión introduced ‘Municipio Emprendedor’, a pioneering initiative of Murcia Region aiming to strengthen municipalities in the promotion of economic activities by exploiting their regulatory and taxation competences. At present, this initiative already covers 71% of the regional territory and involves 84% of the population and can be considered as one of the factors contributing to Murcia’s high growth rate of companies, which is more than double the Spanish national average.

Ms Charlotte Peytavit presented the experience of Nord-Pas-de-Calais in supporting the crafts sector through a programme led by the regional administration and also involving the local and national authorities, the Chamber of Arts and Crafts, social partners and social economy representatives in its governance mechanism. As a result of the region’s successful SME policy, the number of SMEs in Nord-Pas-de-Calais had grown by 21% from 2007 to 2013.

Mr Derek McCallan outlined some of the challenges faced by Northern Ireland linked to a complex administrative environment, many competing stakeholders and an overly high reliance on the public sector. Exploiting the window of opportunity offered by the reform of the local councils, the Northern Ireland Local Government Association is building a network of enablers to promote entrepreneurship by reducing bureaucratic barriers and serving as an axis between all relevant actors.

Ms Laure-Anne Copel emphasised that, while the good practices implemented by the EER regions could serve as positive examples, much still needs to be done at European level in order to generalise a partnership approach. She insisted on the importance of multi-level and multi-actor governance and on the necessity of implementing the SBA at a local level in order to make good use of indicators for monitoring the implementation and to develop the exchange of good practices in partnership.

Ms Madi Sharma underlined the importance of the EER scheme as a catalyst for change. She stressed the importance of focusing not only on the best, but also of including regions and cities in crisis, and of actually engaging with SMEs and entrepreneurs, rather than just talking about them. She also pointed to the importance of supporting SME internationalisation through initiatives such as the EBTC (European Business and Technology Centre) in Bangalore.

Conclusions

Mr van de Donk concluded by stating the importance of simplifying life and reducing burdens for SMEs in order not to lose the support of entrepreneurs. He expressed his conviction that a major source of real economic growth lies in the passion and ambition of entrepreneurs, which involves the need for bureaucrats and entrepreneurs to talk not just about each other, but also to each other, in the spirit of the Brabant model. EU policies ought to focus even more strongly on the needs of SMEs. Finally, the Committee of the Regions should pursue this discussion and create a real learning community.

07B06

7 October 2014

11:15-13:00

Organiser/leader:

Committee of the Regions,
Unit E2, Horizontal Policies and
Networks

Chair/moderator:

Wim van de Donk (The Netherlands), European People’s Party Group, Member of the Committee of the Regions, King’s Commissioner of the Province of North Brabant (EER 2014)

Speakers:

Joanna Drake, European Commission, Directorate-General for Enterprise and Industry, Director for SMEs and Entrepreneurship

Isabel del Rey Carrión, Secretary-General of the Regional Development Agency of Murcia Region (EER 2011), Spain

Charlotte Peytavit, Head of the Creation of Activities Unit, Region of Nord-Pas-de-Calais (EER 2013), France

Derek McCallan, Chief Executive Officer of the Northern Ireland Local Government Association (EER 2015), United Kingdom

Laure-Anne Copel, Head of the European Affairs Department, Permanent Assembly of Chambers of Trade and Craft (APCMA), France

Madi Sharma, EESC Member, Member of the Employers’ Group, Entrepreneur and Entrepreneurship Consultant, United Kingdom

More information:

cor.europa.eu/eer

“The EER initiative is not about free hand-outs. It is about driving change.”

Madi Sharma



Financial instruments to support microfinance and social enterprises

07B07

7 October 2014

11:15-13:00

Organiser/leader:

European Commission, DG Employment, Social Affairs and Inclusion, Unit C2

Chair/moderator:

Andrea Maier, Team Leader Entrepreneurship and Microfinance, European Commission, DG Employment, Social Affairs and Inclusion

Speakers:

Isabelle De Schryver, Policy Officer, European Commission, DG Regional and Urban Policy

Emmanuelle Guiheneuf, Policy Officer, European Commission, DG Employment, Social Affairs and Inclusion

Michal Petrik, Policy Officer, European Commission, DG Employment, Social Affairs and Inclusion

Dr Luca Galassi, Director, ESF managing authority, Sardinia, Italy

Dr Markus Freiburg, Managing Director, FASE, Germany

Jorge Ramirez, General Manager, European Microfinance Network, Belgium

More information:

ec.europa.eu/social/easi

ec.europa.eu/epmf

ec.europa.eu/regional_policy/thefunds/instruments/jasmine_en.cfm

ec.europa.eu/esf/main.jsp?catId=33

www.regione.sardegna.it

www.fa-se.eu

www.european-microfinance.org

Outline

The use of financial instruments to support microfinance and social enterprises in EU regions is an innovative way of boosting employment in the EU. New EU-level instruments will be launched this year and will be accompanied by the provision of technical assistance. The new instruments can be further complemented by activities of managing authorities at a regional/national level, notably through ESI Funds.

The workshop should serve as a valuable source of information for both managing authorities and microcredit providers/social enterprise investors. The former might benefit either from creating complementary financial instruments of their own, or possibly from contributing to the EU-level instrument directly. The latter will have a chance to be updated on the EC's latest activities.

Debate/Panel discussion

Ms De Schryver presented the JASMINE initiative (Joint Action to Support Microfinance Institutions), which helps microcredit providers in Europe, and the results of its external evaluation. She outlined the role of the European Code of Good Conduct for Microcredit Provision in developing the microfinance market and in accessing EU funding.

Ms Guiheneuf talked about how to set up a financial instrument under the ESF and what the main changes compared to the previous period are. She introduced the FI-Compass, from which Structural Funds managing authorities can get assistance.

Mr Petrik outlined the lessons learned from Progress Microfinance and in particular from the results of its interim evaluation. He presented the Commission's upcoming initiatives including the Programme for Employment and Social Innovation (EaSI) and the technical assistance for microcredit providers from the FI-Compass.

Dr Galassi represented the ESF managing authority in Sardinia, a region implementing financial instruments in practice. He explained why Sardinia decided to implement a microfinance scheme, what the outcomes of this initiative were and what their plans are for the future.

Dr Freiburg made a point on why support for social entrepreneurship is needed. He explained its social inclusion effect and deliberated on its specificities with regards to access to finance, such as the need for hybrid finance. He also provided a first-hand experience from the FASE (Financing Agency for Social Entrepreneurship) pilot project financed by the EU.

Mr Ramirez stressed the job creation potential of microfinance and outlined the difficulties in access to finance for start-ups. He described the type of public support needed for microfinance, such as funding for microcredit providers complemented by capacity building. He commented on what is planned under the EaSI programme, highlighting the need for training and mentoring to be given to prospective entrepreneurs.

Conclusions

Ms Maier recalled that both microfinance and social entrepreneurship are still underdeveloped in the EU. She identified the main obstacles as outlined by the speakers. By looking at the future Commission's initiatives together with the speakers, she concluded that these shall address some of the upcoming challenges.

"Microfinance and social entrepreneurship play a key role in the EU's growth strategy Europe 2020 and remain high on the new Commission's agenda."

Andrea Maier



Mayors Adapt: The new EU climate change adaptation initiative within the Covenant of Mayors

Outline

Urban areas are increasingly hit by the already visible negative impacts of climate change. Both gradual climatic processes (such as rising sea levels) and the increasing frequency of extreme weather events (such as heat waves or floods) cause damage to urban infrastructures and cost lives. This process is expected to accelerate in the years and decades to come.

To help cities prepare for a changing climate, in 2014 the Commission launched Mayors Adapt, a dedicated climate change adaptation initiative within the Covenant of Mayors. Both capacity building at a local level and political commitment from local leaders are at the centre of the initiative.

What is needed from cities in order for them to become better prepared? What are the common challenges? What capacities and skills are required at a local level to deal with climate change? These are some questions which were at the heart of the workshop's discussion.

Debate/Panel discussion

Wladyslaw Piskorz underlined the importance of making European cities more resilient to climate change. He also highlighted the key role of cities in elaborating and implementing their adaptation strategies. Moreover, there is a need for integrated approaches that combine the climate dimension of programmes and projects with other aspects of urban development. Adaptation strategies should be part of a broader approach to urban development that looks at interconnected challenges which affect cities, such as social, economic, environmental and demographic challenges.

Mathieu Fichter explained that in the 2014-2020 cohesion policy, specific priority is given to adaptation to climate change. Cohesion policy provides financial support to cities to invest in adaptation, it enables territorial cooperation and it further fosters integrated approaches. Cohesion policy supports urban adaptation in a variety of ways through co-funding studies, the development of adaptation strategies for cities/regions and green infrastructure projects, for instance.

Rosario Bento Pais presented Mayors Adapt, an initiative from the Commission under the framework of the Covenant of Mayors, which has been set up to engage cities in taking action on climate change adaptation. The initiative provides a platform for supporting adaptation, networking and public awareness at the local level, where the adverse impacts of climate change will be felt the most. Ms Bento Pais also presented possibilities for technical and financial support via Climate-ADAPT, the Urban Adaptation Support Tool and LIFE.

Giovanni Fini presented the BLUE AP project, which supports activities leading to the production and adoption of a climate change adaptation strategy and plan for the City of Bologna (a signatory of Mayors Adapt). The project includes the analysis of the local climate profile, vulnerabilities and hazards, the integration of municipal policies and tools with other available instruments, the involvement of stakeholders, the implementation of pilot actions, and monitoring. The project is co-funded by LIFE and showcased on Climate-ADAPT.

Biljana Markova presented the UN's Making Cities Resilient campaign, which encourages local governments to take action to reduce disaster risk and achieve resilient and sustainable urban communities. Ms Markova highlighted the fact that local government action can be encouraged through visibility, the integration of disaster risk reduction into the institutional framework, public awareness, multi-stakeholder engagement, monitoring tools and city-to-city learning.

Conclusions

Urban areas are particularly vulnerable to the adverse impacts of climate change. Cities have a key role to play in adaptation through integrated and sustainable urban development. The local authorities' role is recognised and backed by the EU institutions. Moreover, local authorities have at their disposal different supporting tools. Mayors Adapt and the Making Cities Resilient campaign help local authorities to commit politically to action and exchange good practices. Technical support and a knowledge base are available through Climate-ADAPT and the Urban Adaptation Support Tool. Urban adaptation projects can be supported financially by a variety of EU funds, such as structural and investment funds, the LIFE programme and Horizon 2020.

07B08

7 October 2014

11:15-13:00

Organiser/leader:

European Commission, DG Climate Action

Chair/moderator:

Humberto Delgado Rosa, Director, European Commission, DG Climate Action, European Commission

Speakers:

Wladyslaw Piskorz, Head of the Urban Development Unit, European Commission, DG Regional and Urban Policy, European Commission
Mathieu Fichter, Policy Analyst for Sustainable Growth, European Commission, DG Regional and Urban Policy, European Commission

Rosario Bento Pais, Head of the Adaptation Unit, European Commission, DG Climate Action
Giovanni Fini, Head of the Environmental Quality Unit, City of Bologna, Italy
Biljana Markova, Programme Officer, The United Nations Office for Disaster Risk Reduction (UNISDR), Regional Office for Europe

More information:

Mayors Adapt:
mayors-adapt.eu
European Climate Adaptation Platform (Climate-ADAPT):
climate-adapt.eea.europa.eu
LIFE fund:
ec.europa.eu/environment/life
DG Regional and Urban Policy:
ec.europa.eu/dgs/regional_policy
BLUE AP project:
blueap.eu
UNISDR Making Cities Resilient campaign:
www.unisdr.org/campaign/resilientcities

Workshops

Building capacity



Building stakeholder capacity in Europe's cities

07B09

7 October 2014

11.15-13:00

Organiser/leader:

URBACT Secretariat and Stephen Duffy, Policy Officer, European Commission, DG Regional and Urban Policy

Chair/moderator:

Eddy Adams, URBACT Thematic Pole Manager

Speakers:

Corinne Hermant, Senior Policy Officer, European Commission, DG Regional and Urban Policy

André Just Vedgren, Vice-Chairman, Amager Vest Lokaludvalg (AVLU), Denmark

Alicja Pawlowska, Head of Mobility Management Unit, Municipality of Gdynia, Poland

Giorgos Keranis, External Consultant, Municipality of Athens, Greece

More information:

URBACT USER network:
urbact.eu/en/projects/urban-renewal/user/homepage

URBACT ENTER.HUB network:
urbact.eu/en/projects/metropolitan-governance/enterhub/homepage

URBACT Sustainable Food in Urban Communities network:
urbact.eu/en/projects/low-carbon-urban-environments/sustainable-food-in-urban-communities/homepage

"When elected people come up with an idea, people say it will never work, but when we network with other cities and do site visits we see things differently and we see that things can actually work."

André Just Vedgren

Outline

This URBACT workshop focused on practical tools for supporting city stakeholders. A variety of stakeholders voiced their opinions on capacity needs, the support provided by URBACT and how the lessons have been applied at home.

Debate/Panel discussion

Eddy Adams, the chairperson, opened the discussion by stating that cities are in the spotlight as never before and the pressure on those working for our public authorities is growing. They are expected to do more with less and to be more innovative, but at the same time to avoid making mistakes. In many places the role of public officials is rapidly changing as the expectations of public authorities evolve. Capacity building is therefore of ever-increasing importance.

Corinne Hermant reiterated the importance of adaptive, evolving forms of capacity building (i.e. learning by doing, peer learning, formative evaluation, etc.) and highlighted the Commission's long history of supporting initiatives in this area. This is by no means an easy task, as urban regeneration requires an understanding not just of technical matters but also of the nature of human emotions. In particular she drew attention to the added value of the URBACT programme in terms of capacity building and the fact that this will continue in the 2014-2020 period.

André Just Vedgren, involved in the URBACT USER network, provided his perspective on the particular challenges facing elected officials in terms of urban development and he used the example of the URBACT initiative providing capacity building to elected officials as one way in which they can be supported. The ability to gain inspiration, to have open and honest discussions with elected officials in other parts of Europe about what works, and to learn new techniques for overcoming challenges, etc., is crucial.

Alicja Pawlowska spoke of the impact on the port city of Gdynia as a result of its participation in the URBACT ENTER.HUB network. Through her participation in the URBACT Summer University and working on a concrete case study, she learned new tools for working with local stakeholders, analysing and prioritising problems and objectives, and for developing an integrated local action plan. Exposure to the URBACT method and working within the context of an EU project have made it easier within her city to work in a more integrated, innovative and participative way.

Contributors from the audience also stated that URBACT was a 'new way of working' and not as stressful as dealing with issues within an individual city – people were more open and the sense of a 'game' between civil servants was removed. There was also a focus on the role of politicians as distinct from civil servants – very often progress depended upon individual personalities, i.e. there was a need for charismatic politicians to convince people to take the necessary steps (and this quality cannot be taught).

Giorgos Keranis expanded upon the importance of the URBACT method with reference to the participation of the City of Athens in the URBACT Sustainable Food in Urban Communities network. The national training schemes for local support group members helped Giorgos and other people involved in this network to follow a tested method and use tools to prioritise objectives, design collaborative ways of working and co-produce a local action plan. The rigour inherent in the URBACT methodology – i.e. action plans, objectives, priorities – creates a solid basis for a project, the results of which could then be scaled up.

Conclusions

The chairperson concluded that one of the common threads running through the discussion concerned the importance of openness, honesty and trust in terms of interactions within and between cities. The URBACT methodology, with capacity-building schemes such as national training seminars for local stakeholders, training schemes for local elected officials and summer universities, can act as the framework in which the possibility of open and honest exchange is increased. Mr Adams also noted that whilst improving the capacity of Europe's cities is essential (especially considering the rapidly evolving role of civil servants), there is also a need to recognise that the public authorities do not know all the answers – the involvement of citizens and methods such as co-production are also key.



Capacity building: What for?

Outline

Capacity building is a crucial aspect of bottom-up approaches to local development and a major issue in pursuing community-led local development (CLLD) in the 2014-2020 programming period. This session opened with practical lessons on capacity building from rural and urban areas. It went on to debate the main challenges facing CLLD and CLLD-type approaches at the local level and then proceeded to consider the wider picture, including the role and capacities of managing authorities in facilitating and promoting CLLD. It was followed by a networking session during which participants explored further capacity-building issues and informally discussed the new LDnet initiatives for sharing experiences and developing practical proposals in this field.

Debate

Simona Pascariu presented the experience of capacity building in rural Romania. She described the process of partnership development and participative planning in the context of new FLAGs under Axis 4 of the EFF, including the example of a locality, Horezu, which was selected as a live laboratory for capacity-building learning experience, and the scaling up to county level. She also outlined initiatives aimed at building bridges and local capacity with the Roma minority, focused on potentials, concrete projects and early successes demonstrating that the Roma minority is not the problem but part of the solution.

In his presentation **Peter Ramsden** explained that there are three ways of approaching CLLD in urban areas: area-based, challenge-based and group-based approaches. So far, most of the relevant urban experience has been gained from informal types of CLLD. Notwithstanding this diversity, what stands out is the crucial role of the coordinators of local groups and partnerships and the importance of getting various local leaders to work together. Respect, trust and sustained relationships are key success factors. He illustrated these points with practical examples from major cities such as Athens and Berlin, and urban/rural situations as is the case in Amersfoort.

Robert Lukesch stressed the importance of social entrepreneurs and facilitators in the public sector. He said that regional administrators are an important target group for capacity building and drew attention to the poor take-up of multi-fund CLLD in partnership agreements and operational programmes (except for the EAFRD where it is mandatory) as a manifestation of their reluctance or unpreparedness for CLLD.

This was echoed in **Ryszard Kaminski's** remark that it is easy to find local leaders to drive the local development process but much more difficult to find people from the public administrations who understand and support such social processes. Moreover, especially in newer Member States, the local partnership principle is often compromised by top-down interference from higher-level authorities staking a claim in 'bringing money to the area'.

Carin Alfredsson highlighted the challenge of how to get 'balanced' groups at a local level. It is very important that the LAGs should have the skills, understanding and strategies, and should be able to interact with all levels. This often means that LAGs may have to be bigger to have the required capacity. Results in CLLD take time and therefore the most should be made of the experience already gained. In Sweden new groups have been offered the opportunity to learn from more experienced LAGs before they reach the stage of receiving technical assistance.

07B10

7 October 2014

14:30-17:00

Organiser:

Local Development Network
(LDnet Association)

Chair/moderator:

Urszula Budzich-Tabor, FARNET
and Vice-President of LDnet

Speakers:

Simona Pascariu, URBAPLAN,
Romania

Peter Ramsden, Freiss Ltd and
URBACT, United Kingdom

Carin Alfredsson, Swedish
Board of Agriculture, Sweden

Ryszard Kaminski, Polish Rural
Forum, Poland

Robert Lukesch, ÖAR
Regionalberatung GmbH, Austria

Eileen Humphreys, University
of Limerick, Ireland and President
of LDnet

Workshops

Building capacity



Capacity building: What for?

More information:

www.ldnet.eu
www.elard.eu
urbact.eu
enrd.eu
farnet.eu

Eileen Humphreys stressed that in countries with a long track record in CLLD and capacity building the situation is more complex and nuanced. 'Community-led' and 'participation' do not imply a pure consensual model but present the challenge of how different interests can come to work together. 'Not agreeing' in a local partnership is healthy and can amount to a learning process. However, getting marginalised groups to engage is very difficult, even when they have lots of free time, since trust in deprived communities is much lower. There were many informative contributions and searching questions in the general debate. **Melody Houk** outlined how the URBACT programme identified substantial gaps in capacities of different types of stakeholders for engaging, acting as facilitators and maintaining the momentum for participation. The central response of the programme has been the summer universities at European level, where participants work in small groups with different practical tools, learning from other cities and peer reviews. **Radim Srsen**, President of ELARD, referred to the long process of the evolution of CLLD through several generations of leader programmes and the multiple challenges that have confronted the local actors. He stressed that in the new 2014-2020 period, with several hundred new local action groups potentially emerging, the capacity-building needs will be enormous and should not be underestimated.

Other participants highlighted the difficulties in engaging stakeholders and stressed that it is a process that takes time; it is not pre-ordained but requires imagination and innovation. It was also stressed that individuals often go back to their organisations and revert to old habits rather than acting as agents for change. It was suggested that the administrators who design programme rules should spend time working at project level ('local internships'). A key point was that stakeholders need a 'reality check' and should get to the point of wanting capacity building. Last but not least, capacity building should be placed in a wider context beyond the scope of any particular rural or urban development programme.

Conclusions

Capacity building in a CLLD environment is not merely about making a delivery method more efficient but is a longer-term developmental process in its own right. The moderator, Urszula Budzich-Tabor, noted that the debate focused more on 'for whom' with less said on 'what', reflecting the fact that many practical tools are already available, although new capacities would be needed to address the emerging issues that CLLD would have to address in some areas, such as social deprivation. However, the biggest challenge is 'how': how to get there, and having built the capacity, how then to ensure that it is sustained and drives the local development process. Exposure to a wide range of relevant experiences is a valid method for capacity building. There is great value in sharing experiences and peer learning and this is increasingly recognised in EU programmes and is actively promoted by the activities of LDnet.



Make use of the enabling button for Innovation Procurement (PCP/PPI) to tackle societal challenges in Europe

Outline

Innovation Procurement enables the public sector to modernise its services while saving costs and creating market opportunities for companies in Europe. Ongoing Innovation Procurement projects show that the procurers acquire best-value-for-money solutions for facing their challenges, at the same time fostering growth and creating jobs in Europe through marketing the innovative products or services. Horizon 2020 support for Innovation Procurement covers many domains of public interest. Innovation Procurement can also be a very useful tool in the hands of regional stakeholders for achieving innovation goals in the context of Structural Funds. Synergies between Horizon 2020 and Structural Funds for Innovation Procurement are not only allowed but are encouraged, as they offer the local key players the chance to tackle public needs by benefiting from R&D or from the deployment of innovative solutions within Horizon 2020 projects.

Debate/Panel discussion

Ms Lieve Bos presented the importance and potential of Pre-Commercial Procurement (PCP) and Public Procurement of Innovative Solutions (PPI) for modernising public services in Europe while creating market opportunities for companies. She presented the funding schemes in Horizon 2020 that co-finance the preparation, coordination and execution of PCP and PPI procurements. EUR 130 million of EU funding is currently available (deadlines for proposals in 2015) to support Innovation Procurement implementation in many domains of public interest.

Mr Vasileios Tsanidis presented the role that Innovation Procurement can play in Structural Funds. He explained its importance for regional stakeholders and presented ways in which the Structural Funds budget can be used effectively to support Innovation Procurement implementation and enhance the administrative capacity of the procurement officers in the regions. Mr Tsanidis also referred to the possible synergies between ESIF and Horizon 2020 and presented concrete scenarios for combining ESIF and Horizon 2020 funding for implementing Innovation Procurements.

Mr Peter Asché presented the Thalea Pre-Commercial Procurement (PCP) project that is challenging providers to develop new innovative solutions for remote decision support to intensive care units through an interoperable telemedicine platform. Mr Asché stressed the fact that the project attracted considerable market interest among twenty-three companies from five different Member States participating in the open market consultation that preceded the publication of the Thalea PCP call for tender.

Dr van Berlo presented the Stop and Go Public Procurement of Innovative Solutions (PPI) project that aims at deploying cost-effective, sustainable and innovative solutions for telecare for older people. A transnational procurement procedure in four Member States will enable the participating organisations to purchase innovative solutions with clear clinical and social outcomes, thus creating economies of scale that will benefit the procurers and the market, and contributing at the same time to standardisation.

Conclusions

The chairperson, **Ms Müngersdorff**, concluded that Innovation Procurement is a powerful tool that helps to drive innovation from the demand side in Europe. In periods of economic crisis Innovation Procurement offers a unique opportunity to optimise public expenditure in an effective way, resulting in the modernisation of public services and also providing support to the companies to gain leadership in new markets. The timing could not be more appropriate for the regional stakeholders to benefit from the available Horizon 2020 and Structural Funds for co-financing opportunities, as well as for the synergies between these two funding programmes to boost innovation in Europe through Innovation Procurement.

"Interesting workshop. Fascinating speeches. The best guidance for highlighting the possibility of supporting public-demand-driven innovation in terms of PCP/PPI within cohesion policy 2014-2020 and Horizon 2020."

Antonios Saoulidis, Lawyer and Public Procurement Expert, Vice-Mayor of the Municipality of Neapoli-Sykies, Greece

07B12

7 October 2014

14:30-17:00

Organiser/leader:

European Commission, DG Communications Networks, Content and Technology, Unit F2

Chair/moderator:

Anne Müngersdorff, END/RA, ZENIT, Germany

Speakers:

Lieve Bos, Policy Officer, European Commission, DG Communications Networks, Content and Technology

Dr Vasileios Tsanidis, Policy Officer/Seconded National Expert, European Commission, DG Communications Networks, Content and Technology

Peter Asché, Commercial Director, Uniklinik Rwth Aachen, Germany

Dr Ad van Berlo, R&D Manager, Smart Homes, The Netherlands

More information:

EU policy initiatives on

Innovation Procurement:

ec.europa.eu/digital-agenda/en/news/eu-policy-initiatives-pcp-and-ppi

Workshops

Building capacity



Financial instruments for regions and cities in 2014-2020

08B01

8 October 2014

11:15-13:00

Organiser/leader:

Committee of the Regions, Unit E1 (Forward planning, studies and academic networks)

Moderator:

Eugenia Kazamaki-Ottersten, Head of Division, Regional and Urban Development, European Investment Bank (EIB)

Chair:

Rhodri Glyn Thomas, Member of the temporary Ad-hoc Commission of the CoR and Member of the National Assembly for Wales, United Kingdom

Speakers:

Brian Field, Urban Planning and Development Adviser, European Investment Bank (EIB), United Kingdom

Maja Roginska, Loan Officer at the European Investment Bank, Lending Operations in Poland, Poland

Kamila Kaleta, Financial Instruments Unit, EIB, Poland

Desmond Gardner, Head of Legal Services at Transport for Greater Manchester, URBACT project CSI Europe, United Kingdom

Christian Svanfeldt, Policy Analyst, European Commission, Directorate-General for Regional and Urban Policy

More information:

The EIB: www.eib.europa.eu/products/index.htm

Financial instruments for regions and cities 2014-2020:

ec.europa.eu/regional_policy/thefunds/fin_inst/index_en.cfm

Outline

Financial instruments are seen as a mechanism for leveraging financial resources in order to achieve set objectives for many regions and cities. However, the financial instruments of the EU's 2007-2013 programming period faced certain difficulties in the implementation phase. The European Investment Bank has been appointed to play a substantial role in helping regions and cities to make these instruments function properly, and the 'Financial instruments for regions and cities in 2014-2020' workshops brought together experts from the EIB and representatives from the EU Commission and the CoR to present and discuss financial instruments for the 2014-2020 programming period and the novelties related to them.

Debate/Panel discussion

Mr Thomas called for creating greater synergies in public and private finance to support economic growth and sustainable investments at local and regional level. He further addressed the need for deeper cooperation and harmony between all EU levels in terms of budgeting and of financial instruments. Mr Thomas also underlined the importance of the EIB's assistance and expertise for regions and cities aiming at stimulating growth and achieving sustainable development.

Mr Field introduced the financial instruments and advisory services offered by the EIB for cities and regions for the 2014-2020 programming period with a particular focus on the framework loans and structural programme loans as supplementary schemes for regional and urban development. He also took a look at the EIB's new growth and employment initiatives and encouraged the Member States to utilise the support and aid provided to them by the EIB.

Ms Roginska's presentation focused on the EIB's lending for regions and cities. Examples of such an exercise were taken from Warsaw's Municipal Infrastructure Project and from a tramway capacity project in the Polish city of Poznan. The outcomes of these activities exemplify the successful usage of financial instruments resulting in an improved and more active urban environment and in other positive spill-over effects.

Ms Kaleta familiarised the audience with the European Investment Bank's JESSICA initiative (Joint European Support for Sustainable Investment in City Areas). She took a look at different urban projects implemented during the 2007-2013 programming period in Poland, Spain and Italy. The presentation also introduced the best practices and lessons learned from these projects and underlined the gains achieved including energy efficiency, mobilisation of private and public resources, creation of new urban spaces and the enhancement of transportation systems.

In his presentation **Mr Gardner** addressed urban development funds as financial instruments and discussed ways of attaining integrated sustainable urban development. In order to make financial instruments work for cities, CSI Europe builds on four key themes: regulation; state aid; governance; and technical assistance. Mr Gardner also highlighted the need for a strong project pipeline in urban areas and encouraged the inclusion of local expertise in projects.

Mr Svanfeldt focused on urban challenges and stated that in order to tackle these challenges a more holistic approach in urban planning is needed. For this purpose, the Commission has released a communication on urban development networking, which encourages urban actors and cities to solve challenges jointly and exchange best practices and experiences. Mr Svanfeldt also advocated defining an EU urban agenda. This would, however, require a better acknowledgment of cities and their preferences and a preliminary analysis with the stakeholders.

Conclusions

Moderator **Ms Kazamaki-Ottersten** concluded that there is a need for cities and urban actors to learn from each other in terms of tackling urban challenges and developing cities through financial instruments. The CoR has a remarkable role as a platform that allows the sharing of experiences. Stakeholders could be better informed about the EIB's role and the expertise provided to them by the EIB. It was also noted that the financial atmosphere in Europe might have given rise to a misleading image in terms of financial instruments and grants available for urban development; there are actually plenty of tools and opportunities.

"The experience gained has allowed us to enhance the second-generation financial instruments that are now being deployed, and also informs ongoing discussions with the stakeholders on further deepening and developing such instruments."

Brian Field



Cross-border observatory for territorial monitoring and impact assessment

Outline

The establishment of the Institute for Transnational and Euregional Cross-Border Cooperation and Mobility (ITEM), focusing on labour mobility in particular, led by Maastricht University and supported, among others, by the Province of Limburg (The Netherlands) and Euregio Meuse-Rhine, was presented. This was followed by a reflection on its added value and the framework conditions that need to be met in order to make this institute, which will be set up in the near future, a success.

Conclusions

Mr Koopmans, the chairperson, concluded that ITEM could have an added value, as long as attention is paid to: (1) exchanging with so-called field workers, such as employment centres, in order to address the needs of the work force (**Ms Crinier**); (2) sharing experiences and expertise between cross-border cooperation organisations (**Ms Jacquey**); and (3) collecting and developing data that helps visualise cross-border movements (**Mr Vande Meulebroucke**), not least to raise policy makers' awareness of the case of cross-border mobility and cooperation as a whole.

"In order to enhance the cross-border mobility of this workforce we need to assess the effects of national policies in order to tackle barriers and develop joint projects concerning cross-border exchange of vacancies, information for commuters, internships, recognition of competences, coordination of tax and social security systems, and so on."

Oliver Paasch

08B02

8 October 2014

11:15-13:00

Organiser/leader:

Euregio Meuse-Rhine

Chair/moderator:

Björn Koopmans, Coordinator of Euregio Meuse-Rhine, Belgium

Speakers:

Minister-President **Oliver Paasch**, President of Euregio Meuse-Rhine, German-speaking Community of Belgium, Belgium
Prof. Hildegard Schneider, Dean of the Law Faculty, Maastricht University, The Netherlands

Martin Unfried, Policy Expert, European Institute of Public Administration, The Netherlands

Florence Jacquey, Manager of EGTC, Secretariat of the Summit of the Greater Region, Luxembourg

Nadine Crinier, Director of the Employment Centre of Nord-Pas-de-Calais, France

Stef Vande Meulebroucke, General Director of EGTC, Eurometropolis Lille-Kortrijk-Tournai, Belgium

More information:

About ITEM: goo.gl/1EH9CZ (in Dutch only)

About taskforce cross-border commuters in Greater Region:

www.tf-grenzgaenger.eu (French and German)

About EuresChannel: www.eureschannel.org (French and Dutch)



Transfrontier Euro-Institut Network – TEIN: The answer to the need for capacity building for an efficient cross-border cooperation

08B03

8 October 2014

11:15-13:00

Organiser/leader:

Institut EuroSchola

Chair/moderator:

Hynek Böhm, Vice-Chairman of Institut EuroSchola, Trinec, Czech Republic

Speakers:

Anne Thevenet, Euro-Institut, Germany

Ruth Taillon, Centre for Cross-Border Studies, United Kingdom

Marek Olszewski, Olza Association, Poland

More information:

www.transfrontier.eu

Outline

This workshop presented good practices in CBC capacity building in six EU border regions to identify the challenges that constrain effective cross-border cooperation in public and civil society organisations. CB territories (40% of EU territory; 30% of the EU population) represent key areas within the EU; border regions are often described as laboratories for integration. However, obstacles still exist due to a lack of knowledge of the 'other' and a lack of appropriate methodologies for intercultural work. TEIN, representing very different types of borders, proposes a genuinely new approach: it facilitates CBC through capacity building and therefore provides practical solutions to the problems faced by CB regions and Europe.

Debate/Panel discussion

The four representatives of the network were present and shared their experiences with the other workshop participants.

Firstly, the creation of the partnership and its projects were presented by **Anne Thevenet** from Euro-Institut from the French-German border.

Secondly, this was followed by practical examples from the Czech-Polish border area given by **Marek Olszewski** from the Olza Association and **Hynek Böhm** from Institut EuroSchola.

The third presenter, **Ruth Taillon** from the Centre for Cross-Border Studies, represented Irish borders. All of the speakers attempted to convey the results of bilateral cooperation within TEIN, and of the mutual cooperation of its members and the application of findings from one border area to others.

Conclusions

The chairperson, **Hynek Böhm**, concluded that borders are even now, after more than a half century of European integration, still barriers that prevent development of border regions. Therefore we must look for tools and solution to eliminate these barriers and help these regions to use their full potential. The TEIN network could provide appropriate solutions.

"Cross-border cooperation is not at all simple or straightforward, but it is very rewarding and satisfying."

Hynek Böhm



Removing barriers to women's labour-market participation through accessible, quality care services

Outline

The workshop discussed the role of accessible, quality care services in supporting the participation of parents, especially women, in the labour market. It sought to raise awareness among city and regional authorities on the benefits of improving the provision of care services, to share information about successful policy experiences and policy challenges, and to inform participants of the EU-level resources available for supporting the development of these services.

Debate/Panel discussion

Lieve Franssen opened the workshop by providing the EU policy context for the discussion. She stressed that promoting gender equality is a Commission priority, and highlighted the guidance in the 2013 Social Investment Package, which urges Member States to step up provision of quality, affordable early childhood education and care and long-term care services to help remove barriers to women's labour-market participation. She also stressed the need to look at the wider policy context required to support the social and labour-market equality of women in addition to care, such as addressing workplace discrimination, promoting flexible working arrangements and removing tax/benefit disincentives for second earners to work.

Michael Ralph explained what EU-level support is available to cities and regions to develop care services for children and older dependents, with a focus on the European Regional Development Fund (ERDF) in complement with the European Social Fund (ESF). In the EU's new multi-annual financial framework for 2014-2020 there is greater focus on how the funds can be used to support country-specific recommendations in the social and employment fields. The ERDF can support, for example, the development of key infrastructure to support care services, such as the physical building of childcare centres. He added that the funds are increasingly supporting programmes that take into account 'complementary policy mixes', with Member States being required to explain the policy contexts in their operational programmes.

Anton Hemerijck gave an overview of trends in the development of the European welfare states, which he argued were historically 'gender blind'. He showed that some Member States have successfully reformed their welfare state systems to account for women's increasing entry into the labour market, making early childhood education and care more available, in addition to adequate parental leave benefits and child benefits. These Member States have benefitted from higher female labour participation in addition to higher fertility. He also highlighted that formal long-term care services for frail older people are still substantially underdeveloped across the EU. Mr Hemerijck stressed that with demographic ageing there will continue to be an increase in the demand for carers. To meet this demand, he emphasised the importance of making care jobs more attractive and increasing the productivity of care services.

Manuel Klotz presented the ESF-funded project 'Les Castors', which provides early childhood care and education, with a particular emphasis on disadvantaged families who are often not eligible for childcare when the parents are inactive. In combination with providing childcare solutions of high pedagogical quality to assist in the development of the child, parents receive training and specific help in their job search. The project has seen very concrete results in terms of facilitating parents' return to the labour market, especially mothers. He highlighted that in addition to care services it is important to improve sensitivity in the workplace towards employees' care responsibilities, in order to reduce the tension that many parents experience between work and family responsibilities.

Mihályné Korintus discussed the labour market situation of women in Hungary, giving a summary of the policies that have historically contributed to work disincentives for women, such as a long parental leave until a child's third birthday. She then explained recent measures intended to reduce obstacles to women's employment, including the development of early childhood education and care services for children under three years of age and the introduction of family day-care programmes. These measures are complemented by more flexible rules of parental leave policies. Despite these positive developments, there are still varying levels of access to and quality of childcare services across the different municipalities. With the help of the ERDF Hungary is working to develop these services further, providing targeted support to the areas where they are most underdeveloped.

08B04

8 October 2014

11:15-13:00

Organiser:

Evelyn Astor, Policy Officer, European Commission, DG Employment, Social Affairs and Inclusion, Unit D1 Social Policies, Innovation and Governance

Co-chairs:

Lieve Franssen, Director, Europe 2020 Social Policies, DG Employment, Social Affairs and Inclusion, European Commission

Michael Ralph, Advisor to the Deputy Director-General, DG Regional and Urban Policy, European Commission

Speakers:

Anton Hemerijck, Professor of Institutional Policy Analysis at VU University Amsterdam, The Netherlands and Centennial Professor of Social Policy at the London School of Economics and Political Science, United Kingdom

Manuel Klotz, Associate Director, Regional Directorate for Companies, Competition, Consumption, Work and Employment (DIRECCTE), Pays-de-la-Loire, France

Mihályné Korintus, Senior Adviser and Childcare Expert, General Directorate of Social Affairs and Child Protection, Hungary



Removing barriers to women's labour-market participation through accessible, quality care services

More information:

www.pays-de-la-loire.directe.gouv.fr/Les-Castors-une-creche-pas-comme

Conclusions

Care services are very important in facilitating parents', especially women's, labour market participation, but their effectiveness cannot be seen in isolation. Their interaction with other policies, including parental leave, is very important in influencing female employment. It was unanimously agreed that these social policies need to be developed in a more integrated manner.

The division of competences between actors on an EU, national, regional and local level in the planning, administration and assessment of care services was also seen as an issue. The multiplicity of different actors and responsibilities can lead to inefficiencies and breakdowns in communication. Participants stressed the importance of 'breaking the silos' and improving communication between these different levels.

"Promoting labour-market participation of women, in particular those with children or older dependents, requires creating the right incentives in order to allow women to enter, re-enter and remain in the labour market. Moreover, improving the balance between work, family and private life is also an important element of social and personal well-being. This is why the Social Investment Package, adopted by the European Commission last year, urged Member States to step up provision of affordable, quality care services."

Lieve Franssen



Youth guarantee: Where do the EUR 6 billion go?

Outline

In order to tackle the growing levels of youth unemployment and to foster investment in the future of young people, Member States have committed to designing and implementing national youth guarantee schemes. Many areas have designed region-specific sets of measures to contribute to the implementation of these schemes, taking into account the specificities of the local labour market. To achieve an early impact in those regions that struggle most with youth unemployment, EU leaders agreed in 2013 to frontload EUR 6 billion under the Youth Employment Initiative. The workshop discussed challenges and good practices linked to the implementation of youth guarantee schemes at regional and local levels.

Debate/Panel discussion

Opening the seminar, the President of the PES Group within the Committee of the Regions **Karl-Heinz Lambertz** stressed that youth employment was a fundamental question for the future of our society and must therefore be a top priority on the EU agenda. **Laurette Onkelinx** criticised the fact that the funds made available for financing youth guarantees were not sufficient and the procedures established by the European Commission made it difficult to implement this instrument.

Commenting on the state of play of the implementation of youth guarantees, **Michel Servoz** emphasised that the first positive results were shown at Member-State level. He referred to the three major challenges identified by the European Commission in its recent recommendations to Member States: i) the identification of the target people among young people; ii) the need to improve the efficiency of public services; and iii) the necessity of better linking education systems and employment services. **Javi López** MEP reminded attendees that youth unemployment had dramatic social consequences on a whole generation of young people in our continent. He called for enhanced public investment and better control over how the money for youth guarantees is spent. Regarding job mobility, which is one of the major success elements of the European project, he stressed that it was no longer perceived as a personal choice, but had become in many cases an obligation in order to get a proper job. **Salvatore Marra** emphasised the fact that the key aspect of effectively implementing youth guarantees at local level was the involvement of all stakeholders on the ground and the creation of quality jobs.

Lucia Valente illustrated how the youth guarantee scheme has been implemented in the Lazio region, where the young person is put at the very heart of the process and close cooperation between the public and private sectors is strongly encouraged.

Jean-Louis Destans reported on the experience of his department, which is one of the ten pilot departments that have been taking part in the French youth guarantee scheme since November 2013. Its implementation takes the form of one-year renewable contracts between the regional authority and young people. He showed that the youth guarantee was also a lever for incentivising marginalised young people, and underlined the importance of setting up a comprehensive network of actors that takes into account the overall situation of the young person. **María Jesús Moreno Herrerías** gave an overview of the main elements of the Emple@joven programme, which implements the youth guarantee in her region. The main challenges include motivating young people to take part in the scheme, including all sub-groups of young people, and adapting public administration to youth guarantee requirements.

Conclusions

Giovanni Melogli concluded the workshop by stating that youth guarantees were an important instrument for combatting youth unemployment. By being close to the citizens, local and regional authorities are key actors for a successful implementation on the ground. At the same time, it is important to ensure that sufficient European funding is granted to this major instrument for young people's integration into the labour market across Europe's cities and regions.

"The promise made by the future President of the European Commission, Jean-Claude Juncker, to invest EUR 300 billion in jobs has to correspond to the need to put five million young people back into work."

Laurette Onkelinx

"If we don't solve the problem of unemployment, we won't solve the problem of youth unemployment."

Javi López

"Proper investment in our regions is essential if we want to create quality jobs and restore young people's confidence."

Salvatore Marra

08B06

8 October 2014

14:30-17:00

Organiser/leader:

PES Group (Party of European Socialists) in the Committee of the Regions

Chair/moderator:

Giovanni Melogli, responsible for EU Affairs of the International Alliance of Journalists

Speakers:

Karl-Heinz Lambertz, President of the PES Group in the Committee of the Regions
Laurette Onkelinx, Belgian Deputy Prime Minister and Minister of Social Affairs and Public Health

Michel Servoz, Director-General of the European Commission Directorate-General for Employment, Social Affairs and Inclusion

Javi López, S&D Member of the European Parliament, Spain

Salvatore Marra, President of the Youth Committee of the European Trade Union Confederation (ETUC)

Lucia Valente, Minister of Labour of Lazio Region, Italy

Jean-Louis Destans, President of the Eure General Council, France, and member of the CoR PES Group

María Jesús Moreno Herrerías, Director-General for Evaluation, Control and Quality in the Andalusian Employment Service, Spain

More information:

bit.ly/youth-guarantee



Open data for innovation: Technical torture or a case of 'app-y ever after'?

08B07

8 October 2014

14:30-17:00

Organiser/leader:

Citadel on The Move, a European 'Smart Cities' project co-funded by the EU

Chair/moderator:

Daniel van Lerberghe,
Director Social Media and
PoliTech Founder, Fondation
EurActiv PoliTech, Belgium

Speakers:

Andrew Stott, Open Data
Expert Adviser and Technical
Coordinator, Citadel on The Move
project, United Kingdom

Adrian Slatcher, Digital
Development Officer, Manchester
City Council, United Kingdom

Jesse Marsh, Innovation
Consultant, Atelier Studio
Associato, Italy

Tiphaine Bichot, Director,
Athome Solution, France

More information:

www.citadelonthemove.eu

Outline

The workshop showcased key tools and findings generated from four EU-funded projects (Citadel on The Move, CitySDK, CreativeMED and eCreate) that use open data to generate new public services. Cities and regions representatives were introduced to how these tools can unlock the innovative potential of their greatest resource – their citizens – in creating efficient and effective public services for local governments. The workshop was participative involving interaction with the audience throughout. After the workshop the audience was able to try the tools first hand for themselves and find out more about how they can offer these tools in their existing open data programmes.

Debate/Panel discussion

Andrew Stott presented the audience with the Citadel's vision for enabling smart cities services powered by open data putting the citizen at its core.

Adrian Slatcher presented the audience with the CitySDK smart kit as an enabler for smart cities.

Jesse Marsh gave an overview of the CreativeMED project and how it is linking territorial creativity to innovation potential using open data.

Tiphaine Bichot introduced the eCreate project solution for responding to the policy challenges for 'smart territories', using the examples of tourism and transport.

Conclusions

The chair, **Daniel van Lerberghe**, concluded that most cities today ignore what open data can do for them and how to start with open data. Citadel is the perfect solution for a city that wishes to engage in open data and become a 'smart city'. It is with the help of our citizens that we will create the smart city of tomorrow.

*"Cities and their citizens worldwide are discovering the power of 'open data'.
Citadel is giving you the benefits!"*

Daniel van Lerberghe



Improving waste water management – Support from the European Structural and Investment Funds

Outline

This workshop formed the fourth meeting of the CoR/EC Technical Platform for Cooperation on the Environment, which seeks to contribute to a better implementation of EU environmental law.

Despite encouraging signs of progress, there is still a significant implementation gap regarding the EU Urban Waste Water Treatment (UWWT) Directive, in particular in the Member States that joined the EU in 2004 and later. The workshop looked at two important elements of the 'new approach' taken by the European Commission to promoting compliance and implementation: improving the management and dissemination of compliance-relevant data, in particular through so-called 'SIIFs', and structured support from the European Structural and Investment (ESI) Funds to improve waste water management. Relevant best practices in both areas developed at national and regional levels were presented.

Debate/Panel discussion

Mr Bruno Hranic, in his opening remarks, underlined the fact that both for the Committee of the Regions and for the European Commission, better implementation of EU environmental law is a key concern. Witnessing the experience of his home region in Croatia he supported the need for accelerating waste water management in Europe's cities and regions, for the benefit of the environment and our citizens.

Jeroen Casaer introduced the concept and aims of Structured Implementation and Information Frameworks (SIIFs) within the context of the UWWT Directive. SIIFs are identified as an action to improve implementation of the whole body of EU environmental legislation in the 7th Environment Action Programme. The DG Environment, as part of a pilot project for the UWWTD, is developing an operational SIIF IT system and aims to promote SIIFs to all Member States from 2015 onwards.

Bruno Rakedjian explained the French waste water website, as an example of the development of a SIIF at national and regional level. The main benefits of SIIF-compatible tools and websites would be more accurate data with easy access for citizens, public authorities at all levels, business and researchers to all kind of information (compliance, regulation, reports, action plans, etc.), in line with the EU Public Access to Environmental Information Directive, and the INSPIRE Directive.

Almut Bonhage provided attendees with the view of private and public service providers on improving data management, and gave concrete examples of problems in data comparison and in benchmarking. She insisted that it is crucial to define firstly the aim of a data collection, then the appropriate indicators and finally the data needed. The focus should be on having a small quantity of data with good reliability.

Mathieu Fichter outlined the approach under the 2014-2020 ESI Funds for improving waste water management and for further boosting compliance with key requirements of the UWWT Directive. To qualify for funding, financial sustainability of urban waste water treatment systems, including adequate water pricing/user charges, would be a key factor. He also stressed the ex-ante conditionality on water applied to ESI Funds and referred to funding opportunities for innovation and international cooperation projects.

Manuel González Evangelista presented practices from the Region of Valencia. In the last 18 years the region, with support from EU funds, has invested EUR 1.128 million and doubled the amount of waste water treated. For the future, the priorities lie in increasing the performance of UWWT, ensuring connection of remote areas, renewal of obsolete facilities, sludge control, and water re-use, with some relevant major new projects planned under the ESI Funds.

Sven Lyko described the experiences gained from the INTERREG IWB 'PILLS' and 'noPILLS in waters' projects in actions for reducing pharmaceutical micropollutants in UWWT, as an example of using ESI Funds for innovative approaches. These included: mass-flow analysis of pharmaceuticals; raising awareness in hospitals and among clinicians, doctors and pharmacists, the broader public and decision makers to limit expensive end-of-pipe solutions; monitoring changes in behaviour; and innovative technical solutions for the elimination of pharmaceuticals in waste water treatment.

08B08

8 October 2014

14:30-17:00, followed by a networking cocktail

Organiser/leader:

Committee of the Regions (CoR), ENVE Commission and European Commission, DG Environment

Chair/moderator:

Bruno Hranic, Vice-Chair of the CoR ENVE Commission, Croatia
Neil Swannick, CoR Member, Member of Manchester City Council, England

Speakers:

Bruno Hranic, Vice-Chair of the CoR ENVE Commission, Croatia
Jeroen Casaer, Team Leader Water Industry, Marine Environment and Water Industry Unit, DG Environment, European Commission
Bruno Rakedjian, French Seconded National Expert to the European Commission
Almut Bonhage, Secretary-General EurEau – European Federation of National Associations of Water Services, Belgium
Mathieu Fichter, Team Leader Sustainable Growth, Competence Centre Smart and Sustainable Growth, DG Regional and Urban Policy, European Commission
Manuel González Evangelista, Office of the Region of Valencia in Brussels
Sven Lyko, Project Partner PILLS and noPILLS projects, Emschergenossenschaft and Lippeverband, Germany
Joachim D'Eugenio, Acting Head of Marine Environment and Water Industry Unit, DG Environment, European Commission



Improving waste water management – Support from the European Structural and Investment Funds

More information:

CoR/EC Technical Platform for Cooperation on the Environment: ec.europa.eu/environment/legal/platform_en.htm

French waste water website: assainissement.developpement-durable.gouv.fr

European Commission, DG Environment: overview of the Urban Waste Water Directive: ec.europa.eu/environment/water/water-urbanwaste/index_en.html

European Commission, DG Regional and Urban Policy: Green Public Procurement Criteria for Waste Water Infrastructure: ec.europa.eu/regional_policy/information/studies/index_en.cfm#1

PILLS/noPILLS INTERREG IVB projects: www.pills-project.eu, www.no-pills.eu

Conclusions

Joachim D'Eugenio, in his concluding remarks, summarised the new approach taken by the European Commission for advancing compliance with the UWWT Directive, with the elements discussed at the workshop as its cornerstones. He also highlighted the benefits of UWWT for local and regional authorities and its links with the priorities of the new European Commission, including the 7th Environment Action Programme and its focus on better implementation, service to citizens, and creating growth and jobs in the green sector.

“The European Structural and Investment Funds are instrumental for many cities and regions in advancing implementation of the EU Urban Waste Water Treatment Directive.”

Neil Swannick



The human factor in managing the ESI Funds: The importance of developing the right skills and competences via peer-to-peer learning

Outline

Across the EU, roughly 24,000 staff members are involved in the implementation of the European Regional Development Fund (ERDF) and the Cohesion Fund (CF). Altogether, these people possess a wealth of knowledge and invaluable know-how which could and should be exchanged among the EU Member States and institutions in order to improve the management of ESI Funds further. A recent study commissioned by the DG Regional and Urban Policy has confirmed that there is high demand for a peer-to-peer exchange instrument among bodies managing the ERDF/CF.

In the workshop, national experts **Ms Danuta Jabłońska** and **Ms Dobrinka Mihaylova** shared their practical experience of and lessons learned from participating in peer-to-peer assistance schemes. The two speakers represented two different perspectives: that of a recipient and that of a supplier of the assistance. On the European Commission's side, **Agnieszka Krasicka** presented the new peer-to-peer exchange initiative currently under development in DG Regional and Urban Policy. *The REGIO PEER2PEER exchange system for regional policy experts* will build on the long-standing TAIEX experience and infrastructure, at the same time adapting it to the specific needs of the authorities managing ERDF/CF. The initiative will be launched initially as a pilot running from the beginning of 2015 until the end of 2016 and will fund up to 100 exchanges. The results of the pilot will be evaluated and will determine the future of the instrument.

Conclusions

All speakers and a number of representatives from the audience were in agreement on the benefits that peer-to-peer exchanges bring, in terms of transferring hands-on knowledge and forging lasting relationships. Against this background, the REGIO PEER2PEER exchange system for regional policy experts was very positively received and is eagerly awaited. The presentations and debate in the workshop pinpointed a number of preconditions that have to be in place for a successful exchange of expertise and a lasting impact. The key to success relies on a mutual interest in the exercise and on thorough preparatory work put into planning the assignment and defining needs and expected outcomes. It is also important to leave sufficient room for flexibility when implementing the exchange and take active ownership of the learning process.

08B09

8 October 2014

14:30-17:00

Organiser/leader:

DG Regional and Urban Policy,
Unit E1 Competence Centre for
Administrative Capacity Building

Chair/moderator:

Ann-Kerstin Myleus, Deputy
Head of Unit E1 Competence
Centre for Administrative
Capacity Building in DG Regional
and Urban Policy

Speakers:

Dobrinka Mihaylova, Executive
Director in the Ministry of
Finance (Head of audit authority),
Bulgaria

Danuta Jabłońska, Expert
from the Polish Administration
providing assistance in Croatia

Agnieszka Krasicka, Policy
Officer in Unit E1 Competence
Centre for Administrative
Capacity Building in DG Regional
and Urban Policy



Public procurement in the management of the ESI Funds – Developing top skills and competences in public procurement can save you valuable funds

09B01

9 October 2014

09:00-10:45

Organiser/leader:

Organiser/leader: DG Regional and Urban Policy, Unit E1 Competence Centre for Administrative Capacity Building, **Anna-Lena Zademach-Schwierz**

Chair/moderator:

Pascal Boijmans, Head of Unit E1 Competence Centre for Administrative Capacity Building in DG Regional and Urban Policy

Speakers:

Steen Jensen, Steenjensen.com ApS, Public Procurement Expert contracted by DG Regional and Urban Policy, presentation of the 'Public Procurement Guidance for Practitioners on the avoidance of common errors in ESI-funded projects'

Ana Cristina Rodrigues, Inspector, Department for Community Financial Control, General Inspectorate of Finance (audit authority), Portugal

Ewa Swiatkowska, Senior Specialist, Unit of Control and Eligibility of Expenditures, Department for Coordination of Implementation of EU Funds, Ministry of Infrastructure and Development (managing authority), Poland

Joanna Szychowska, Head of Unit C2, Public Procurement Legislation, European Commission, DG Internal Market and Services

Outline

This workshop presented tools and experiences for improving public procurement in ESI-funded programmes. Procurement errors remain the largest cause of irregularities, frequently leading to significant financial corrections. For 2014-2020, the DGs Regional and Urban Policy, Internal Market and Services, Employment, Social Affairs and Inclusion, Agriculture and Rural Development and Maritime Affairs and Fisheries have launched a coordinated action plan. The purpose is both to reduce error rates and to promote the use of public procurement as an instrument for mainstreaming Europe 2020 policies.

During the workshop, DG Regional and Urban Policy presented the new 'Guidance for Practitioners' on how to avoid common errors and two speakers from Portugal and Poland, **Ana Cristina Rodrigues** and **Ewa Swiatkowska**, presented some good practices they have introduced to improve national systems.

Pascal Boijmans introduced the topic of highlighting the importance of public procurement for the ESIF Funds and the shift from error detection and correction to a focus on preventive measures. He explained about the technical working group of the DGs mentioned above and described the actions ranging from guidance documents to trainings and capacity-building measures.

Steen Jensen presented the 'Public Procurement guidance for practitioners on the avoidance of common errors in ESI-funded projects'. He gave an outline of guidance structured around the stages of a procurement process, from preparation and planning, invitation to bid, submission and selection of bids, evaluation and awarding, to contract implementation and how to use the document and toolkits. In addition he developed the critical stage of planning as it relates to frequent errors, e.g. in contract modification.

The speakers from the two country case studies of Poland and Portugal reported on:

- 1) the challenges encountered, e.g. Commission audits and implementation of action plans requested by the Commission, (net) financial corrections on projects/programmes, replacement of expenditure from 'clean projects';
- 2) how and which changes/reforms were implemented in the national procurement system and the ESIF management and control system, i.e. use of e-procurement for increased transparency, changes in legislation and also in the institutional set-up, improved checklists and manuals; and
- 3) the lessons learned that could be taken into account while designing similar reforms of the national procurement system or changes to ESIF management and control systems in other Member States.

Joanna Szychowska from the DG Internal Market and Services explained the main elements of the reform of the Public Procurement Directives of 2014, highlighting the objectives of flexibility, legality and accountability. She highlighted the objective of supporting Member States in the transposition process in order to achieve legislation that is as clear as possible. Many of the questions from the audience related to the reform, for example the experience of implementing e-procurement in local authorities.

Conclusions

The speakers and a number of representatives from the audience stressed the complexity of public procurement, which will remain a challenge even under the reformed and simplified rules and will continue to require high administrative capacity. The exchange of experience between the speakers and audience members from various regions and institutions was considered very fruitful. The 'Public Procurement guidance for practitioners on avoidance of common errors' was received with high interest and should be widely disseminated to local practitioners in the Member States in the national languages.

Workshops



Territorial cooperation



Mobility in geographically and demographically challenged regions

07C01

7 October 2014

09:00-10:45

Organiser/leader:

ECR (European Conservatives and Reformists Group) in the Committee of the Regions

Chair/moderator:

Cllr Gordon Keymer, Member of the Tandridge City Council, United Kingdom
ECR Group President and rapporteur for the opinion on 'Mobility in geographically and demographically challenged regions'

Speakers:

Marie Clotteau,
EUROMONTANA, Brussels, Belgium

Wolfgang Schausberger,
METIS/MC Mobility, Vienna, Austria

Isabelle Maës, DG Mobility and Transport, European Commission

More information:

web.cor.europa.eu/ecr/Pages/default.aspx

Outline

Improving transport is essential for economic growth and the EU's prosperity. However, a growing number of regions, in particular geographically challenged ones, face increasing difficulties when providing transport locally. Challenges include tighter public finances, demographic change and providing effective public transport in the face of changing customer demand.

This interactive workshop explored what policy solutions can be delivered at all levels of governance to help citizens move more easily from one place to another. It focused on the role played by EU funds and the EU's legal framework, as well as examples of best practice already in place locally across the EU.

Debate/Panel discussion

Cllr Gordon Keymer indicated that what we really need is a green paper on mobility that would look at the important issue of challenged regions. He therefore called on the Commission to publish a green paper on mobility, to adopt territorial impact assessments, to suggest financing solutions and innovative tools and to give special consideration to the EU's rules on ports and airports. Greater attention needs to be paid to the role of challenged regions, and all challenged regions of all sizes should be taken into consideration when promoting mobility. Challenged regions are crucial for sustainable and balanced growth and jobs.

Wolfgang Schausberger spoke of how the study on mobility in challenged regions from May 2014 showed us that we can identify some common problems pertaining to such regions of which we need to be aware. Amongst these we could point to the consequence of an ageing and shrinking population causing main regional transport players to move away.

The main focus should be on utilising existing transport capacity in challenged regions, while at the same time various sources of funding should be found. A funding solution needs to be found to solve the problem of connecting remote regions to main corridors, as well as mobility within regions in order to promote growth and jobs.

Marie Clotteau introduced the Move on Green project, which revealed that one of the main problems needing to be tackled is encouraging young people to live in remote regions. Ensuring their presence can limit the depopulation of certain regions of Europe and secure stable economic growth of the areas. As transport and mobility play a key role in securing this presence, the project supports developed policy guidelines, especially the rural mobility package. It is necessary to have a full transport system covering an area in order to secure the contribution of young people living locally to growth in challenged regions.

Isabelle Maës stated that the DG Mobility and Transport is very well aware of the problems that challenged regions are faced with. It supported the idea of and the call for a green paper on mobility, as presented in the opinion by Cllr Keymer. It is also in favour of the policy guidelines, namely the rural mobility package. Even though transport in challenged regions is not the primary focus of the unit, in the sense that urban mobility covers several main issues some problems could be considered to be very similar to both fields, namely the questions of support for research, studies, funding, involvement of local inhabitants and finding the best possible solutions.

Conclusions

In conclusion, all of the speakers agreed that one of the principal ways to tackle the problem of challenged regions is to look for best practices as possible solutions. When introducing the best mix of solutions it is necessary to remain pragmatic and consider all of the possibilities and to find smart ways to counter the difficulties faced by the challenged regions. To reinforce this effort, research projects, studies, platforms and other practical solutions should be supported. It is necessary to ensure that European challenged regions stay populated. In ensuring this, transport plays a crucial role. From the CoR point of view, the strengthened follow-up of this opinion is of the utmost importance, and the conclusions of the opinion will be closely followed.

"The green paper on mobility would allow the topic to be fully debated by stakeholders and the EU institutions so that appropriate responses can be considered. Mobility projects must form an integral part of development planning for the challenged regions as a whole to ensure that the potential of our regions is unlocked. We need to look more closely at the accessibility of our 'challenged regions'. Mobility issues in challenged regions must be better recognised and addressed in the full range of the EU's policies and programmes, therefore increasing access to mobility and reducing the risk of depopulation."

Cllr Gordon Keymer



European Grouping of Territorial Cooperation (EGTC) An asset for new territorial features

Outline

This debate was a follow-up to an OPEN DAYS2013 workshop on how to make best use of the new territorial instruments (integrated territorial investments, joint action plans and community-led local development) in the context of cooperation. This year the debate format was more appropriate for mirroring an EGTC willing to implement an ITI/JAP with national authorities reluctant to do so and an EGTC where the national authorities support such plans. Beyond this, panellists and the DG Regional and Urban Policy gave their views on how Member State authorities should address the use of the EGTC legal instrument for the implementation of ITIs/JAPs, one focusing on the new legal framework for the EGTCs and the other focusing on the programme implementation side.

Debate/Panel discussion

Aleksandra Rapp, the chairperson, introduced the outline of the workshop. The main focus was on the use of new territorial development tools in ETC/INTERREG programmes and their role in achieving better local-focused performances, clearly bearing in mind the objectives and features foreseen by the approved regulatory framework. There was also a focus on raising awareness of the new possibilities opened up by new regulations and on boosting the use of the tools.

Dirk Peters explained the role of the EGTC in implementing the tools, as set out in the regulatory framework. The EGTC should be approved by Member States in which it is registered and simplified procedures have been provided along with the new regulations, e.g. tacit approval is now possible for the adhesion of a new member. The new framework also includes new features: the EGTC can carry out controls outside the cooperation area of ETC programmes, manage ITIs or be the beneficiary of a JAP.

Sandra Sodini presented the EGTC GO and its economic features. It deals with the need to boost a border-based economy in order to reinvent a unique cross-border area. The EGTC GO has to implement a new strategy for closer cooperation among institutions and has the mission of raising a common understanding of the borders as strength through a communication campaign at all levels, including citizens. An ITI has been identified that will be financed by the Italy-Slovenia CBC programme 2014-2020. The EGTC will implement the ITI in order to reconvert the logistic pole in the area, to improve common health services (unique booking centre for two hospitals) and to restore and promote cross-border natural areas and tourism.

Laura Comelli presented the new 2014-2010 Italy-Slovenia CBC programme and how the role of the EGTC has been established in the programme. Efforts have been made to improve the management and programme implementation significantly, through a strong commitment by the designated MA. As specified in Art. 36 of the CPR (Common Provisions Regulation), the EGTC GO has been identified as an intermediate body for the implementation of the ITI. The national legislation and rules have not yet been defined and there is no previous experience or background. EUR 10 million will be allocated to the multi-axis ITI, funded by one fund.

Agnieszka Pyzowska introduced the EGTC TATRY, which has been set up to respond to the specific needs of this mountain area and to manage common macro/micro-development projects. The EGTC provides the legal framework and structure to be continued as an additional means of the cooperation already undertaken by the Euroregion Tatr. The EGTC has been identified as a very pragmatic tool for managing programmes or parts of programmes or projects, even if not yet accepted for the moment. It plays a key role in the task force for coordinating territorial development activities, projects and technical assistance.

László Flórián discussed the evolution of assets for cross-border development tools, from Euroregions to the EGTC. There has already been a focus on Slovakia where, within the framework of territorial cooperation, support will be provided to the EGTC with the aim of facilitating the preparation of joint strategic and programming documents and activities leading to the development of territorial specificities, especially concerning the development of natural and cultural heritage and the creation of partnerships. The EGTC is seen as a possible effective tool in elaborating and implementing local strategies and projects aimed at local development.

07C03

7 October 2014

09:00-10:45

Organiser/leader:

Dirk Peters, Team Leader/
Senior Legal Expert Legal Affairs,
European Commission, DG
Regional and Urban Policy

Chair/moderator:

Aleksandra Rapp, Project
Officer, INTERACT, Austria

Speakers:

Dirk Peters, European
Commission

Sandra Sodini, EGTC GO,
Italy-Slovenia

Laura Comelli, Regione Friuli
Venezia Giulia – MA CBC
Italy-Slovenia programme

Agnieszka Pyzowska, Director
EGTC TATRY, Poland-Slovakia

László Flórián,
Senior counsellor, Permanent
Representation of Slovakia
to the European Union



European Grouping of Territorial Cooperation (EGTC) An asset for new territorial features

More information:

Committee of Regions – EGTC platform:
portal.cor.europa.eu/egtc/Pages/welcome.aspx
INTERACT website:
www.interact-eu.net/egtc/egtc/30/16
ec.europa.eu/regional_policy/what/future/index_en.cfm

Conclusions

The chairperson concluded that the use of the EGTC is still being tested in many Member States – even though the main competences are now established by the regulatory framework, the way of understanding setting-up procedures and tasks to be assigned to the EGTC still needs to be defined and harmonised. The implementation of 2014-2020 programmes will provide further inputs to this effort. Better information and closer support from the European Commission are needed by local authorities willing to use the EGTC and by Member States which will approve its establishment. The chairperson invited those present to be active in using cooperation and the tools available for its implementation.

“The message from our discussion is that programmes should trust the EGTCs more, the EGTCs themselves need to be more active, Member States and regions need to recognise the cooperation activities they are already involved in, and we should all promote the use of EGTCs in cooperation to a greater extent.”

Aleksandra Rapp



From local foods to competitive and sustainable food production

Outline

The Regions of Food regional partnership comprises project partners from I4Food and LOCFood INTERREG IVC projects. Being the final conference of the two projects, the event introduced place-based food industry solutions that have the potential to transfer from one European region to another. In terms of local products and production, SMEs need to be equipped with knowledge on business development, how to handle growth, cooperation, logistics, market knowledge, etc. Competitiveness and sustainability issues also need to be dealt with as they are vital for participating in the European and world markets and also for contributing to European and regional social, economic and territorial cohesion.

Debate/Panel discussion

Zsolt Pálmai outlined the importance of the European food industry (2% of the GDP of the EU, 12% of the employed population of the EU), drawing attention to the food processing industry and the distribution sector in relation to meat, grain-based food, beverages and dairy products. **Roberto Berutti** presented the Italian Presidency priorities of the Council of the EU, stressing that apart from the CAP reform, food security and food waste have an impact on social, environmental and economic issues. Fruit and milk school schemes, organic food and plant health all go hand in hand with the two projects. **Johanna Bähn** and **Benoit Dalbert** presented the results of the INTERREG IVC programme, highlighting the fact that I4Food and LOCFood were the only projects targeting experience exchange in the context of European and regional food industries and heritage.

Françoise Molegnana shared the findings of the I4Food project with the audience concerning: employment; research, development and innovation; business cooperation; access to markets and finance; healthy food; and environmentally conscious SMEs for better SME competitiveness and the enhanced sustainability of the sector. **Pia Pitkanen** presented selected good practices under each of the six aforementioned policy domains, illustrating the strengths of I4Food regions in offering transferable good practices to each other within the project partnership.

Tommy Nilsen introduced the LOCFood project, highlighting the fact that at the heart of the project the role of local foods stands in the context of how to stimulate the local economy, exploit local cuisine traditions and support tourism. To achieve this, appropriate knowledge on handling business growth, logistics, cooperation and relevant market issues is needed. **Tomas Norvoll** presented the experience of the economy of Nordland in Norway, where it boosts tourism but also requires the development of services related to local people and tourists and there is a need for conducting research. The common denominator is that food and businesses around food are vital ingredients in creating such an economy. **Kostas Karamarkos** illustrated a new era in food production and new capacities in exports, and stressed that local quality pacts, food clusters and campaigns are vital elements in that effort. **Lynsey McKitterick** introduced the working method behind LOCFood experience exchange and described how mapping, collection of stakeholder views, discovery of secondary sources, best practices guides, reports and action plans on local food all contribute to food products and policy process development for micro food businesses. **Enzo Finocchiaro** presented the tourism potential of LOCFood good practices, which allow crossover innovation in terms of authenticity, experience, sustainability, healthy lifestyles, and respect for the culture of the region and local traditions.

Conclusions

The questions-and-answers session referred to vital issues in terms of the food industry, namely its importance for employment in rural areas and for tackling youth unemployment, drawing attention to secondary education and training programmes. When speaking about organic foods, the necessary conditions for effective logistics, profitable marketing and sales should also be created. The INTERREG EUROPE programme could play a significant role in enhancing these messages in the 2014-2020 programming period by supporting interregional experience exchange.

"Nowadays it is necessary to amplify the adaptability of the food sector to changes."

Françoise Molegnana

07C04

7 October 2014

09:00-10:30

Organiser/leader:

South Transdanubian Regional Development Agency

Chair/moderator:

Zsolt Pálmai, I4Food Project Leader, South Transdanubian Regional Development Agency
Tommy Nilsen, LOCFood Project Leader, Nordland County Council

Speakers:

Roberto Berutti, Agricultural Attaché, Permanent Representation of Italy to the EU, Italian Presidency of the Council of the European Union
Johanna Bähn, Finance Officer, INTERREG IVC Joint Technical Secretariat
Benoit Dalbert, Project Officer, INTERREG IVC Joint Technical Secretariat
Françoise Molegnana, Head of Unit for European Projects, Rhône-Alpes Gourmand
Pia Pitkanen, Senior Planning Officer, Regional Council of North Karelia
Tomas Norvoll, County Chairman, Nordland County Council
Kostas Karamarkos, LOCFood Project Manager, Western Macedonia
Lynsey McKitterick, LOCFood Project Manager, University of Ulster
Enzo Finocchiaro, Head of European Policies Department, Province of Rimini

More information:

I4Food INTERREG IVC project: Interregional Cooperation for Competitive and Sustainable Regional Food Industries:

www.i4food.eu

LOCFood INTERREG IVC project: local food as an engine for local business:

www.locfood.no



Challenging shrinkage: Demographic change and sustainable infrastructures in Central Europe

07C05

7 October 2014

14:30-17:00

Organiser/leader:

ADAPT2DC consortium
(INTERREG IVB 'Adaptation to
Demographic Change' project)

Chair/moderator:

Dr Zoltán Balogh, Head
of Unit of International Affairs,
Észak-Alföld Regional
Development Agency,
Debrecen, Hungary

Speakers:

Dr Tomáš Kostecký,
Director of the Institute of
Sociology of the Academy of
Sciences of the Czech Republic,
Prague, Czech Republic

Katarzyna Opoczka, The
Marshal Office of the Małopolska
Region, Poland

Dr Zsuzsanna Antal,
Észak-Alföld Regional
Development Agency, Hungary

Diana Borowski, Thuringian
Ministry for Construction,
Regional Development
and Transport, Germany

More information:

The project website:
www.adapt2dc.eu

Outline

The INTERREG Project ADAPT2DC (Adaptation to Demographic Change) deals with infrastructures in a context of demographic shrinkage. Solutions are developed to manage and adapt infrastructures accordingly. The workshop presented the main findings from the project, including some results from the pilot actions and some of the policy recommendations. By way of example, the fields of healthcare, childcare and transport infrastructure were presented.

Debate/Panel discussion

Dr Tomáš Kostecký talked about the impact of demographic change on infrastructures in central Europe. In many regions of central Europe the population is decreasing and ageing. A typical impact of demographic change is that fewer users of infrastructure are left. However, due to legal obligations the possibilities of downsizing the infrastructure are limited. Thus, the same service is provided but the maintenance costs are split among fewer users, and thereby the cost per user increases. Furthermore, population ageing and shrinking reduces the resources available for public services, as it leads to a reduction in the number of taxpayers. Some general guidelines for dealing with this process were proposed, including: long-term thinking; acknowledgement of shrinkage; revising standards; cooperation across administrative units; cross-sectoral thinking; and compact town development (instead of sprawl).

Katarzyna Opoczka, speaking on healthcare, presented some options for adapting health services, such as mobile medical doctors, the concentration of health specialists in one place and possibilities for attracting doctors to rural and remote areas. Above all, the pilot action of the ADAPT2DC project was presented, namely 'Telemedical services for senior citizens as a tool for optimising healthcare costs'. In Małopolska, the use of telemedical units was tested for increasing the efficiency of health services.

Dr Zsuzsanna Antal's presentation on integral nursing services for children stressed the need for adequate childcare provision, particularly to improve women's chances of reintegrating into the labour market. In the pilot region of the project in Hungary, a study was implemented to analyse the most efficient models of providing childcare. One of the main findings was that launching a day-care nursery is a more cost-effective solution for small municipalities than establishing a central kindergarten.

In her presentation on transport infrastructure, **Diana Borowski** described how bus companies are also among the infrastructure providers that suffer from a reduction in the number of users. In order to compensate for the loss of income and to maintain adequate mobility within the region, different options are possible, from 'call-a-bus' lines to carpooling schemes and citizens' buses. Within ADAPT2DC, the pilot action tested the so-called 'KombiBus', i.e. the possibility of transporting boxes, parcels and goods within the normal passenger bus line. This new offer has two advantages: it creates additional income for the bus company, and it offers an affordable logistics solution to regional companies for transporting smaller amounts of freight.

Conclusions

The discussion with the audience touched upon the question of whether demographic change is a reversible process, but above all it centred on the question of how the suggested approaches can be transferred to other regions. It was reiterated again that no adaptation measure can be implemented without the strong support of local stakeholders, particularly the local administration. For this purpose it is absolutely vital to raise awareness of the issue and to make clear that any type of planning definitely needs to take into account long-term developments. An infrastructure that is planned and built today may turn out to be over-dimensioned in the future, when fewer people inhabit the same area. This reality of shrinkage has not yet been addressed sufficiently in many affected regions.

"The decline in population, the growing share of older citizens and strong differences in regional development create challenges which we need to tackle, but also opportunities that we should seize. One thing has become clear in recent years: we can only shape change if all actors are willing to accept challenges, call into question outdated structures and courageously test new ideas."

Dr Klaus Bongartz, Thuringian Ministry for Regional Development and Lead Partner of the ADAPT2DC project



Success factors for regional policies on innovation and entrepreneurship

Outline

Innovation and entrepreneurship are high on the political agenda in Europe and are among the thematic priorities of the INTERREG IVC programme as well as its successor, INTERREG EUROPE. Several capitalisation experts – innovation systems, innovation capacity of SMEs and entrepreneurship – presented the best practices and policy recommendations resulting from a two-year analysis. Participants also learned about the upcoming financing opportunities and networks within the future INTERREG EUROPE programme.

Debate/Panel discussion

Mr Philippe Délearde presented the results of the topic of 'innovation capacities and SMEs'. He highlighted some good practices relating to innovation, management skills, financial resources and networking.

Mr Peter Heydebreck outlined the main lessons learnt from the capitalisation exercise on 'innovation systems'. He underlined a key issue, a 'synchronisation problem', between policy development and implementation (i.e. governance). A good example demonstrating the need to tackle the lack of transparency of innovation services in a region is ASTRIDE in Nord-Pas de Calais – www.jinnove.com. ASTRIDE is an attempt to bring together all relevant regional stakeholders in innovation. Again, it is crucial for regions to admit that they can learn from their peers before turning to trustworthy partners and engaging in exchange-of-experience processes. Policy recommendations include: focusing on what you are good at; real turnover can come from the public sector (through public procurement); getting the direction right as early as possible (research cannot stand on its own but should be closely linked to market opportunities); and providing incentives at individual and organisational levels (in line with the target group).

Ms Alison Partridge gave an overview of the main insights of the capitalisation exercise on 'entrepreneurship'. Entrepreneurship is regarded as being at the heart of EU economic resilience and has become one of the priorities of EU cohesion policy. However, entrepreneurs are struggling to find their way in the complex landscape of EU/national/regional/local programmes and initiatives. Entrepreneurs themselves are a very diverse target group that is difficult to address by public authorities (e.g. youth entrepreneurship, inclusive entrepreneurship, social entrepreneurship, etc.). Entrepreneurship support policies require long-term and multi-party commitment since it is difficult to measure their impact. They must be coherent and customised to the group targeted (young people, women, minorities, etc.). Finally, entrepreneurship education is becoming increasingly important since entrepreneurship is very much about attitude (i.e. overcoming the fear of failure). Access to finance combined with a wide range of support services and infrastructures are essential for encouraging business start-up.

Mr Christophe Lecante provided the private-sector perspective in the discussion. He invited public authorities to review their role in supporting growth and innovation. He insisted on three main issues:

- the power of crowdfunding: a little money + a lot of people = business opportunities;
- access to market: public authorities could be early adopters of new tools and solutions;
- intellectual property: since innovation is primarily occurring in SMEs, our view on intellectual property rights should be entirely revised to facilitate innovation processes in companies.

Conclusions

Through the analysis of hundreds of good practices in 12 policy fields, INTERREG IVC has initiated a very valuable work to facilitate the spread of knowledge across Europe. This two-year exercise is now paving the way for the future policy learning platforms under INTERREG EUROPE. Not only will the platforms continue carrying out the capitalisation exercise, but they will also respond to immediate needs raised by local and regional stakeholders, regardless of whether they are project partners or not. As for the topics that projects will be able to address, issues relating to innovation and entrepreneurship will be one of the key investment priorities of INTERREG EUROPE.

"If you are convinced that you are the best in your field you will never learn. Only through opening up to mutual learning can you reap the benefits of cooperation and achieve big effects."

Peter Heydebreck

07C06

7 October 2014

14:30-17:00

Organiser/leader:

INTERREG IVC

Chair/moderator:

Peter Heydebreck, Expert on Innovation, Inno AG, Germany

Speakers:

Philippe Délearde, Director of Inno TSD, France

Alison Partridge, Director at Aurora European Services, United Kingdom

Christophe Lecante, Founder and CEO of TecKnowMetrix and Chairman of the Innovation Commission of Richelieu Committee, France

More information:

www.interreg4c.eu/capitalisation

Workshops

Territorial cooperation



Territorial impact assessment as a key instrument for promoting territorial cohesion in the European Union

07C07

7 October 2014

14:30-17:45

Organiser/leader:

Committee of the Regions,
Ministry for Infrastructure
and Development of Poland,
Commission for Equality of the
Territories of France, Ministry
for Transport and Digital
Infrastructure of Germany

Chair/moderator:

Prof. Dr Joachim Beck,
University of Applied Sciences,
Kehl, Germany

Speakers:

Markku Markkula, Member
of the Committee of the Regions
Kinga Stanczuk-Olejnik, Head
of Unit, Ministry for Infrastructure
and Development, Poland

Nathalie Prouheze,
Commission for Equality
of the Territories, France

Kai Böhme, Director of Spatial
Foresight GmbH, Germany

Lewis Dijkstra, Deputy Head
of the Economic Analysis Unit,
European Commission, DG
Regional and Urban Policy

Michael Schneider, Member
of the Committee of the Regions

Katharina Erdmenger, Head
of Division, European Urban
and Spatial Development,
Ministry for Transport and Digital
Infrastructure, Germany

Peter Mehlbye, Director
of ESPON

Alison Davies, Acting Head
of Unit, Impact Assessments,
European Parliament

Stephan Huber, Head of Ex-Post
Impact Assessment, European
Parliament

**Maria Dolores Montesinos
Trigo,** Impact Assessments Unit,
SG, European Commission

Thomas Wobben, Committee
of the Regions, Director for
Horizontal Policies and Networks

Outline

The workshop emphasised the notion that European legislation would be more effective if the challenges and potentials of the regions were sufficiently taken into account. The place-based approach called for in the Territorial Agenda 2020 and the Agenda for a Reformed Cohesion Policy would allow better policy results to be achieved, as policies would be tailored to the needs and potentials of regions.

In this context, territorial impact assessment as a tool for assessing potential asymmetric impacts of policies should be used in all phases of a policy cycle as a key instrument for promoting territorial cohesion in the European Union. With the territorial impact assessment strategy adopted this year, the CoR is committed to carrying out TIA in cooperation with the European Commission and the European Parliament and to contributing to transparent, informed and quality EU policy making for the benefit of European citizens.

Panel 1: Territorial impact assessment as a key element for a place-based approach for growth and jobs in Europe

This panel focused on TIA as a tool for strengthening the place-based approach and the territorial dimension of the revised Europe 2020 strategy as well as on the experiences of the Member States with the place-based approach and impact assessments.

Mr Markku Markkula emphasised that Europe 2020 has to be given a territorial dimension, overcoming the present top-down approach. Smart specialisation strategies have made it possible to build on each region's specific starting points and assets. Mr Markkula pointed out the ten most significant priorities for the EU's regions, of which he stressed the focus on social impacts, drawing more innovation from research and developing a bottom-up mindset as being the most important.

Mr Kinga Stanczuk-Olejnik presented the work of the Ministry for Infrastructure and Development in Poland and the 'Place-based territorially sensitive and integrated approach' study published in 2013. According to the study the essence of the place-based approach lies in dialogue between the institutions and other stakeholders. In the Member States territorialisation of the policies is considered to be beneficial as it generates results and increases the efficiency of the policies.

Ms Nathalie Prouheze, in her presentation on the work of the Commission for Equality of the Territories, confirmed that there is a willingness on the part of the French Government to do the territorial impact assessments, but while the impact assessments are obligatory, the territorial impact assessments are not at present. An Observatory of the Territories was established in France, which represents a fundamental element in their ongoing attempts to maximise the positive impacts of national policies. The operational programmes are adapted to the needs and specific characteristics of territories; however, there are still time and information constraints to overcome.

Kai Böhme indicated that TIA is very important in policy making and can be an eye-opener for possible territorial effects and a tool for reducing the costs of non-coordination. However, the biggest challenge is a lack of data. In order to have a quality TIA in the future, simply gathering data will not be sufficient: the monitoring of indicators and the regions will also be required. TIA, whether as a separate evaluation or an integrated part, should be obligatory. The EU needs to target territorial cohesion through various EU policies and also operationalise these policy aims in programmes.

Mr Lewis Dijkstra pointed out that with TIA we would enhance the democratic legitimacy and transparency of EU legislation. Demanding more territorial impact assessment would also imply more transparency. The problem in carrying out TIA is, as underlined by other speakers, the lack of data on a regional level. One other important aspect to be considered is to monitor the developments of EU regions.



Panel 2: Territorial impact assessment as a tool for better law-making in the European Union

This panel focused on the role of TIA in better law-making in light of the ongoing review of the Impact Assessment Guidelines of the European Commission.

Michael Schneider, the CoR rapporteur on territorial impact assessment, presented the ongoing work of the CoR. The territorial impact assessment strategy was approved by the Bureau on 29 January this year. It was decided to have a pilot phase of 18 months. This CoR strategy is contributing to the ambition of the Committee to improve the evidence base of its political and consultative work. It is important to take the territorial dimension into consideration, as regional and local authorities are key public entities implementing around 70% of EU legislation.

Ms Katharina Erdmenger presented the German approach to the territorial impact assessments, taking traffic planning in transport policy as an example. This approach is based on the functional division of space into several centres that have to be linked according to the criteria of accessibility and proportion of people, affected by deficits. The result of this type of analysis allows projects to be prioritised and they can also be transferred to the EU level, in areas where the functional division of space in centres can be applied.

Mr Peter Mehlbye explained that TIA can help law-making in considering territorial cohesion by offering ex-ante information on the likely impact in different regions. He presented TIA Quick Scan, which is a user-friendly methodology that allows a quick ex-ante analysis to be performed of the potential impact of EU policy proposals on European regions.

Ms Alison Davies presented the work of the European Parliament's Directorate for Impact Assessment and EU Added Value. The Directorate supports the committees in scrutinising and evaluating the potential impacts of proposed legislation, analyses EC impact assessments and follows the transposition, implementation and enforcement of EU law, evaluating its effectiveness in practice.

Mr Stephan Huber presented the Ex-Post IA and Policy Performance Appraisal Directorate of the European Parliament. This directorate acts as a central information and analysis centre for work in the ex-post evaluation field. It compiles and maintains databases of evaluation/review clauses in existing legislation and follows evaluation/review work undertaken within the EU institutions. It also researches the transposition, implementation and enforcement of EU law and assists European Parliament committees when they undertake implementation reports.

Ms Maria Dolores Montesinos Trigo pointed out that EU legislation is of a high quality if it respects the principles of subsidiarity and proportionality and results in a simple, clear, stable and predictable regulatory framework. An impact assessment is not just a report; it is a principle of good governance. In order to have as good IAs as possible we need to have better data on all possible levels. At the moment the EC is carrying out consultations on IA guidelines.

Mr Thomas Wobben closed the conference by wishing for a stronger presence of the place-based approach in the European Council and a stronger cooperation between the Committee of the Regions and the European Parliament on impact assessments. He called on the European Commission to start assessing territorial impacts on a regular basis, as the territorial impacts almost always occur if there are sectoral impacts. Mr Wobben would also like to see a network of regional administrative units working together on territorial impact assessments, allowing the EC to access the necessary data quickly and effectively.

Conclusions

Prof. Dr Joachim Beck, the moderator, concluded the conference by pointing out that territorial impact assessment and a place-based approach are important tools that should be further developed. The European Union and its Member States need to do further work on coordination and dialogue in order to adopt and implement the most effective and transparent legislation. All of the speakers emphasised the benefits of the territorial impact assessments, but they also called for more data to be gathered in order to have the best possible quality of assessment.

"In accordance with the Lisbon Treaty, which introduces the objective of territorial cohesion, territorial implications of EU initiatives should be considered in the IA together with economic, social and environmental ones. Potential territorial impacts, negative and positive, especially asymmetric ones, should be better reflected in impact assessments to gather more evidence for better policy making."

Michael Schneider



New generation cross-border cooperation: Support at national level to overcome obstacles

08C01

8 October 2014

09:00-10:45

Organiser/leader:

The Budapest Platform

Chair/moderator:

Jean Peyrony, Director-General of the Mission Opérationnelle Transfrontalière (MOT), France

Speakers:

Gyula Ocskay, Secretary General, Central European Service for Cross-Border Initiatives (CESCI), Hungary

Nuno Almeida, Head of the Strategic Cooperation Unit, North Regional Coordination and Development Commission (CCDR-N), Portugal

Tom Leeuwestein, Head of Unit, Ministry of the Interior and Kingdom Relations, The Netherlands

Volker Schmidt-Seiwert, Federal Institute for Research on Building, Urban Affairs and Spatial Development, within the Federal Office for Building and Regional Planning (BBR), Germany

Jean-Claude Sinner, First Class Counsellor of the Government, Grand Duchy of Luxembourg

Agnès Monfret, Head of the European Cross-border Cooperation Unit, DG Regional and Urban Policy, European Commission

Outline

This workshop, gathering together more than 130 participants, was organised by the Budapest Platform, a European network of national structures supporting cross-border cooperation. Its objective is the sharing of experience and the implementation of joint projects at European level.

The representatives of the MOT (France), the CESCI (Hungary), the CCDR-N (Portugal), the Dutch Ministry of the Interior, the German Federal Office for Building and Regional Planning (BBR), and the Grand Duchy of Luxembourg illustrated how the role of the national level is important for overcoming cross-border obstacles, and how a multi-level approach to cross-border cooperation produces tangible results in the service of citizens. An intervention from the Commission put the exchanges into a European perspective, encouraging Member States to coordinate with each other on the basis of the treaty and stressing the renewed attention paid to cross-border affairs by European institutions.

Debate/Panel discussion

Jean Peyrony, the moderator of the workshop, introduced the proceedings by presenting the Budapest Platform. Set up in December 2010, it is a European network of national structures supporting cross-border cooperation (to date: Portugal, France, The Netherlands and Hungary). It is open to any country that wishes to join.

Gyula Ocskay stressed the importance of integrated territorial tools for supporting cross-border cooperation at the Hungarian borders. He highlighted the necessity of simplifying the tools designed by the European Union in order to contribute to enhancing the way strategies of the territories are taken into account in the programmes.

Nuno Almeida explained the Spanish-Portuguese model for the coordination of national strategies at the border. Cross-border relations are enshrined in the respective partnership agreements, implemented jointly by the regional autonomies on the Spanish side and the Portuguese administration. Consolidated entities such as the Working Community Galicia/Norte Portugal lead the cooperation process based on a joint strategy designed under the guidelines of the cohesion policy, of which the Joint Investment Plan Galicia/Norte Portugal 2014-2020 is a very concrete example.

Tom Leeuwestein discussed the necessity of inter-ministerial coordination and of coordination with the neighbouring states on each border in order to overcome the legal obstacles at Dutch borders, e.g. with regards to employment.

Volker Schmidt-Seiwert spoke about German federal support for cross-border cooperation in a context of sharing powers with the Länder. Cross-border activities are currently settled in the Länder and regions. Federal-level ministries provide support as coordination bodies for cross-border and transnational programmes. The 'Bundesprogramm Transnationale Zusammenarbeit' directly supports transnational projects. Support of cross-border activities also exists in the framework of the demonstration projects of spatial planning, which are important instruments for federal spatial planning to promote project-oriented planning and policies. The monitoring of border territories and neighbouring regions is an integral part of the spatial monitoring system of the BBR.

Jean Peyrony also highlighted the role of the national level in cross-border data monitoring at the French borders. In his opinion, coordinated involvement of the states at each border is indispensable for a better understanding of cross-border challenges.

Jean-Claude Sinner presented the programme of the Italy-Latvia-Luxembourg Trio Presidency, the objective of which it is to make a leap forward in terms of quality with regards to territorial cohesion and urban policy. More specifically, the Trio Presidency plans the development of a legal instrument for cross-border cooperation by 2020.



Agnès Monfret, head of the European Cross-border Cooperation unit at the DG Regional and Urban Policy, encouraged all levels of governance to coordinate in order to arrive at the Treaty objective of harmonious development throughout the territory of the European Union. She praised the 'cross-border heroes' who move things forward and stressed the renewed attention paid to cross-border issues by a new generation of border-sensitive MEPs and a Commission determined to promote growth and smart legislation in the EU process. She noted with great interest the Dutch experiment at conducting border impact assessments, which the European institutions could explore.

Conclusions

Jean Peyrony concluded the discussions by emphasising the need for coordination on every border with strong European support. This support could be implemented through all the networking programmes: INTERACT, ESPON, INTERREG EUROPE and URBACT; and by interacting with stakeholders at the European level: Association of European Border Regions (AEBR), Conference of European Cross-border and Interregional City Networks (CECICN) and the Transfrontier Euro-Institut Network (TEIN).

More information:

www.budapestplatform.eu
www.espaces-transfrontaliers.eu
www.cesci-net.eu
www.ccdr-n.pt
www.government.nl/ministries/bzk
www.bbr.bund.de
www.dat.public.lu

"Cross-border pioneers encounter intangible border obstacles. Removing them requires a systematic mapping of remaining border obstacles, then enhanced multi-level harmonisation and cooperation in the interest of border people. Mapping being the first step to a proper analysis, the Twitter platform will be used from 24 October onwards to share border issues and stories using: #EUCB."

Agnès Monfret



Eastern Partnership territorial and parliamentary cooperation: Stepping up the relations

08C02
8 October 2014
09:00-10:45

Organiser/leader:
Committee of the Regions/
CORLEAP – Euronest
Parliamentary Assembly

Chair/moderator:
Nicu Popescu (Romania/
Republic of Moldova), Senior
Analyst at the EU Institute for
Security Studies

Speakers:
Michel Lebrun, President of
the Committee of the Regions
(CoR), Co-Chair of CORLEAP
(Conference of the Regional and
Local Authorities for the Eastern
Partnership)
Heidi Hautala, Member of
the European Parliament,
Co-President of the Euronest
Parliamentary Assembly
Myroslav Koshelyuk,
Deputy Minister of Regional
Development of Ukraine
Victor Dolidze, Chairman of
the Georgian Delegation to the
Euronest Parliamentary Assembly,
Co-Vice-President of the Euronest
Parliamentary Assembly, Chair of
European Integration Committee
of the Parliament of Georgia
Emin Yeritsyan, President of
the Union of Communities of
Armenia, Co-Chair of CORLEAP

Outline

The workshop explored how the Committee of the Regions (through CORLEAP) and the European Parliament (through the Euronest Parliamentary Assembly) could contribute to stepping up cooperation across borders in a new context of the European Partnership (EaP). This is defined, for some partners, by the new association agreements (with Georgia, Republic of Moldova and Ukraine) and the launching of the next generation of framework programmes open to participation from EaP countries.

The speakers concluded that CORLEAP and Euronest are the best alternative platforms for dialogue and cooperation between authorities closest to the citizens and other actors involved in Eastern Partnership policy. It is necessary to increase the role for local and regional authorities in the implementation of Eastern Partnership policies and strategies and involve the parliamentarians to a greater extent. Special attention was devoted to Ukraine, where the signing and ratification of the Association Agreement with the EU marked the start of a crucial period full of challenges and opportunities. One of the most important reforms is decentralisation, which is to be implemented at local and regional level.

Debate/Panel discussion

Michel Lebrun described how the CoR is actively involved in the Eastern Partnership process. The Conference of Regional and Local Authorities for the Eastern Partnership (CORLEAP), involving members from both the EU and the Eastern Partnership (EaP) countries, provides for a territorial dimension in the Eastern Partnership. On the occasion of the recent Annual Meeting in Tbilisi, CORLEAP members identified support for decentralisation, territorial cooperation and capacity building as priority objectives for the next period. CORLEAP will continue to cooperate with all EaP partners on a multilateral basis while considering the specific characteristics and individual needs of each of the six countries, starting with the three partners engaged in building a reinforced association with the EU.

Heidi Hautala stated her belief in the EU concentrating its resources on its highest priorities and fully applying the 'more for more' principle, as an incentive for partner countries to perform better in the process of reform towards deep democracy and respect for human rights. The EU must remain firm in its commitment to implementing the European Neighbourhood Policy, relying on the principles of inclusiveness and differentiation. This policy should deliver positive and tangible results for all partners involved, including those not enthusiastic about touching upon democracy, human rights and rule-of-law issues. The EU should also do its utmost to help resolve the ongoing or protracted conflicts in the region. This would require a renewed dialogue with Russia, but also more incentives for the populations linked to the parties of these conflicts.

Myroslav Koshelyuk indicated that by the signing and ratification of the Association Agreement with the EU, Ukraine enters into a crucial period full of challenges and opportunities. The Ukraine 2020 Strategy was presented two weeks ago by President Poroshenko. One of its most important reforms is decentralisation. The reforms in Ukraine are oriented toward citizens (solving problems and improving the quality of their life and work) and many reforms will be implemented at local and regional levels. It is not going to be an easy task. Therefore, it is important to stress that decentralisation and territorial cooperation should be among the main driving forces in the development of Ukraine and in the EU integration process.

Victor Dolidze spoke of how the signing of the Association Agreement brings Georgia and the EU to a new stage of cooperation, which has a strong parliamentary dimension. Implementation of the provisions of the Association Agreement in the field of regional development will support the improvement of the institutional capacities of regional and local authorities, strengthen their capacities in the field of implementation of regional projects, improve partnership with respective EU institutions, support the implementation of joint projects, and facilitate the study and adoption of best European experience in the field of regional development. This is very important for Georgia, given that one of the main priorities of the authorities is regional economic development and improvement of the institutional structure of the regions.



Emin Yeritsyan voiced the opinion that CORLEAP and Euronest are the best alternative platforms for dialogue and cooperation between authorities closest to the citizens and other actors involved in Eastern Partnership policy. Territorial and cross-border cooperation between actors across geographical and political boundaries in the Eastern Partnership area can provide an enormous potential for meeting the wider objectives of the partnership, notably by helping the partner countries to move closer to the EU and to work together in support of the common goals of the Eastern Partnership. It is necessary to increase the role of local and regional authorities in the implementation of Eastern Partnership policies and strategies.

More information:
cor.europa.eu/en/events/Pages/corleap-8-10-2014.aspx

Conclusions

Nicu Popescu, the moderator, concluded that the debate constituted a good mix of exchanges on very concrete, down-to-earth aspects of cooperation at local and regional level and on the overall political context. The EU has entered a new phase of relations with Georgia, the Republic of Moldova and Ukraine, as defined by the Association Agreements. Equally important, however, is the fact that the EU remains fully committed to developing cooperation with the three partners that chose not to have an Association Agreement, but that nonetheless want a good relationship with the EU (Armenia, Azerbaijan and Belarus). On the same day, the Committee of the Regions launched a CoR Task Force to support Ukraine decentralisation reform.

“Decentralisation is not only confined to a simple legislative or administrative exercise, but can provide a strong political stimulus for successful national reforms, paving the way for economic development. This process represents the best way forward in granting real autonomy to territorial communities in the management of their own priorities according to the principles of multi-level governance and subsidiarity. We are convinced that a strong local democracy is also reinforcing the crucial fight against corruption and is strengthening territorial development for the benefit of citizens.”

Michel Lebrun



Eurotowns, unlocking the potential of medium-sized cities towards Europe 2020 goals

08C03

8 October 2014

09:00-10:45

Organiser/leader:

City of Schiedam/Eurotowns

Chair/moderator:

Cor Lamers, Member of the Committee of the Regions, Mayor of Schiedam, The Netherlands

Speakers:

Dr Willem van Winden, Professor at the University of Applied Sciences in Amsterdam, Director UrbanIQ, The Netherlands

Christian Svanfeldt, Policy Analyst in the European Commission, DG Regional and Urban Policy, Sweden

Sally Kneeshaw, Thematic Pole Manager, URBACT, United Kingdom

Serena Foracchia, Deputy Mayor/Alderman for the International City, Municipality of Reggio Emilia, President of Eurotowns, Italy

More information:

www.eurotowns.org
ec.europa.eu/regional_policy/conferences/udn/index_en.cfm
urbact.eu/en/about-urbact/urbact-2014-2020
let.hulshof@schiedam.nl

Outline

The workshop investigated the role that medium-sized cities can play as fundamental pillars in Europe for generating opportunities for sustainable, innovative and inclusive growth.

How can such cities manage their competences in order to exploit their potential fully, gaining a new position in the European framework? This question was analysed through outlining the specific needs and assets of medium-sized cities compared to the role and potential of big cities and rural areas. The workshop enabled medium-sized cities' policy makers to review their city vision. It emphasised comparison, highlighting opportunities for medium-sized cities to share practices. URBACT highlighted the added value of exchange within networks of medium-sized cities. The DG Regional and Urban Policy linked the potential of medium-sized cities to the Urban Agenda. The Eurotowns representative explained how this European network contributes to Europe 2020 strategy goals and how cities benefit from working together within the network.

Debate/Panel discussion

Willem van Winden noted that discussions about the role of cities typically focus on the front-runners: capitals and big cities. Most EU citizens live in medium-sized cities. This group of cities is very heterogeneous. Dr van Winden identified different types of cities, the competences they need to shape their own future and how they can support each other. One important strength for medium-sized cities is the ability to create strong coalitions between different stakeholders.

Christian Svanfeldt presented the initial results of the Internet consultation on the Urban Agenda. He also expressed the need for a much bigger Eurotowns network, representing Europe's many medium-sized cities. Eurocities represents large cities and CEMR covers all types of regions and municipalities, which means that no network effectively represents the Eurotowns type of cities with a focus on the urban issues that are specific to this group of cities that differs from both the largest cities and the smaller towns. He invited Eurotowns to cooperate with the Urban Development Network, to be launched the next day.

Sally Kneeshaw reported that URBACT has many experiences with city networking. Networks can be of different-sized cities or similar-sized cities, but the context is the key. Analysis and adaptation of practice and policy are the main topics. She highlighted the advantages and challenges of medium-sized city participation in transnational networks. Citizen involvement is an important issue. She invited Eurotowns to exploit the opportunities of the URBACT III programme and to participate actively.

Serena Foracchia stated that medium-sized cities can be conceived as laboratories of democracy as the government is close to the citizens. They are cities of wellbeing and are directly responsible for solving problems and executing Europe 2020 goals. Issues of social inclusion and cohesion are crucial for development.

Eurotowns allows medium-sized cities to debate, share practices and campaign concerning their challenges in becoming key stakeholders in European planning and policy definition.

Conclusions

Cor Lamers concluded that the role of medium-sized cities is very topical at the moment. The European Commission is looking for ways to give cities a greater role when it comes to European policy. The Urban Agenda will highlight the role that cities can play in achieving Europe 2020 goals. The speakers outlined the potential of medium-sized cities from different perspectives. Medium-sized cities are invited to participate actively. The European Commission is interested in a platform of medium-sized cities and invited Eurotowns to participate. Cor Lamers concluded that medium-sized cities should take the opportunity to contribute.

"Medium-sized cities are cities of wellbeing, they are close to problems and solutions, they can execute Europe 2020 goals, and they are able to make strong solid coalitions with stakeholders."

Serena Foracchia



Boosting innovation through interclustering strategies and smart specialisation policies

Outline

The debate, jointly organised by the ClusterPoliSEE and CluStrat strategic projects, was aimed at showcasing the results of the developed policy learning mechanisms, as well as new cluster concepts and related policy recommendations, sharing experiences and inspiring debate on good regional, national and transnational governance, including the participation of IPA countries (Croatia, Serbia, Albania) and ENPI countries (Moldova, Ukraine). Moreover, the debate represented an opportunity for discussing at European level the contribution for creating growth and jobs by smart regional policies, as well as the role of clusters in emerging industries and related potentials of cross-sector cooperation and implementation of Key Enabling Technologies with a territorial impact. The debate also represented an opportunity for truly committing the regions involved to establishing smart, sustainable and inclusive growth based on an integrated approach at regional, national and EU level.

Debate/Panel discussion

The presentation by **Mr Vicente Rodriguez Saez** focused on the new European Territorial Cooperation programmes and their three main strands: cross-border cooperation, transnational cooperation and interregional cooperation. Particular attention was paid to macro-regional strategies (the EU Strategy for the Baltic Region, the EU Strategy for the Danube Region, the EU Strategy for the Adriatic-Ionian Region, the EU Strategy for the Alpine Region, the Sea basin strategy and the EU Strategy for the Atlantic Region) and their role in supporting effective transnational cooperation between different EU and extra-EU regional actors.

Ms Helen Köpman dealt with policy dialogue and policy learning mechanisms, with a focus on how the process of exchange, discussion and mutual understanding and learning mechanisms improved the ability and capacity of regional public administrations to enhance, develop and implement effective regional cluster policies through smart specialisation strategies. ICT was recognised as a cross-cutting priority that will benefit EU programme goals, such as transportation, mobility and cross-border services, through ad-hoc tools, e.g. the EU cluster collaboration platform.

Mr Stephen Halligan spoke about cluster strategic projects in the framework of territorial cooperation, with a focus on how the ClusterPoliSEE strategic project, as well as ordinary projects within the SEE programme concerning cluster development, has positively and effectively contributed to the integrated approach to territorial cooperation and development towards the development of macro-regional strategies, through the involvement of partners from the Danube and Adriatic-Ionian areas. Project results confirm their concrete contribution to a transnational value chain.

Dr Luca Ferrarese's presentation covered cluster projects in the framework of territorial cooperation, with a focus on the CluStrat strategic project and other ordinary projects on cluster development and smart specialisation funded by the Central Europe Programme. Attention was paid to how the Central Europe Programme contributes to regional innovation through technology transfer and business innovation by encouraging better connections between regional actors and increasing innovation in regional businesses. Opportunities for future findings were also presented.

Mr Mauro Terzoni introduced the achievements of ClusterPoliSEE, its strengths and the role of policy learning mechanisms in supporting cluster development. He went on to focus on ClusterPoliSEE capitalisation opportunities and mainstreaming paths, as well as on the project contribution to the new programming period and its synergies with macro-regional strategies. The future Joint Strategic Plan of ClusterPoliSEE was presented as an instrument for overcoming current cluster policy development and boosting innovation through interclustering strategies and smart specialisation policies.

Prof. Norbert Höptner showed new cluster concepts for boosting regional competitiveness in terms of emerging industries and cross-cutting issues, including internationalisation, technology transfer, gender and diversity. CluStrat suggested the necessity of a systemic approach to regional innovation, advancing cross-sector cooperation within, among and beyond clusters. Against the background of regional smart specialisation, the implementation of KETs in traditional industries has considerable potential. CluStrat proposed new policy approaches and concrete actions in this context.

08C04

8 October 2014

09:00-10:45

Organiser/leader:

Organiser/leader: Marche Region – European Policies Department Managing Authority for ERDF and ESF (ClusterPoliSEE project) and Steinbeis-Europa-Zentrum (CluStrat project)

Chair/moderator:

Rossella Rusca, Head of Unit for the Analysis of Trends and Perspectives of Regional Policies of European Union, Ministry of Economic Development, Department for Development and Economic Cohesion, Italy

Speakers:

Vicente Rodriguez Saez, Deputy Head of Unit, Competence Centre on Macro-regions and European Territorial Cooperation, Regional Policy Directorate-General of the European Commission

Helen Köpman, Deputy Head of Unit, Innovation, Communications Networks, Content and Technology Directorate-General of the European Commission

Stephen Halligan, Project Manager, Joint Technical Secretariat, South-East Europe Programme

Dr Luca Ferrarese, Head of Secretariat, Joint Technical Secretariat, Central Europe Programme

Mauro Terzoni, Head of the European Policies Department Managing Authority for ERDF and ESF, Marche Region, Italy

Prof. Norbert Höptner, Director of Steinbeis-Europa-Zentrum, Commissioner for Europe of the Minister of Finance and Economics of Baden-Württemberg, Germany



Boosting innovation through interclustering strategies and smart specialisation policies

More information:

www.clusterpolisee.eu

www.clustrat.eu

Conclusions

Rossella Rusca, the moderator, concluded by underlining the findings of the experiences presented together with the areas for improvement that will be taken into account in the framework of the new programming period and in designing the evolution of EU cluster policy development and smart specialisation policies. Taking as the starting point the evidence-based RIS3 strategy as well as the role of regional innovation, a transnational clusters initiative, joint strategy in new cluster concepts, joint actions and policy recommendations elaborated in the projects will act as a catalyst for boosting innovation through interclustering strategies at transnational, national and regional level.

“The capitalisation of project results is fundamental for improving regional strategies and boosting regional competitiveness, smart specialisation strategies and economic development.”

Mauro Terzoni



Inclusion of mobile EU citizens: EU funds and best practices for cities and regions

Outline

This workshop was organised with the aim of encouraging an effective use of EU funds for promoting welcoming and social inclusion policies for incoming mobile EU citizens, as well as for promoting intra-EU mobility and best practices/partnerships among cities. It was divided into three parts: short presentations on EU policies and funds; presentations of two projects by their coordinators, one financed through the ESF and the other through URBACT; and a questions and public debate session involving the participants.

Debate/Panel discussion

Marie-Hélène Boulanger detailed the legal framework of the principle of free movement, the latest communication from the Commission from November 2013 and its actions focusing on the local level: exchanges of best practices for the inclusion of EU citizens. She also mentioned the funding possibilities for the networking of cities in the 2014-2020 citizenship programme, with a call for proposals expected very soon.

Stefan De Keersmaecker detailed the functioning of the ESF and the new 2014-2020 programming with a scope embracing: employment, social inclusion and the fight against poverty; the promotion of education and lifelong learning; and the modernisation of public administration. The programme is jointly managed by the Commission and the Member States, and Member States have to define their operational programmes in cooperation with regional authorities.

Peter Rossel and **Elena Romero Ruiz** explained the work done in Göttingen and in Santa Cruz de Tenerife under the 'Challenge Abroad' project, which sends unoccupied young people to another Member States for several weeks, with very positive results in each city.

Councillor Maire Hendron from Belfast detailed the work done within the 'Open Cities' project, which is financed under URBACT, and the very positive results that it has achieved.

Different participants took the floor to share their experiences of networking and access to EU funds and to ask questions about improving access to and information on funding, and the setting-up of partnerships.

Conclusions

The chairperson, **Michael Ralph**, concluded by saying that the topic is new to the OPEN DAYS and has aroused considerable interest. It is the first workshop to be organised by DG Justice and it required collaboration between several Directorates-General of the Commission, the DG Regional and Urban Policy and the DG Employment, Social Affairs and Inclusion. Follow-up events may be needed in the future.

"Through our Open Cities action plan we sought to work with other countries to deliver a vision of Belfast as an open, inclusive and welcoming city, embracing the diversity, needs and aspirations of all of its citizens."

Councillor Maire Hendron

08C05

8 October 2014

9:00-10:45

Organiser/leader:

DG Justice

Chair/moderator:

Michael Ralph, Assistant,
DG Regional and Urban Policy,
European Commission

Speakers:

Marie-Hélène Boulanger,
Head of Unit C2, DG Justice
European Commission

Stefan De Keersmaecker,
Deputy Head of Unit E1, DG
Employment, Social Affairs
and Inclusion

Peter Rossel, in charge of
European policies in the city
of Göttingen, Germany

Elena Romero Ruiz, Association
for the Development of Santa
Cruz de Tenerife, Spain

Councillor Maire Hendron,
Deputy Lord Mayor of Belfast,
United Kingdom

More information:

[ec.europa.eu/justice/citizen/
document/files/com_2013_837_
free-movement_en.pdf](http://ec.europa.eu/justice/citizen/document/files/com_2013_837_free-movement_en.pdf)

[ec.europa.eu/justice/grants1/
programmes-2014-2020/rec/
index_en.htm](http://ec.europa.eu/justice/grants1/programmes-2014-2020/rec/index_en.htm)

ec.europa.eu/esf

ec.europa.eu/eures

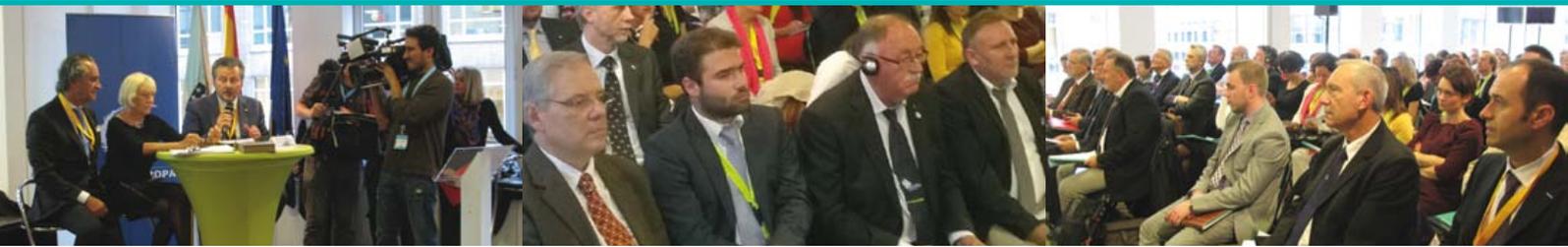
urbact.eu

www.ida-goettingen.de

www.sociedad-desarrollo.com

www.belfastcity.gov.uk/

[community/goodrelations/
goodrelations-about.aspx](http://community/goodrelations/goodrelations-about.aspx)



Cultural and religious itineraries as attractive factors for cross-border tourism and economic competitiveness

08C07

8 October 2014

09:00-13:00

Organiser/leader:

Europe of Traditions – Linking through itineraries

Chair/moderator:

Francisco Calheiros

Speakers:

Roberto Ciambetti, Regional Minister of Budget, Local Authorities and ERDF Funds, Veneto Region, Italy

Lidia Ravera, Regional Minister of Culture, Lazio Region, Italy

Aristeidis Tasios, Vice-President of Sterea Ellada Region, Greece

Alexandra Vinkerlic', Director of the Istrian Cultural Agency, Croatia

José Luis Maestro Castiñeiras, Director of Competitiveness of Turismo de Galicia, Spain

Piotr Roszak, Nicolaus Copernicus University, Kujawsko-Pomorskie Region, Poland

Jean Claude Meric, Directeur de Station Gruissan, Secrétaire Général Union des Villes Portuaires du Languedoc-Roussillon, France

Tomasz Załęźny, in charge of the Information Office of Opolskie Region, Poland

More information:

www.regione.veneto.it/web/guest/sede-di-bruxelles

Outline

The partnership tackled the theme of cultural routes and itineraries in Europe (such as the 'Camino de Santiago de Compostela' and 'Via Querinissima') through a debate in which the main topic were internal and cross-border routes, i.e. routes which, while touching different territories, link them to create a unique itinerary. The economic benefits produced are not only felt in terms of tourist flows, but also in terms of the competitiveness and innovation of SMEs in the areas.

Debate/Panel discussion

Mr Ciambetti presented the 'Via Querinissima' project. This cultural, economic and food and wine route offers a chance to create contacts with 33 other cities and 13 countries and it summarises the human passion for knowledge and solidarity, exploiting the long-distance marketing of stockfish to link European populations that have very different cultures and habits.

Ms Ravera did more than just present the 'ICE – Incubators for Cultural Enterprises' project. She insisted on the importance of strengthening the identity of each country and region involved in the project, reinforcing cultural and artistic activity as a promoter of development.

Mr Tasios explained how the cultural route exploring Greek theatres in the Region of Sterea Ellada aspires to be a unique encounter between myth and history, art and architecture, and drama and poetry. The project aim is to provide a path of knowledge and culture, of value to those seeking both education and entertainment, and to promote a common European cultural heritage.

Mrs Vinkerlic' presented the cross-border itinerary involving Croatia and Slovenia that promotes and recognises the value of Istrian frescoes, and she explained how cultural tourism started becoming an instrument of development.

Mr Maestro Castiñeiras described the socioeconomic characteristics of the Camino de Santiago's pilgrims, the number of enterprises providing accommodation, and how initial public provision was later substituted by private companies in spite of the economic crisis. He finished by providing information on the socioeconomic impact figures from the local councils through which the Way of Saint James passes and compared them to the councils not on the Way, in order to show the differences between these in terms of the number of enterprises, per capita income, and ageing or active populations.

Mr Roszak gave a presentation on the Way of Saint James in Kuyavia and Pomerania, introducing good practices and initiatives such as the creation of the 'Jacobean Association' and the 'Jacobean Council' and scientific research into the historical background of medieval pilgrimages to Santiago.

Mr Meric introduced the audience to the digital tools created within the framework of the Odyssey model that facilitate sea, river and land touring and discovery. The aim is to create a brand and a quality label for the Odyssey port in order to contribute to improving the competitiveness of destinations involved in the Odyssey model for a new 'blue tourism'.

Mr Załęźny, on behalf of Bartosz Ostrowski, presented the Opolskie Cistercian trail and its promotion thanks to the development and implementation of the 'Development of ponds together with their accompanying infrastructure in Jemielnica' project.

Conclusions

Mr Calheiros, the moderator, concluded by encouraging all of the participants to make the most of this opportunity for creating synergies in working relationships.

"The paths that criss-cross Europe speak of our history, identity, culture and faith: they are part of our daily memory and elements of the landscape in which we have grown up in our regions. From the past they tell us about our common future and about the horizon that we call a 'Europe of the People.'"

Mr Roberto Ciambetti



Green growth – Cross-border strategies and implementation

Outline

Sustainable mobility, smart cities and renewable energy are at the heart of viable low-carbon societies and were the key topics for this event.

Mobility, smart cities and renewable energy are essential for regional and local growth; Europeans are facing defining challenges. Climate change and environmental degradation, including local pollution, are at the forefront of what local, regional and national authorities must tackle. Combining these challenges with growth is not easy, but it is necessary.

The participants demonstrated and discussed how cross-border collaboration for green growth can create a strong foundation leading to connected regional strategies, which will in turn foster further territorial cross-border collaboration towards green growth. The event showcased concrete examples of implementation and connected regional strategies.

Debate/Panel discussion

Mr Jacob Vestergaard presented the importance of cross-border collaboration and the strategic focus areas for the STRING network, to which the majority of the event partners belong.

Topic 1: Green mobility

Ms Hanna Jönsson presented the regional programme 'Biogas Väst', a joint initiative for biogas development coordinated by Region Västra Götaland. Biogas Väst promotes biogas as a comprehensive solution with great potential for creating green job opportunities, focusing on the transport sector. In Sweden more than 50% of the biogas produced is used as vehicle fuel, the highest figure in Europe. **Mr Per Inge Bjercknes** presented Østfold County's work on building infrastructure and demand for biogas and electric vehicles. This work is done in cooperation both with the regional authorities around the Oslofjord and with the Region Västra Götaland across the border in Sweden.

Topic 2: Renewable energy

Dr Hans-Jürgen Block presented key findings on the road to 100% renewables in energy production in Schleswig-Holstein and its contribution to regional jobs and welfare. He was followed by **Mr Peter Madsen** from Region Zealand, who presented the region's focus on bioenergy for creating local jobs and sustainable growth and the prospects for cross-border collaborations for realising these aims.

Topic 3: Smart and sustainable cities

Hamburg, Copenhagen and Vienna are all partners of the TRANSFORM SmartCity project. **Mr Thomas Jacob** presented the impact of Smart City approaches on regional and urban development. **Mr Jens Bartholmes** kicked off the discussion by evaluating the prospects of interregional collaboration in relation to presentations and aspects of the European Innovation Partnership on Smart Cities and Communities.

Conclusions

The moderator, **Mr Håkan Samuelsson**, finished by speaking about the need to link potential growth in terms of jobs and local circular economy closer to the climate and energy debate, to show not only the costs of transitions but also the long-term economic and also environmental benefits. Cross-regional collaboration, as showcased at the event, is a necessary prerequisite for building capacity and ensuring a joint transition. The collaborations between STRING regions in Sweden, Denmark and Germany are excellent platforms for sharing competences and building capacity across borders towards common goals.

"We have established a cross-border collaboration in which we have developed a green strategy for collaboration across three countries and two borders. This shows that it is possible to develop an operational paper on green growth which we are now developing. That, I think, is an important message to deliver in Brussels, especially during the OPEN DAYS when the regions are all together."

Jacob Vestergaard

08C08

8 October 2014

11:15-13:00

Organiser/leader:

ZealandDenmark EU Office

Chair/moderator:

Håkan Samuelsson,
Environmental Strategist from
Skåne Region, Sweden

Speakers:

Jacob Vestergaard, Director
of the STRING network, Denmark
Hanna Jönsson, Biogas
Manager, Region Västra Götaland,
Sweden

Per Inge Bjercknes, Vice-County
Mayor of Østfold, Oslo Region,
Norway

Prof. Dr Hans-Jürgen Block,
Managing Director of the
Society for Energy and Climate
Protection, Schleswig-Holstein,
Germany

Peter Madsen, Regional Council
Member, Region Zealand,
Denmark

Dr Jens Bartholmes, DG Energy,
European Commission

Thomas Jacob, Coordinator,
Smart European Policy and
Projects, TRANSFORM, Hamburg
City-Region, Germany

More information:

www.stringnetwork.org
www.urbantransform.eu
www.vgregion.se/
biogasinenglish
www.biogassjaelland.dk

"I believe collaboration is crucial for various actors, but also for the regions which themselves are often too small when it comes to e.g. biogas and fuel!"

Hanna Jönsson



The EGTCs in the 'long haul' – INTERREG and other opportunities

08C09

8 October 2014

11:15-13:00

Organiser/leader:

Committee of the Regions,
Unit E2, Horizontal Policies
and Networks

Chair/moderator:

Herwig van Staa (Austria/
European People's Party Group),
President of the Tyrol Regional
Assembly, CoR Member, Political
Coordinator of the EGTC Platform,
Austria

Speakers:

Dr Nikolaos Krimniantis,
General Secretary of Acharnes
Municipality, General Director
of the EGTC Efxini Poli, Greece

Antoine Di Ciaccio, President
of the EGTC European Association
of Cities of Ceramics, Italy

Nicolas Singer, Senior Project
Officer, INTERREG EUROPE, France

More information:

[portal.cor.europa.eu/egtc/Events/
Pages/OD2014.aspx](http://portal.cor.europa.eu/egtc/Events/Pages/OD2014.aspx)

Outline

The workshop focused on the opportunities and potential of the EGTCs in activities of distant cooperation not involving cross-border territories. The workshop focused in particular on the INTERREG EUROPE programme. It provided updated information to the participants in order to support them in developing ideas for future projects. While most of the European Groupings of Territorial Cooperation link border regions and cities, there are some notable exceptions. As such, several EGTCs are networks of cities, such as 'Cities of Ceramics' or 'EfxiniPoli'. It can also be noted that cross-border EGTCs have similar problems and priorities. Many of them are interested in the exchange of good practices as defined in the INTERREG EUROPE programme and want to participate in other EU programmes, such as Erasmus+, that do not involve being geographical neighbours. Finally, the use of EGTCs is part of the components and priorities of interregional cooperation.

Debate/Panel discussion

Dr Nikolaos Krimniantis presented the history and experience of the EGTC 'Efxini Poli', which focuses on social inclusion, reduction of health inequalities among socially excluded groups, employment and entrepreneurship, and environmental issues. This EGTC is currently participating as a partner in the cooperation project 'Regions 4 Recycling', and is also developing an idea for a future cooperation project on urban farms aimed at long-term unemployed and young people.

Mr Antoine Di Ciaccio gave an overview of the activities and goals of the EGTC 'European Association of Cities of Ceramics'. He underlined the objectives of the association: improving competitiveness and effectiveness and reducing pollution feature prominently among its goals. Innovation and business practices, clustering, patents and intellectual property are other important issues for this EGTC.

Mr Nicolas Singer presented the current state of play of the INTERREG EUROPE programme, in which EGTCs can participate in particular in cases where they can demonstrate their role within Structural Funds programmes. He emphasised the idea that a main objective of INTERREG EUROPE is to improve the implementation of the Structural Funds programmes.

Conclusions

Mr van Staa concluded that the cross-border action implemented by most of the 48 existing EGTCs could be a topic for exchange under the INTERREG EUROPE programme and others such as URBACT. Representatives of the EGTCs also discussed project ideas during the workshop: for example, a ceramist from Totana would soon be able to get training in Faenza thanks to the 'Cities of Ceramics' EGTC. These possibilities are not limited to specific sectors: associations of cities such as 'EfxiniPoli' will also be able to exchange best practices and upgrade their capabilities.

*"The EGTC is one of the priorities of interregional cooperation.
This appears in black and white in the new Regulation."*

Herwig van Staa



Getting the most out of pan-European cooperation programmes 2014-2020

Outline

The next generation of European Territorial Cooperation programmes – ESPON 2020, INTERACT, INTERREG EUROPE and URBACT III – address the entire EU territory (and beyond) and share a joint mission: to improve the quality of EU Regional Policy implementation. The four programmes will continue and further strengthen the complementarity of their activities. This workshop explored the new features of the programmes for 2014-2020 and presented how potential partners (cities, regions, research institutions, public and private stakeholders, and other ESIF programmes) can participate in and benefit from the networking, evidence, exchange and learning, capacity building, and research and capitalisation activities which will be developed by the four European Territorial Cooperation programmes.

Debate/Panel discussion

Mr Emmanuel Moulin presented URBACT, a European exchange and learning programme promoting integrated and sustainable urban development across Europe. The programme enables cities to develop pragmatic solutions to complex societal challenges integrating economic, social and environmental dimensions. In 2014-2020 the programme will have financing of EUR 96 million and will focus on transnational networking, capacity building, capitalisation and dissemination.

With the URBACT method, the programme invites cities to look for impact on their development by sharing experiences, learning, drawing lessons from 'the outside world' and involving local stakeholders. The first call for URBACT III city networks will be launched in February 2015.

Mr Peter Mehlbye talked about the ESPON programme. The European Observation Network for Territorial Development and Cohesion supports policy development with evidence in relation to the aim of territorial cohesion. ESPON provides research results, analyses, maps and tools, all with a European coverage, that can be used for comparisons and benchmarking, and supports an evidence-informed development of regions, cities and larger territories. With a budget of around EUR 50 million, the programme will continue to consolidate the knowledge base through applied research, offer targeted analyses to stakeholders and strengthen the knowledge transfer, outreach and policy use of pan-European, comparable, systematic and reliable territorial evidence. The institutional setting of ESPON will be renewed, including the establishment of an ESPON EGTC. Depending on the time of approval, the ESPON 2020 programme will launch the first calls for tender by mid-2015.

Mr Michel Lamblin gave an overview of the INTERREG EUROPE programme (the successor of INTERREG IVC). With a budget of EUR 359 million, the programme will help regional and local authorities to learn from each other in terms of policy experiences and good practices. It will co-finance projects and platforms on the following themes: research and innovation, competitiveness of SMEs, low-carbon economy, and the environment and resource efficiency. Public institutions from different regions in Europe will be able to work together on projects for three to five years on a shared policy issue. The launch of the first call is planned for spring 2015. Four thematic platforms will be set up for continuous learning about public policies with the aim of supporting local and regional governments in becoming more effective when planning and implementing policies for the benefit of their citizens.

Ms Petra Masacova spoke about the INTERACT networking programme that is designed to increase the effectiveness, quality, impact and awareness of the European Territorial Cooperation/INTERREG, as well as the ENPI and IPA CBC programmes. It also supports networking and communication within the EU macro-regional strategies. INTERACT brings together representatives from different institutions and helps them to exchange experience. This has already led to several joint actions such as the development of Harmonised Implementation Tools (HITs) and Electronic Monitoring Systems (e-MSs), the organisation of European Cooperation Day (www.ecday.eu) and the creation of the KEEP database (www.keep.eu), which provides information about the cooperation programmes implemented all around Europe.

Conclusions

The chair, **Ms Bénédicte Paviot**, concluded that the next-generation pan-European programmes – ESPON 2020, INTERACT, INTERREG EUROPE and URBACT III – offer many possibilities to the regions of Europe, which are eager to aim together for the 2020 objectives and to be smart, sustainable and inclusive. Networking and interregional cooperation programmes are designed to help regions build long-term cooperation and learn from each other's experience.

08C10
8 October 2014
11:15-13:00

Organiser/leader:

ESPON, INTERACT, INTERREG EUROPE, URBACT

Chair/moderator:

Bénédicte Paviot, Journalist, United Kingdom

Speakers:

Emmanuel Moulin, Director of URBACT III, France
Peter Mehlbye, Director of ESPON, Luxembourg
Michel Lamblin, Director of INTERREG EUROPE, France
Petra Masacova, Director of INTERACT, Slovakia

More information:

www.espon.eu
www.interact-eu.net
www.interreg-europe.eu
www.urbact.eu

Workshops

Territorial cooperation



Culture as a recipe for territorial cooperation

08C13

8 October 2014

14:30-17:00

Organiser/leader:

European Capitals of Culture network cities/North Sweden European Office

Chair/moderator:

Neil Peterson, Inside Track, UK Creative Consulting, United Kingdom

Speakers:

Marie-Louise Rönnmark, Mayor of Umeå, Sweden

Karel Bartak, Head of Unit, DG Education and Culture, European Commission

Claire McColgan MBE, Director of Culture Liverpool, Liverpool City Council, United Kingdom

Zbigniew Maćków, Curator of European Capital of Culture Wrocław 2016, Poland

Oeds Westerhof, Board of Directors of Leeuwarden - Fryslân 2018, The Netherlands

Graziella Vella, Research Coordinator for the Valletta 2018 Foundation, Malta

Fredrik Lindegren, Artistic Director of Umeå2014, Sweden

More information:

www.northsweden.eu/english.aspx

"The title European Capital of Culture is not the end goal but just the starting point for the city's cultural development and creative growth."

Claire McColgan MBE

Outline

The European Capitals of Culture network consists of members from European Capitals of Culture (ECOC). The main aim is to be a platform for best practices and to work together to share knowledge that can benefit future ECOCs. During the OPEN DAYS 2014 a workshop was organised by five ECOCs to highlight how culture can be a driving force for territorial cooperation and regional growth and development through co-creation. It highlighted best practices in creating a programme year and how culture can play a role in empowering people to be more creative and involved, and also how it can be a driving force for innovation, economic transformation and bringing together knowledge and skills.

Debate/Panel discussion

The workshop was divided into two parts in order to learn about and discuss issues focusing firstly on culture as a means of city development and secondly the interaction between a city and its surrounding region. **Marie-Louise Rönnmark**, Mayor of Umeå, opened the event by defining culture as different people's ways of establishing their life. She shared how Umeå has benefited from being this year's ECOC and that this has led to opportunities such as cooperation and networking throughout the world and bringing new self-confidence.

Karel Bartak presented the future plans for EU policy in terms of culture. He stressed that the EU acknowledges the importance of culture in creating new thinking, social inclusion and jobs. Regarding the economic crisis, culture and creativity are part of the answer and the creative industries have fared better than 'traditional industries' during this difficult period.

Claire McColgan MBE, the driving force for Liverpool's Capital of Culture in 2008, spoke about the city's application and the experience it enabled the city to gain. One of the key elements was to create diverse concepts which directly involved citizens, as well as acknowledging that Liverpool was struggling with a bad reputation. With ECOC the city had the chance to re-establish itself as a place of culture and opportunity. She stressed the importance of a long-term plan for the cultural sector to assure that the benefits are to be sustained.

Zbigniew Maćków introduced Wrocław 2016 and its slogan, 'Spaces for Beauty', with the aim of creating friendly spaces that will serve to forge real connections between people, art and culture. Major new construction projects are planned, such as the Nowe Żerniki housing project, which brings together a strong design team and which, with the 'live and reside' principle, will offer a new way of living with recreational areas, creating a new model for public society and a landmark for the city.

Oeds Westerhof, representing ECOC Fryslân 2018 and their leading theme 'Mienskip', emphasised the importance of cooperation between people who strive for improved connections between culture and nature, to restore the relationship between city and countryside and to stress that community life and diversity can go hand in hand. Regarding the urge to work together, he gave the example of the 'Kings of Meadows' project, which combines biodiversity and culture, giving rise to creative intervention as a trigger for change.

Graziella Vella from the city of Valletta, ECOC for 2018, gave her view on the future vision of transforming Valletta into a creative city in order to promote a better life through culture and the arts. To move from vision to reality, Malta needs to work further on stimulating awareness of its diverse cultural identities and is working to enhance collaboration and excellence in culture and the arts.

Fredrik Lindegren gave a presentation on Umeå 2014 and the programme year that follows the eight seasons that embody the Sami calendar. Umeå is part of Sápmi, the land of the Sami people, and it was important to include as many of them as possible in the process. By stimulating cooperation and inclusion with other cities and partners, Umeå has been able to co-create over 100 different projects and can already see a new record number of tourists and a high level of global media coverage putting Umeå on the world map.

Conclusions

There was a broad consensus that the ECOC has become a unique opportunity to regenerate cities, to boost their creativity and to improve their image. The participating cities were able to give examples of long-term impacts and how the ECOC award has evolved to support more structural investments that go beyond just one year. It has also led to new cooperation, new ways of connecting citizens and socioeconomic development. The economic benefits that culture can bring were highlighted, as the creative sector opens doors to new innovations, businesses and job opportunities. Finally, it was also put forward in the discussion that those candidate cities that did not go on to win their country's nomination also reaped benefits from the bidding process.



Implementing health innovations through European collaboration

Outline

The focus of this workshop was on European collaboration in order to scale up health innovations and accelerate their route to the market. During the workshop, ways were discovered in which European collaboration can help overcome challenges faced in the cross-border healthcare markets. **Marcel de Pender**, the moderator, began by welcoming the audience and introducing Health Cluster Europe and its objectives. Next, representatives of INTERREG and AAL2 business explained how their programmes contribute to the scaling up of health innovations. Collaboration between the two programmes was also touched upon through a dialogue. Subsequently, representatives of two of the Health Cluster Europe projects shared their experiences with living labs and cross-border working. The audience was then divided into groups. In a world-café setting, different themes such as 'implementation of health innovations', 'SME inclusion', 'involvement of end-users' and 'collaboration between European regions' were discussed so that participants could get to know each other, share knowledge and connect.

Conclusions

There was no doubt as to the importance of European collaboration among the participants of the workshop. European collaboration is needed to gain insights into other markets and to reach end users. Furthermore, the societal challenges that we are facing today cannot be solved on a regional scale, but call for a European approach.

One of the participants, **Ruut Louwers**, said that 'knowing how to work together starts with knowing what the differences are'. Sharing and disseminating knowledge and experiences during workshops are good first steps in discovering those differences and getting to know possible collaboration partners. Living labs can be used as a tool for SMEs, among other entities, to set up their business in other regions and countries. In living labs SMEs can test and develop their products while getting to know the region and demonstrate their products to new consumer groups.

The overall conclusions of the workshop are therefore that European collaboration contributes to the acceleration of the market implementation of health innovations and that such collaboration is a prerequisite for battling the societal challenges of today.

"Knowing how to work together starts with knowing what the differences are."

Ruut Louwers

09C01

9 October 2014

09:00-10:45

Organiser/leader:

Health Cluster Europe/Brainport Development

Chair/moderator:

Marcel de Pender, Project Leader, Brainport Development, The Netherlands

Speakers:

Sabrina Bijlsma, Project Officer, Joint Technical Secretariat, France

Ruut Louwers, Programme Director, Joint Technical Secretariat, France

Geja Langerveld, National Contact Person for AAL (Ambient Assisted Living), The Netherlands Organisation for Health Research and Development (ZonMw), The Netherlands

Anton Zahneisen, Programme Manager, Joseph-Stiftung, Germany

Ria Hein, Programme Manager, Life Tec, Brabant Development Agency, The Netherlands

More information:

www.e-ucare.eu/en



Instruments and mechanisms for decentralised cooperation for development 2014-2020

09C03

9 October 2014

11:15-13:00

Organiser/leader:

Committee of the Regions –
Decentralised Cooperation
for Development

Chair/moderator:

Hans Janssen, Rapporteur
of the CoR opinions on
'Empowering local authorities in
partner countries for enhanced
governance and more effective
development outcomes' and
'A decent life for all: from vision
to collective action', Mayor of
Oisterwijk, The Netherlands

Speakers:

Jacques Perrot, Programme
Manager, 'Civil Society, Local
Authorities' Unit, Directorate-
General for Development
and Cooperation, European
Commission

Anna Maria Catte,
Director of the Joint Managing
Authority of the ENPI
Cross-border Cooperation in
the Mediterranean programme,
Autonomous Region of Sardinia,
Italy

**Agustí Fernandez de
Losada**, Director, Studies
and International Technical
Assistance, Tornos Abogados,
Spain

More information:

cor.europa.eu/portal
www.enpicbmed.eu

Outline

Starting from a review on how the European Commission's instruments for supporting decentralised cooperation for development worked in 2007-2013, this workshop considered the main perspectives of EU financial instruments for the cooperation of local and regional authorities in the new 2014-2020 programming period. Special emphasis was put on the Development Cooperation Instrument, notably the thematic component in its 'Civil society organisations and local authorities' programme, as well as on the European Neighbourhood Instrument. What instruments can be used to support decentralised cooperation for development? How are they implemented practically? The speakers debated these questions from a variety of angles.

Debate/Panel discussion

Drawing on his study on the capitalisation of European decentralised cooperation experiences, **Agustí Fernandez de Losada** presented lessons learned from the past programming period. Decentralised cooperation could be an essential tool for helping local governments to perform their role in providing basic services and fostering development in their region. A rich dynamic over many years had seen the recognition of this concept by the European Commission as well as financial support through various instruments. For the 2014-2020 financial period, complementarity, coordination and efficiency will pose the main challenges. Cooperation models need to be shifted beyond a project-based approach to models based on participation and multiple partnerships.

Anna Maria Catte first gave an overview of the Cross-border Cooperation in the Mediterranean programme within the European Neighbourhood and Partnership Instrument 2007-2013. This programme, with the key principles of joint ownership, shared benefits and partnership, had covered 76 regions in seven EU and seven partner countries; it had met with a very high level of interest. She then explained the main outline and next steps for the new European Neighbourhood Instrument CBC Med programme.

Jacques Perrot reminded participants of the priorities expressed in the EC communication 'Empowering local authorities in partner countries' that inspired all of the programmes. After a glance at the overall Development Cooperation Instrument he presented the objectives and state of play of its thematic programme 'Civil society organisations and local authorities'. As new trends in decentralised cooperation, he highlighted the idea that partner country authorities should support the projects. The impact of decentralised cooperation should be increased and links to decentralisation on a national level, as well as to territorial cooperation, should be strengthened.

Conclusions

After a very rich debate with participants, **Mr Janssen** concluded with an outlook on 2015: the Committee of the Regions is ready to make the European Year for Development a year that is celebrated not only in capitals, but also a year that descends to cities and regions throughout Europe. At the same time, the preparation process for the new global and universal development agenda to be adopted in 2015 will focus in the coming months on the implementation aspect, to which his upcoming CoR opinion would contribute. Last but not least, he hoped to see many of the participants again at the Fourth Assizes of Decentralised Cooperation for Development on 1 and 2 June 2015.

"Beyond the provision and improvement of basic services, instruments supporting decentralised cooperation should be used to enhance capacities for better governance in partner countries."

Jacques Perrot



Demonstration of regional ports cooperation in delivering environmental, economic and social benefits to their regions

Outline

The workshop showcased the territorial cooperation between regional ports in the North Sea Region (NSR) as part of the LO-PINOD (Logistics Optimisation for Ports Intermodality: Network, Opportunities, Development) project. The project has brought together 15 partners from seven countries to deliver social and economic benefits to communities and businesses across the NSR through improvements to the functionality, capacity and potential of regional ports.

Led by the Institute for Sustainability, LO-PINOD focuses on building an efficient, balanced and sustainable transport network. Funded by the North Sea Region programme, part of the EU Interregional (INTERREG) IVB initiative, the project aims to make regional ports in the NSR more accessible, sustainable and competitive, and to enhance the multimodal transport network, demonstrating an efficient movement of goods to make better use of available capacity.

The workshop presented findings from the regional port collaborations, identifying issues and policy recommendations to support regional hubs and their wider benefits.

Panel discussion

Peter Frost presented the challenges faced by regional ports in developing their hinterland connections, based on experience from partners in the United Kingdom, Norway and Denmark, where ports have established and extended their rail connections. Peter launched the Port Development Strategy, bringing together recommendations from LO-PINOD experiences, which is suitable for application throughout the EU. Key challenges include unlocking investment, overcoming risk associated with infrastructure development at smaller ports, and simplifying the planning process.

Wim Stubbe described how regional ports are sailing in difficult waters and mentioned some of the challenges for port business, such as communities not recognising the ports' contribution to their cities, or the 1200 regional ports that are not part of the EU Core TEN-T network. LO-PINOD ports have worked together, exploring opportunities for diversification and efficiencies in port management, enabling regional ports to be flexible and apply their knowledge in order to drive economic innovation potential.

Warren Marshall presented the complexities of planning and how ports can work with local communities to overcome physical or security barriers. While ports have individual needs and unique local circumstances, a long-term strategic plan is effective at highlighting the port's requirements to road and rail providers, as well as local stakeholders and employees. A key priority for the local community is successful delivery of projects from the strategic plans.

Frank Schuhholz gave an overview of European rail freight and smaller ports, highlighting the potential of using the rail connection between Beneluxhaven, the Port of Rotterdam and CLIP Terminal in Swarzedz.

A rail service connecting The Netherlands to Poland was initially trialled for six months and has been built to offer daily departures in both directions with each port terminal investing in infrastructure to support continued growth, demonstrating the importance of regional ports in terms of providing links to the Core TEN-T network.

Henriette Bastrup-Birk promoted the European Maritime Days in Greece on 28 and 29 May 2015 and focused on ports as interlinked hubs for ro-ro shipping and low-emission operations. The EU Maritime Spatial Planning Directive highlights the importance of planning for arbitrating between competing uses of maritime space. The Directive promotes 'blue economy' and coordinated environmental and economic growth. The new 2014-2020 INTERREG NSR programme encourages multimodal feeder services connecting the North Sea Region to the Core TEN-T network.

Conclusions

Christian Byrith chaired a discussion session. The panel concluded that:

- ports' suitability for diversifying into the renewable energy sector is related to there being land available that is greater than the size of the port;
- human resources, knowledge and expertise are crucial for port development, as demonstrated by the Ostend Maritime Engineering School and Falck Safety Training Centre;
- maritime planning is a particularly challenging issue in relation to the Irish, North and Baltic Seas, which are congested areas with often conflicting spatial uses, renewables, shipping lanes and aquaculture.

Mr Byrith concluded by acknowledging the optimistic and enthusiastic perspective of the speakers, indicating his confidence that issues will be tackled.

09C04

9 October 2014

11:15-13:00

Organiser/leader:

Institute for Sustainability

Chair:

Christian Byrith, Head of Secretariat, North Sea Region Programme Secretariat, Denmark.

Speakers:

Peter Frost, Managing Director, Kilbride Holdings Limited, United Kingdom

Wim Stubbe, Business Development Manager, Port of Ostend, Belgium

Warren Marshall, Group Head of Port Planning, Peel Ports, United Kingdom

Frank Schuhholz, Vice-President of the European Rail Freight Association, The Netherlands

Henriette Bastrup-Birk, Policy Officer, European Territorial Cooperation, DG Regional and Urban Policy, European Commission

More information:

LO-PINOD website:

www.lopinod.eu

Project results:

ow.ly/CJgZ

"Regional ports demonstrate an entrepreneurial, flexible and innovative approach, common among SMEs. The LO-PINOD project has delivered recommendations that can translate to maritime regions throughout Europe."

Henriette Bastrup-Birk



How Regional Operational Programmes are including the macro-regional and sea-basin strategies: Exchange of good practices

09C05

9 October 2014

11:15-13:00

Organiser/leader:

DG Regional and Urban Policy – Regione Veneto

Chair/moderator:

Colin Wolfe, Head of Competence Centre 'Macro-Regions and European Transnational Cooperation', DG Regional and Urban Policy, European Commission

Speakers:

Roberto Ciambetti, Regional Minister of Budget, Local Authorities and ERDF Funds, Veneto Region, Italy

Peter Kaiser, Governor, Region of Carinthia, Austria

Nuno Almeida, representing Prof. Emídio Gomes, President of the North Regional Coordination and Development Commission (CCDR-N), Region of North Portugal, Portugal

Michal Korolko, Member of the Management Board, Head of the Management Authority of the Regional Operational Programme, Kujawsko-Pomorskie Region, Poland

More information:

ec.europa.eu/regional_policy/cooperate/macro_region_strategy/index_en.cfm

Outline

The workshop provided a comparison and exchange of practices between regions involved in macro-regional or sea-basin strategies on how they are including this cooperative dimension in their 2014-2020 ESIF Regional Operational Programmes (ROPs). The aim was to determine if these regions are working to provide not only effectiveness and substance but above all funds to this cooperation. The macro-regions/sea basins represented in the workshop were the EU Strategy for the Adriatic-Ionian Region (EUSAIR), the EU Strategy for the Baltic Sea Region (EUSBSR), the EU Strategy for the Danube Region (EUSDR), the future EU Strategy for the Alpine Region (EUSALP) and the Maritime Strategy for the Atlantic Area.

Debate/Panel discussion

Mr Ciambetti explained that the ROP of Veneto Region has taken into account all four pillars of the EUSAIR, and it is also meant to contribute to several axes of the future EUSALP. The region is at the crossroads between the Danube and Alpine macro-regions, and is also advocating for a macro-regional strategy in the Mediterranean, with the EUSAIR acting as the first pilot project. Cooperation with neighbouring countries and regions is important and has high potential, as shown by the EGTC 'Euregio senza confine' integrated by the Italian regions of Veneto and Friuli Venezia Giulia, the Austrian region of Carinthia and the Croatian region of Istria.

Mr Kaiser also recalled the privileged geographical situation of his region between the Danube and Alpine macro-regions, and its primary interest in transport connections in the framework of the EUSALP, as a gateway to the south-east. In his opinion, if they want to achieve growth, macro-regional strategies can only be implemented at regional level.

Mr Almeida explained that the partnership agreement with Portugal includes the Atlantic Area as the second geographical priority for the country. The articulation between the national and EU strategies is guaranteed by a synchronisation of interests and means focused on: entrepreneurship and innovation, the coastal and marine environment, connectivity, and a sustainable model for regional development. Coordination and complementarity between the Investment for Growth and Jobs and the INTERREG programmes (especially the Atlantic programme) is secured. Another macro-regional dynamic is being promoted in south-west Europe which would provide complementarity of the Atlantic Strategy with its hinterland.

Mr Korolko informed participants that the ROP of Kujawsko-Pomorskie Region in Poland is supporting the EUSBSR priorities following the strategic approach that is being promoted by the European Commission. The programme has chosen to select some priority areas (innovation, SMEs, energy, bio, culture and education) where it feels that its contribution can be more substantial. As possible implementation scenarios he mentioned the following options: establishing EUSBSR sub-committees within the ROP monitoring committee; launching a specific call with pre-selection formula; or giving extra points in the strategic assessment of projects submitted in an open call.

Ms Pauline Caumont provided an overview of how the regions are taking into account macro-regional/sea-basin strategies in the different areas covered by the CPMR (North Sea, Mediterranean, Baltic and Atlantic). Other participants referred to their experiences and there was a reminder of the opportunities covered in Articles 70 and 96 of the Common Provisions Regulation, plus options in other EU programmes (e.g. Horizon 2020).

Conclusions

The chairperson, **Colin Wolfe**, thanked all speakers and participants from the audience and acknowledged the fact that macro-regions are creating new synergies, with the opportunity for the regions to play a key role as crossroads and gateways. He concluded by encouraging all of the programmes to make the most of the opportunities provided in the regulations to support the macro-regional and sea-basin strategies.

"Macro-regions and sea basins are an opportunity to 'Europeanise' the funds, not only in terms of topics (Europe 2020) but also in terms of geography (bigger areas). We can now base ourselves in the new regulations to go beyond the notion of cooperation programmes and use all funding available. Let's make it happen!"

Colin Wolfe

OPEN DAYS University





Regional pathways from welfare to work: Reflections and international exchanges

07UNIV01

7 October 2014

09:00-10:45

Organiser/leader:

Regional Studies Association

Chair/moderator:

Prof. Martin Jones, University of Sheffield, United Kingdom

Speakers:

Prof. Nik Theodore, University of Illinois, Chicago, USA

Prof. Ingo Bode, University of Kassel, Kassel, Germany

Prof. Espen Dahl, Oslo and Akershus University College, Oslo, Norway

Dr Jo Ingold, University of Leeds, Leeds, United Kingdom

Dr Lindsay Colin, University of Strathclyde, United Kingdom

More information:

www.regionalstudies.org

Outline

Active labour market policies have helped to redesign and define our understanding of welfare and work. These have been captured by academic and policy communities through notions of 'workfare', 'welfare to work', and 'welfare through work'. It is time to take stock of these. This session examined the various national, regional and local trajectories that have been emerging during the past decade inside and outside Europe. Speakers discussed the strengths and weaknesses and the opportunities and threats of different measures aimed at moving individuals out of welfare and into work.

Presentations

Prof. Nik Theodore presented an overview of how economic strategies have emerged over the last 20-30 years and gave an outline of regional pathways from welfare to work. He also spoke about the challenges that the Europe 2020 strategy faces, such as high (youth) unemployment and the impact of the world economy. In addition, Nik presented examples from the USA such as wage theft.

Prof. Ingo Bode gave an overview of his previous work and pointed out that the labour market is also faced by a social exclusion problematic. He called for new public management models (NPMs) that take into account the fact that 'humans do not react like machines'. Ingo recommended that NPMs should be run by mission-based organisations and not-for-profit organisations as a trust-based relationship is crucial.

Prof. Espen Dahl's talk highlighted health and integration issues and used a Norwegian qualification programme as a case study and an example on combatting poverty and making poorer people self-sufficient. The programme has had particularly good results for participants with mental health issues.

Dr Jo Ingold focused on co-production of pathways into work by drawing on examples from the United Kingdom, Australia and Denmark. Jo pointed out that provider staff needs to have a certain knowledge of the labour market as this will enable them to forecast developments and understand the need of the claimant and the employer.

Dr Lindsay Colin reflected on how to empower clients and reward distance travelled by focusing on the UK's Work First policy, which is the UK's employability policy, and on its limitations. His key critique was that the programme rewards the agency when a job entry has been achieved rather than a progression. He called for more sophisticated ways of rewarding providers and a culture of change in which personal advisors are incentivised to facilitate empowerment rather than just drive the exit from benefits.

Conclusions

Prof. Martin Jones, the chairperson, concluded that based on the global examples presented, a change in thinking about the labour market is required without stigma.



Regional data and local indicators for a territorial dimension of EU policies – Institutional and academic contributions

Outline

The generally adopted principle of evidence-based policy making by the EU institutions and other international organisations, as well as by many national and local administrations, has given rise to a considerable amount of statistical data and indicators. There has also been increased interest on the part of policy makers and academics regarding regional diversities and disparities in the context of the recent crisis and the need for a better allocation and usage of EU funds. The key issue of Quality of life (QoL) in European regions – ‘beyond GDP’ – has also contributed to the emergence of a number of regional and local indicators for integrated and sustainable territorial development. The ‘Regional data and local indicators’ workshop gathered together policy experts and scholars, regional representatives and politicians, advanced students, and journalists, in order to debate the production and analysis of local data and regional indicators for better EU policy making and legislation.

Debate/Panel discussion

In her presentation, **Dr Chobanova** stressed the need for clear common output indicators, based on regional and local data, in order to acquire knowledge of the situation in cities. The aim of this was the efficient and effective spending of EU funds on strategic planning in Bulgaria. Even though local data could sometimes be difficult to obtain, it was important to have a tailor-made approach rather than using GDP as a measure for obtaining successful results.

Mr Dijkstra discussed the Sixth Cohesion Report and assessed the issues relating to reaching Europe 2020 goals using a set of indicators, such as spending on R&D, employment rates, territorial education rates, risk and poverty, resource efficiency and population density. Differences between cities and more rural areas were revealed; however, these also depended on other characteristics of the country or region.

Dr Olechnicka was investigating the link between scientific performance and collaboration in science. She concentrated on output indicators using a time series over 11 years, with four million articles and six million affiliations. Using indicators such as the number of citations per article, share of collaboration, closeness centrality, etc., she concluded that there was, generally speaking, a high concentration of scientific output and a growing number of research collaborations in Europe. However, more information on specialisation data was needed.

In her presentation, **Prof. Damieri** introduced the so-called ‘territorial dashboard’ from the city of Genoa. This was a multidimensional framework used as a device to support policy decisions. The dashboard had, for instance, a demographic, economic and social dimension. Important characteristics of such a novel instrument were flexibility, dynamism, scalability and simplicity.

Prof. van Dijk concentrated on several measures of performance for the region of North Netherlands. He assessed the outcome of the Better Life Index in The Netherlands before looking at economic indicators and finding large differences between regions. The latter phenomenon called for a specific statistical sorting process at a lower and more detailed level. More interaction between politicians and scientists was also deemed necessary.

Conclusions

Both the speakers and the participants jointly concluded that we must look ‘beyond GDP’ as a prime statistical indicator and that there is a need for more concrete, diverse and timely data for a good interpretation of the current situation and the future of European territories. This better provision of data should be supplemented by better education of politicians and policy makers on the use of raw data or derived analyses. Finally, some more specific forms of collaboration between politicians, bureaucrats and scientists were also recommended.

“There is a clear need for more concrete and timely data, which could eventually provide us with some pertinent insights into the situation in the territories and serve as a basis for good policy decisions.”

Dr Yordanka Chobanova

08UNIV01
8 October 2014
14:30-17:00

Organiser/leader:

Committee of the Regions,
Unit E1

Chair/moderator:

Inmaculada Valencia Bayón,
CoR Member, Director-General
for Economic and European
Affairs, Autonomous Community
of Cantabria, Spain

Speakers:

Dr Yordanka Chobanova,
Deputy Minister of Regional
Development of Bulgaria,
Bulgaria

Lewis Dijkstra, Deputy Head
of the Economic Analysis Unit,
DG Regional and Urban Policy,
European Commission, Belgium

Dr Agnieszka Olechnicka,
Assistant Professor, Centre for
European Regional and Local
Studies (EUROREG), University
of Warsaw, Poland

Prof. Renata Damieri, Professor
and Special Advisor to the Mayor
on Territorial Development and
Smart City, University of Genoa,
Italy

Prof. Jouke van Dijk, Professor
of Regional Labour Market
Analysis, University of Groningen,
The Netherlands



Policy roundtable on 'Industrial policy for smart, sustainable and inclusive growth'

8UNIV02

8 October 2014

14:30-17:00

Organiser/leader:

Regional Studies Association

Chair/moderator:

Prof. Andrew Beer, University of Adelaide, Australia

Speakers:

Prof. Frank Geels, Manchester University, United Kingdom

Prof. Karl Aiginger, Austrian Institute of Economic Research, Austria

Prof. Thomas Sauer, Ernst Abbe University, Jena, Germany

Prof. David Bailey, Aston Business School, Aston University, United Kingdom

More information:

www.regionalstudies.org

www.foreurope.eu

Outline

If Europe has to change, should that change point in the direction of reducing social inclusion, postponing environmental goals and opting for price/cost competitiveness? Or rather, should Europe become a role model for a development strategy that enables a socio-ecological transition to high levels of employment, social and regional inclusion, gender equality and environmental sustainability? And, if the latter is to be pursued, what should the key elements of the new model be, and how should Europe get there? These were the key questions for this roundtable on industrial policy that brought together leading academic experts in the field.

Panel presentations/Discussion

Prof. Frank Geels discussed the sustainability transitions, the impact of the financial crisis and the grand challenges for Europe 2020. These, according to Prof. Geels, create new interest in the directionality of innovation and growth and the search for a new growth model (smart, inclusive and green).

He pointed out that the financial crisis has had negative effects including less green investment, a changed focus in public concerns, changes in policy priorities (especially in Europe) and the weakening of green policies. He called for a re-engagement with green growth again and the application of different innovation models (more real-life demonstration/implementation projects and more place-based innovation). He also stressed the need to co-construct markets and new technology and to reduce the use of fossil fuels.

Prof. Karl Aiginger discussed industrial policy for a new growth path and the need for a reassessment of the EU strategy. He pointed out that Europe needs a new future-oriented strategy to regain an economically, socially and environmentally viable position. The WWW for Europe project that he presented aims to derive a strategy for a more dynamic, inclusive and sustainable Europe. Tentative results of the study indicate that this is possible if Europe goes for a 'high-road strategy' based on quality, skills and innovation.

Prof. Thomas Sauer presented on the role of cities in the socio-ecological transition (SET) in Europe. Key elements of such a new model would be a European concept of SET, a triangular economy with a focus on self-organisation capabilities to govern common-pool resources, and strengthened and mainstreamed urban policies. At the heart of the SET is the transition of the energy system.

The preliminary results of the research, which was carried out with experts from politics, environmental departments, business representatives and civil society, show that there is a common understanding of the sustainability transition but with a territorial divide, where countries in the north-west have a climate and energy focus and countries in the south-east focus particularly on management and education. It was also found that regulatory pressure makes things move and that there is some demand for direct EU intervention at city level.

Prof. Bailey alluded to a potential 'manufacturing renaissance' and the role of industrial policy by highlighting the UK automotive industry as a case study. He pointed out that the UK's automotive sector has been experiencing growth with around GBP 7 billion invested in the last three years and some plants now working 24/7 with three shifts. On the other hand, the UK has the lowest labour cost of any western European country while having the second highest productivity in Europe after Germany.

To keep this trend up, Prof. Bailey explained that it is essential for the UK to remain in Europe, exports, skills and innovation need to be supported and energy costs must be reduced, among other things. He concluded by calling for a longer-term, proactive and holistic pro-manufacturing industrial policy.

"Europe: a success story in the midlife crisis."

Prof. Karl Aiginger



The international dimension of European urban policy

Outline

In spite of the efforts already made in the past in working towards the success of the ambitious urban programme for the EU, much work still needs to be done in order for it to reach its full potential. Numerous studies and policy events have confirmed that the European urban model, characterised by a balanced and socially and environmentally responsible development of cities and surrounding areas, has increasingly been attracting the attention of foreign partners and international stakeholders. Urbanisation problems are tackled both within and outside of the EU by forging partnerships with the BRICS countries (Brazil, Russia, India, China, and South Africa) and other emerging economies. This workshop attempted to address a number of critical issues related to the international dimension of EU urban policy – namely, the better design of and support for urban-related initiatives at all levels of governance and their international transferability.

Debate/Panel discussion

Mr Hall discussed the work of the DG Regional and Urban Policy in the field of external relations. He stated that the territorial dimension of supranational policies is rising, with many countries featuring in dialogues with the EU on a variety of policy fields. This has led to strategic agreements on regional policy cooperation with these countries. Regional and urban policy has become an unquestionable component of relations with external countries, for which a number of actions have been undertaken and financing provided.

Mr Fleuret introduced the efforts of the UfM, a co-chaired organisation of Member States, in taking action in order to enhance regional integration and cohesion among Euro-Mediterranean countries. In the south and east of the Mediterranean area in particular there was allegedly significant pressure in terms of making investments and carrying out improvements in rapidly growing urban and metropolitan areas.

Dr Kaplanis described some prevailing urbanisation trends researched and monitored by the OECD (the Organisation for Economic Co-operation and Development). He introduced a new paradigm vis-à-vis global cities, the objectives of which were efficiency, equity and growth. He also stressed the importance of place-based policies, such as green growth and smart urban transport. Dr Kaplanis went on to illustrate the inverse relationship between ‘fragmented governance’ and urban performance – an emerging field of research for the OECD.

In his presentation, **Mr Ballesteros** discussed recent developments in the field of urban policy and climate diplomacy leading to a series of local actions across the globe. An example of this was the Covenant of Mayors, a voluntary commitment to reach CO₂ reduction targets, characterised by non-conditionality. Concerted actions have already been undertaken in the domains of construction, urban mobility and energy. To keep enhancing this programme and eventually arrive at positive results, one should think globally and reach well outside the boundaries of the EU.

Mr Lamblin presented the INTERREG IVC programme, which is aimed at improving the effectiveness of regional policies and instruments by promoting cooperation among regions from the 28 EU Member States, plus Switzerland and Norway. More than 14,000 applications for trans-national projects were submitted, of which 2,274 were successful. The next step in this domain was the launching of INTERREG Europe, which would include four themes: research and innovation, low-carbon economy, SME competitiveness and resource efficiency. Regions outside of the EU could also be invited to participate within consortiums established by European regions. Additional financing was sought to attract a limited number of third-country regions under this multiannual programme.

Conclusions

Regional and urban policy has become an unquestionable component of the EU's relations with third countries and within many of its strategic partnerships. The external dimension of the EU's regional and urban policy allows the assembling of international responses and experiences, while actively stimulating networking opportunities. This approach also promotes the EU institutions and the continent's image abroad. Many projects are currently underway, with pillars of action ranging from energy and the environment to transport. Government support and investment funds are important in keeping these projects going.

09UNIV01
9 October 2014
09:00-10:45

Organiser/leader:

Committee of the Regions,
 Unit E1

Chair/moderator:

Bas Verkerk, Mayor of the City of Delft (The Netherlands), Member and Rapporteur, Committee of the Regions

Speakers:

Ronald Hall, Principal Advisor, DG Regional and Urban Policy, European Commission

Guy Fleuret, Senior Advisor, Secretariat of the Union for the Mediterranean (UfM)

Dr Ioannis Kaplanis, Economist, Directorate for Public Governance and Territorial Development, OECD

Pedro Ballesteros, Principal Administrator, DG Energy, European Commission

Michel Lamblin, Technical Director, Joint Technical Secretariat, INTERREG Europe

“Dialogue with the EU on urban issues is of key importance to leaders of emerging countries who are often concerned about combining rapid growth and balanced territorial development.”

Ronald Hall



Operationalising smart specialisation: Enabling the entrepreneurial discovery process in practice

09UNIV02
9 October 2014
11:15-13:00

Organiser/leader:

Regional Studies Association,
DG Joint Research Centre (IPTS),
Smart Specialisation Platform,
Cardiff University

Chair/moderator:

Dr Manuel Palazuelos, Policy
Officer, Knowledge for Growth
Unit, Joint Research Centre EU
Commission, Spain

Speakers:

Dr Adrian Healy, Cardiff
University, United Kingdom

Dr James Wilson, Orkestra,
Basque Institute of
Competitiveness, Spain

Dr Manuel Palazuelos,
Knowledge for Growth Unit, Joint
Research Centre EU Commission,
Spain

More information:

www.regionalstudies.org

Outline

Understanding and fostering an 'Entrepreneurial Discovery Process' is at the heart of operationalising Smart Specialisation; yet there is little experience to help guide regional policy makers. The workshop analysed this process in four main areas:

- the nature of entrepreneurial search in different types of regional innovation systems;
- how entrepreneurial search runs between industries and across borders;
- how the process of entrepreneurial search is animated and governed by national and regional authorities;
- how to ensure a large participation of firms in the search process and avoid capture by vested interest groups.

The workshop disseminated early results from the FP7-funded project 'SmartSpec', as well as the research activities of the European Commission's S3 Platform, established by the DG Regional and Urban Policy in 2011 and run by the Joint Research Centre. The combination of theoretical insights and practical experience aims to further the research agenda around Smart Specialisation.

Presentations

Dr Adrian Healy explained that the Entrepreneurial Discovery Process (EDP) strategy is chiefly linked to a region's structure, which is always unique. The implementation of a successful EDP should focus on the region's assets, its geographical situation, and dynamic sectors and industries. Therefore expanding knowledge transfer through creating effective partnerships between businesses, local authorities and universities will change collective endeavours and create a more entrepreneurial mindset.

Dr James Wilson detailed how a shared leadership within the Quadruple Helix components (business, national and local authorities, universities and civil society) would lead to efficient and long-term results. The EDP should be a live strategy adapted to local key players and based on an open process which should facilitate their identification. Dr Wilson also emphasised the fact that different regions have different needs and that local assets should be respected and exploited, using the Basque EDP as a case study.

Dr Manuel Palazuelos pointed out that the Entrepreneurial Discovery Process is a bottom-up process at the heart of Smart Specialisation and is defined by a collaborative leadership between stakeholders. Dr Palazuelos also explained that as markets evolve it is essential to identify local actors who can be the 'next big thing' in their sector in order to encourage dynamic and innovative projects. He also added that there was no magic formula to the EDP since every region has to explore and develop its own assets.

*"We need to break boundaries to create growth.
Economic activity does not respect administrative boundaries."*

James Wilson



Building capacity: SMEs

Outline

Policy guidelines emerge on how best to support and sustain small firms in achieving their growth ambitions in a range of national and regional settings. The key principles are the need for partnership, the need for regionalised delivery and the potential value of holistic support for sustained growth. This session showcased good practice and involved academics, an SME owner-manager and a stakeholder organisation. The nature and scope of SME support under Horizon 2020 and COSME (Competitiveness of Enterprises and Small and Medium-sized Enterprises) was an important context for the discussions, especially as it is aimed at sustainable growth in SMEs through competitiveness and innovation.

Debate/Panel discussion

Prof. Mark Hart presented research that confirmed the importance of growing SMEs in creating new jobs and introducing and commercialising radical innovations. The nature of SMEs means that they are likely to be shaped by the perceptions and values of the owners as well as through their existing organisational conditions. Therefore, capacity building programmes need to take into account how and why the owner has adopted a particular set of organisational practices and link training and development in a problem-centred and learner-centred manner to the interests and identity of the manager (or the management team). Mark pointed out that learning is often more powerful when conducted with peers, and that individuals can learn from the experience of others to whom they can relate – particularly if this group has experiences similar to their own and is willing to share its knowledge.

Prof. Erik Stam's presentation focused on high growth firms (HGFs) and what is known about these from the research and policy issues arising. According to research, HGFs have a heavy-tailed growth rate distribution and highly concentrated job creation among a few (high growth) firms. They are often young, do not appear to be more common in high-tech industries, and they drive industry growth (not vice versa). Different growth indicators lead to different sets of HGFs and it is very difficult to predict which firms will become HGFs. He explained that policy makers should focus on HGFs if a generic policy is to be developed, as they share similar characteristics. However, he also pointed out that HGFs are just one form for scaling up new value creation (intrapreneurship, networks).

Marlene Haugaard gave a presentation on the Danish Growth Houses – what they are, how they work and what the impact story is. Marlene agreed with Mark and Erik that every year there are a number of SME start-ups but only a few actually succeed and develop into growth companies. The Danish Growth Houses have five business centres in Denmark, one in each region, and have been set up to support growth entrepreneurs, growth companies and export companies with growth potential and ambition. The core service provided by the Growth Houses is free and is financed by the government and municipalities. One tool that is used by the Growth Houses is the Growth Wheel, a 360-degree dialogue tool that takes into account the business concept, customer relations, organisation and operations.

Adam Whitehouse represented a successful SME and described how to engage with a UK business school and the impact this has had on his business. Adam explained that as an entrepreneur one has to be on top of a lot of different things, that there is no formal 'entrepreneur training' for preparing for this and that a great business idea is not enough to ensure success. Adam previously participated in the Aston University and the Goldman Sachs Small Business Programme and a follow-up programme. The former covers almost every aspect of one's business and helped him to open his eyes to things that are crucial to growth and that he might never even have considered valid or important. His relationship with and support from peers and the university still continue via the alumni programme.

09UNIV03
9 October 2014
11:15-13:00

Organiser/leader:
Regional Studies Association

Chair/moderator:
Prof. Mark Hart, Aston Business School, Birmingham, United Kingdom

Speakers:
Prof. Mark Hart, Aston Business School, Birmingham, United Kingdom
Prof. Erik Stam, Utrecht University, The Netherlands
Marlene Haugaard, Director, Danish Growth Houses, Denmark
Adam Whitehouse, Managing Director, TMT First Ltd, United Kingdom

More information:
www.regionalstudies.org
enterpriseresearch.ac.uk/home-8/report-back-state-small-business-britain-conference-2014
smallbusinesscharter.org



Urban living labs – The creative capacity of cities unleashed?

09UNIV04
9 October 2014
11:15-13:00

Organiser/leader:

DG Research and Innovation,
the research Joint Programming
Initiative (JPI) Urban Europe

Chair/moderator:

Inger Gustafsson,
Vice-Chair of the JPI Urban
Europe Governing Board,
Head of Policy and Systems
Development Department
at VINNOVA, Sweden

Speakers:

Simon Marvin, Professor
at Durham University,
United Kingdom

René Kemp, Professor
at Maastricht University,
The Netherlands

Olivier Coutard, Professor
at CNRS (National Centre for
Scientific Research), Member
of the JPI Urban Europe Scientific
Advisory Board, France

Lena Goldkuhl, Researcher
and Project Coordinator at Luleå
University of Technology, Sweden

More information:

www.jpi-urbaneurope.eu

Outline

Cities face challenges of increasing complexity. To meet these challenges, cities need to unleash their creative capacity and mobilise urban decision makers beyond formal politics – communities, citizens, researchers, NGOs, entrepreneurs, etc.

The workshop aims to generate a better scientific understanding of urban complexities and social innovation in an urban context, showcase the research funded by the research Joint Programming Initiative (JPI) Urban Europe, and nurture and continue debates between urban research and policy on the main issues at stake. The workshop focuses on impact-oriented and experimental approaches geared towards citizens' involvement, co-production of knowledge, and governance and transitions of urban socio-technical systems.

Debate/Panel discussion

The moderator, **Inger Gustafsson**, welcomed the audience, gave an introduction to the workshop and presented the JPI Urban Europe. The aim of the JPI Urban Europe is to become the main hub for urban research and innovation in Europe.

Simon Marvin gave a scientific introduction to urban complexity and experimental research approaches in an urban context. He explained that we experience an experimental laboratory turn in how we organise research and policy. This development is partly due to the response to a fragmented discourse on sustainability. At the moment, the concept of urban laboratories emerges as an approach for speeding up socio-technological innovation involving stakeholders in co-production processes. However, what will be the implications of urban living labs for society and for research?

René Kemp presented a recently initiated project funded by the JPI Urban Europe. The three-year project involves the cities of Maastricht, Malmö, Graz and Leoben and aims to generate knowledge on urban living labs. What motivates urban living labs? What problems/challenges are addressed by them? How successful are their experiments/projects and what impact can such labs have in a wider urban governance context?

Lena Goldkuhl presented two urban living lab research projects from the far north of Sweden. Both projects systematically involve users and stakeholders as co-creators in innovation. According to Goldkuhl this is a key feature of an urban living lab project.

Expert commentator **Olivier Coutard** underlined the need for new types of research in order to meet new urban challenges. Urban living labs are particularly useful since the approach is trans- and interdisciplinary, experimental and open to discovery of new kinds of problems. Due to the time required for achieving results in urban living labs, Coutard called for a long-term perspective – 'long' living labs – in terms of funding continuity.

During the moderated discussion an interested and engaged audience raised questions on various issues. Moderator Inger Gustafsson concluded the seminar by asking the panellists if they had seen creativity being unleashed in the various projects in which they are involved. The consensus was that bringing people together in co-creation activities often generates creativity, but the key creative dimension of urban living labs is that they bring about new, useful and unexpected knowledge.

Conclusions

Expert commentator Olivier Coutard concluded that the key features of urban living labs are the co-production of knowledge and stakeholder involvement. As an experimental-based form of research, living labs are suitable for exploring highly complex dynamics and processes.

"The purpose of living labs should be to produce new knowledge as well as to identify new problems, not to solve well-identified problems in specific cities and sites."

Olivier Coutard

Master Class



Master Class



The OPEN DAYS Master Class 2014

From 5 to 8 October 2014, the 12th European Week of Regions and Cities - OPEN DAYS was accompanied for the second time by a Master Class, which aimed to improve the understanding of EU Cohesion Policy and its research potential. Organised by the European Commission's DG for Regional and Urban Policy (DG REGIO), the Committee of the Regions (CoR) and the Regional Studies Association (RSA), the Master Class focused on PhD students and early career researchers from all over Europe and aimed at:

- presenting the latest developments in research on European regional and urban development and EU Cohesion Policy;
- enabling the participants to exchange views with EU politicians, officials and senior academics in the field of European regional and urban development and policy;
- facilitating networking among participants from different countries and with the wider EU policy and academic communities;
- raising awareness and understanding of the research potential in the field of EU Cohesion Policy.

Based on a call for paper proposals for which some 80 applications were received, 30 participants from universities in 15 EU Member States and three non-EU countries were selected and 29 finally attended the Master Class to discuss three themes in particular:

- the reform(s) of EU Cohesion Policy and its/their impact on regional and urban development in the EU;
- building administrative capacity and partnerships at local level;
- the challenges for European Territorial Cooperation.

The format of the Master Class included lectures, attending the opening session of the OPEN DAYS in the European Parliament, interactive debates, as well as a role play session, a World Café session and social events. This report presents short accounts of the sessions in chronological order, together with the results of a feedback exercise and an online evaluation. A total of 35 speakers were involved, including the then Regional Policy Commissioner, Johannes Hahn, officials from different European Commission DGs (DG REGIO, DG Employment, Social Affairs and Inclusion, and DG Maritime Affairs and Fisheries), the CoR, Eurostat, the OECD, and professors from several universities (University of Strathclyde, London School of Economics, Aston University, Free University of Brussels, Catholic University of Leuven, University of Groningen, University of Adelaide).

The Master Class started on the morning of Monday, 6 October 2014, with a two-hour city walk during which participants were given the opportunity to walk around and view some of the main sights in the centre of Brussels and to understand them from a spatial and urban development perspective, taking the city's history into account. In the afternoon, the participants attended the OPEN DAYS opening session and a subsequent joint meeting of the European Parliament's Committee on Regional Development (REGI) and the Committee of the Regions' Commission on Territorial Cohesion Policy (COTER).

On Tuesday, 7 October 2014, the Master Class continued in the morning with presentations on the rationale and design of EU Cohesion Policy 2014-2020. A first series of presentations was followed by a speech and discussion with then Regional Policy Commissioner Johannes Hahn. In the afternoon, two





sessions were held: a short role play on capacity-building for EU Cohesion Policy was followed by a round table discussion on future research agendas for regional and urban policies in Europe. A roundtable discussion included academics and representatives of the European Commission, the ESPON programme and the OECD. On the evening, Master Class participants and lecturers, together with about 1,500 OPEN DAYS participants, were invited to attend the official reception at BOZAR, Brussels' Centre for Fine Arts. A classical concert performed by the Ardeo Quartet in BOZAR's main concert hall was followed by a buffet. Participants were also able to visit the adjacent exhibition 'Sensation and Sensuality. Rubens and his legacy'.

Following a welcome by DG REGIO's Director-General, Walter Deffaa, and an introduction by Professor John Bachtler, the fourth and final module was presented in the form of a World Café session focusing on the future performance of EU Cohesion Policy. During a session of approximately four hours, the participants were divided into six groups, two of each focusing on one of the three thematic strands of the Master Class: the reforms and the governance and management of EU Cohesion Policy, administrative capacity-building and European Territorial Cooperation. Colleagues from the European Commission, the Committee of the Regions and academics introduced and moderated discussions, while the participants were able to move between tables and topics.

After the Master Class, participants and lecturers were invited to take part in an online evaluation, to which 23 of the 29 participants and three lecturers responded. The main expectation of the participants was to learn about new trends in regional and urban development research and to meet

representatives of EU institutions, followed by the interest to learn more about EU Cohesion Policy and to network with other researchers. These expectations were met in some 72% of cases ('very much so': 41%; 'more or less': 31%). The World Café session was the most appreciated module, with 72.4% rating it 'excellent' (as compared to 44.2% in 2013). The academic programme was perceived as 'excellent' by 38.5% and 'good' by 61.5%. The feedback on communication tools such as the OPEN DAYS website and social media platform (a Yammer group was used by only a few participants) were mixed and indicate that other forms of online communication should be explored. Among the recommendations for future events "more time for in-depth discussion", "including controversial views from the speakers" and "having the opportunity to receive feedback from the expert audience on own research" were mentioned. Considering a longer period for the Master Class was another suggestion, as well as "more time for role plays" and "participation in regular OPEN DAYS workshops".



Associated event



Associated event



Paving the way for eHealth, active ageing and independent living products and services generated by European research and innovation projects

09D01

9 October 2014

09:00-10:45

Organiser/leader:

HAVISIO consortium

Chair/moderator:

Blanca Jordán, Health Sector Manager, Research and Innovation at Atos, Spain

Speakers:

Markku Markkula, Member of the Commission for Economic and Social Policy of the Committee of the Regions, Belgium

Peteris Zilgalvis, Head of the Unit eHealth and Well Being at the European Commission's DG Communications Networks, Content and Technology, Belgium

Anne-Sophie Parent, Secretary-General at AGE Platform Europe, Belgium

Rodd Bond, Director of the Netwell Centre at the Dundalk Institute of Technology, Ireland

More information:

haivisio.eu/haivisio-workshop-in-brussels

Outline

Demographic changes in Europe require new solutions for active ageing, eHealth and independent living. This workshop was an opportunity to learn about products and services generated by European research projects. It looked at how to set common strategies for dissemination and exploitation activities and how to facilitate collaboration environments.

Debate/Panel discussion

Workshop participants representing local and regional authorities, other European projects and industry gathered in the Charlemagne building of the European Commission to listen to experts in the area of facilitating innovations for healthy ageing, learn about products and services generated by European research projects, and discuss how to set common strategies for dissemination and exploitation activities and facilitate collaboration environments.

Markku Markkula talked about innovation networks and ecosystems that enable new ways of knowledge and creation as being the real enablers of systematic change based on smart specialisation.

'We need innovative and high-quality pioneering activities and replication of results across Europe. The regions are ready to start experimenting and prototyping,' said Mr Markkula.

Peteris Zilgalvis spoke about the importance of finding synergies between EU-funded projects and explained how the EC funding programmes Horizon 2020 and ESIF relate to one another. He pointed out the key differences between the programmes, but also stressed that synergies can be found to help the take-up of eHealth solutions.

Anne-Sophie Parent presented AFE-INNOVNET and talked about how it supports the European Innovation Partnership on Active and Healthy Ageing through setting up an EU-wide community of local and regional authorities and other relevant stakeholders who want to work together to find smart and innovative evidence-based solutions to support active and healthy ageing and to develop age-friendly environments.

'Promoting age-friendly environments is one of the most effective approaches for responding to demographic change and increasing the Healthy Life Years indicator,' said Ms Parent, and she invited all workshop participants to join the network.

HAVISIO partner **Rodd Bond** gave a presentation on HAVISIO and focused on investments and project results. He highlighted HAVISIO's work with communications and synergy exploration and discussed the communications and exploitation challenges based on a review of 19 active projects in the HAVISIO network.

Conclusions

Participants learned about how to bridge the space between the Horizon 2020 programme and regional innovation and implementation through targeted ESIF/ERDF operational programmes. They also learned about the EU thematic network and upcoming covenant on demographic change that is open to local and regional actors interested in innovative approaches aimed at supporting active and healthy ageing.

"Promoting age-friendly environments is one of the most effective approaches for responding to demographic change and increasing the Healthy Life Years indicator."

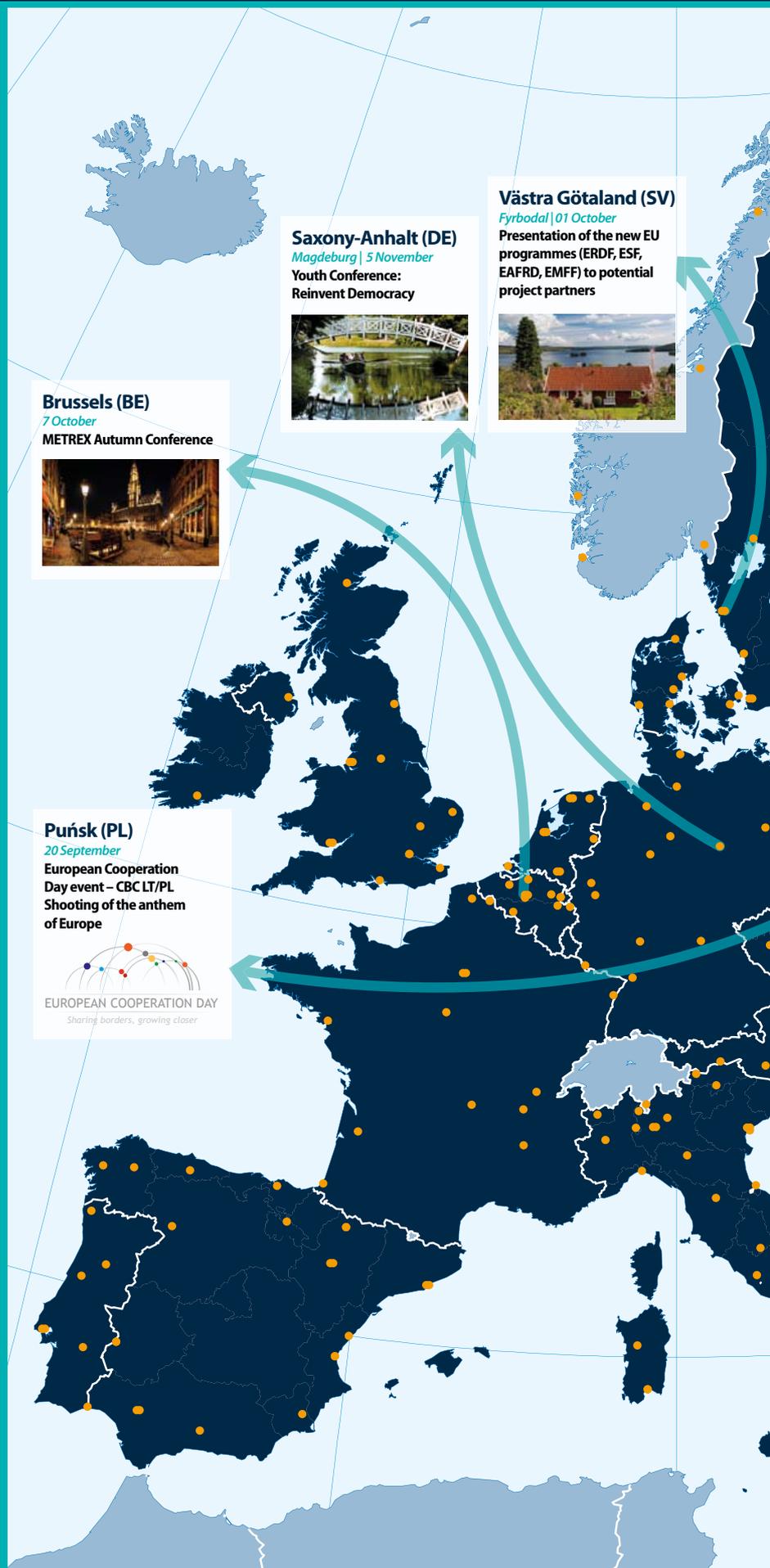
Anne-Sophie Parent

Local events



Local events

'Europe in my region/city' is the label of hundreds of events held all over Europe from September to November, in connection with the Brussels-based European Week of Regions and Cities. This year some 300 local events have been planned, relating to at least one of the three subthemes of the OPEN DAYS 2014: connecting regional strategies, building capacity or territorial cooperation. Some of them were also organised in the framework of the European Cooperation Day (21 September). Thousands of participants from European, national and regional public authorities, financial and business representatives, NGOs, media, students and the general public attended the various events, of which six are displayed on this double page. You can find out more on the local events on the OPEN DAYS website.





Europe in my region|city
 September|October|November 2014

Cinema and networking



OPEN DAYS cinema



This year, for the first time, a cinema project screening took place as part of the OPEN DAYS.

On 7 and 8 October, from 17:15 to 18:30, short video clips from around Europe were projected in the Committee of the Regions' Remorqueur building, showcasing excellent projects and good practices in all areas of Regional and Urban development.

Before the summer break, regions were invited to send in videos on their projects or region. From the 66 video submissions received, the European Commission has selected 23 of them, based on criteria such as: the degree to which the video showed the impact of Regional Policy on the citizens' life, length of the video, quality, language, etc.

Around 70 people visited the OPEN DAYS cinema – spread over the two days. You can find a selection of the videos on <http://goo.gl/xa6XsR>.



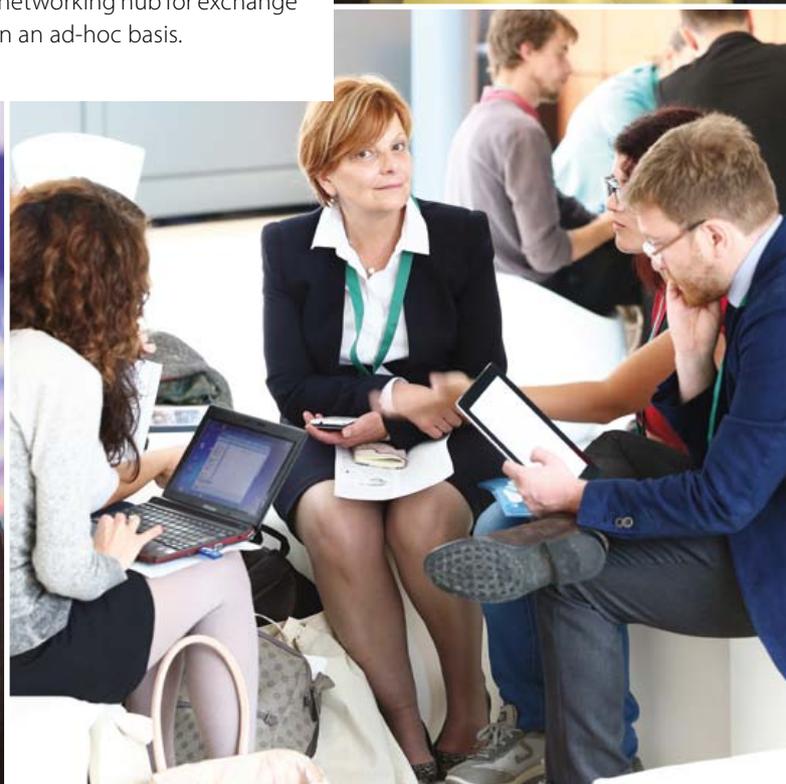
Networking during the OPEN DAYS 2014



Both workshop-related and ad-hoc networking were facilitated during the OPEN DAYS 2014.

The thematic approach for spontaneous networking at the 'Centre Borschette', where most of the European Commission workshops were organised, was new. Three thematic areas – 'Connecting strategies', 'Building capacity' and 'Territorial cooperation' – were set up on the different floors, inviting participants to exchange ideas on a specific topic or to continue their discussion right after a specific workshop around thematic coffee corners.

As in the past, the Committee of the Regions facilitated planned networking sessions after most of its 34 workshops. The Meeting Place Café, with its inviting designer-styled functional working place, also provided participants, journalists and organisers with a networking hub for exchange of know-how and information on an ad-hoc basis.



Social events



A taste of regional diversity



The wine tasting event that followed the opening session on 6 October was the first opportunity for networking during the OPEN DAYS 2014.

Organised by the European Federation of Origin Wines (EFOW) and the Committee of the Regions, the event attracted around 450 participants who had the possibility to taste some 24 different wines from seven countries.



The OPEN DAYS official reception



The OPEN DAYS 2014 official reception took place in Bozar, Centre of Fine Arts, on 7 October.

An audience of 1,500 invited guests was welcomed by Johannes Hahn, European Commissioner for Regional Policy, and Michel Lebrun, President of the Committee of the Regions, as well as by Paul Dujardin, CEO of Bozar.

The programme consisted of a concert by the Quatuor Ardeo, followed by a walking dinner. Guests were offered the possibility to visit the exhibition of Bozar 'Sensation and Sensuality. Rubens and his legacy'.



Media analysis



Media analysis



From 6 to 9 October 2014, over 200 journalists from all over Europe participated in the OPEN DAYS. The key objective for the organisers was to present the main achievements of EU Cohesion Policy in various regions as well as to show how Europe's regions contribute to smart, sustainable and inclusive growth. With a tailored media programme and more than 100 workshops under the common slogan 'Growing together – Smart investment for people', the OPEN DAYS 2014 provided regional, national and pan-European media with the chance to exchange views and learn first-hand about the EU Cohesion Policy 2014-2020.

MEDIA PROGRAMME

A comprehensive 2.5-day media programme was prepared specifically for journalists. Before the official opening of the event, on Monday 6 October, journalists were given a brief introduction by the spokespersons of the Committee of the Regions and of the European Commission (Regional Policy) titled 'EU Regional Policy and Challenges Ahead' before attending a press meeting with the Commissioner for Regional Policy, Johannes Hahn, and the President of the Committee of the Regions, Michel Lebrun.

The opening session which took place afterwards in the European Parliament was followed by another media highlight – a press conference with OECD Secretary-General, José Ángel Gurría.

Workshops such as 'Key figures and trends emerging from the 6th Cohesion Report' and 'Finding and understanding regional data' completed the media programme on 7 October. The latter session was particularly targeted at journalists interested in numerical data for their reporting (so called data journalists), who for the first time attended the event as a specific group. Media representatives were also given the opportunity to ask questions in their own national languages to European Commission experts managing structural funds at EU level.

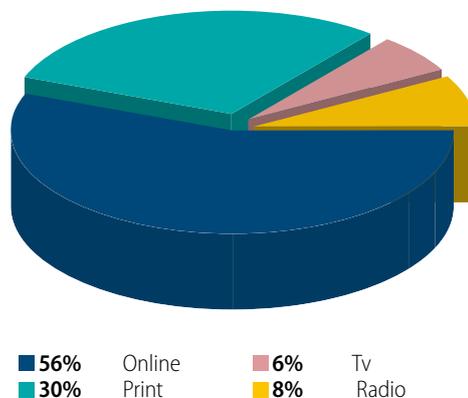
The OPEN DAYS also provided the opportunity for a press launch of the Pamphlet Directorate General for Regional and Urban Policy (DG REGIO): 'How EU Cohesion Policy is helping to tackle the challenges of Climate Change and Energy Security'.

There were multiple occasions for networking built into the programme, including a press roundtable as well as individual interviews in and around the press briefing with Commissioner Hahn and meetings with President Lebrun.

QUANTITATIVE ANALYSIS

The OPEN DAYS 2014 generated at least 315 pieces of coverage in 28 countries and pan-European publications (300 pieces of coverage in 25 countries in 2013). All segments of the media were represented registering an increase of the articles online – more than 56% (50% in 2013) – including online versions of regional and national newspapers such as *Diário Económico* online (PT), *Wirtschaftsblatt* (AT), *Vecernji List*. hr (HR), and *Yorkshirepost.com* (UK). The printed press secured a share of 30% (as in 2013), followed by TV and Radio 14% (11% in 2013). News agencies such as Polish Press Agency and Portuguese Lusa also reported on the event.

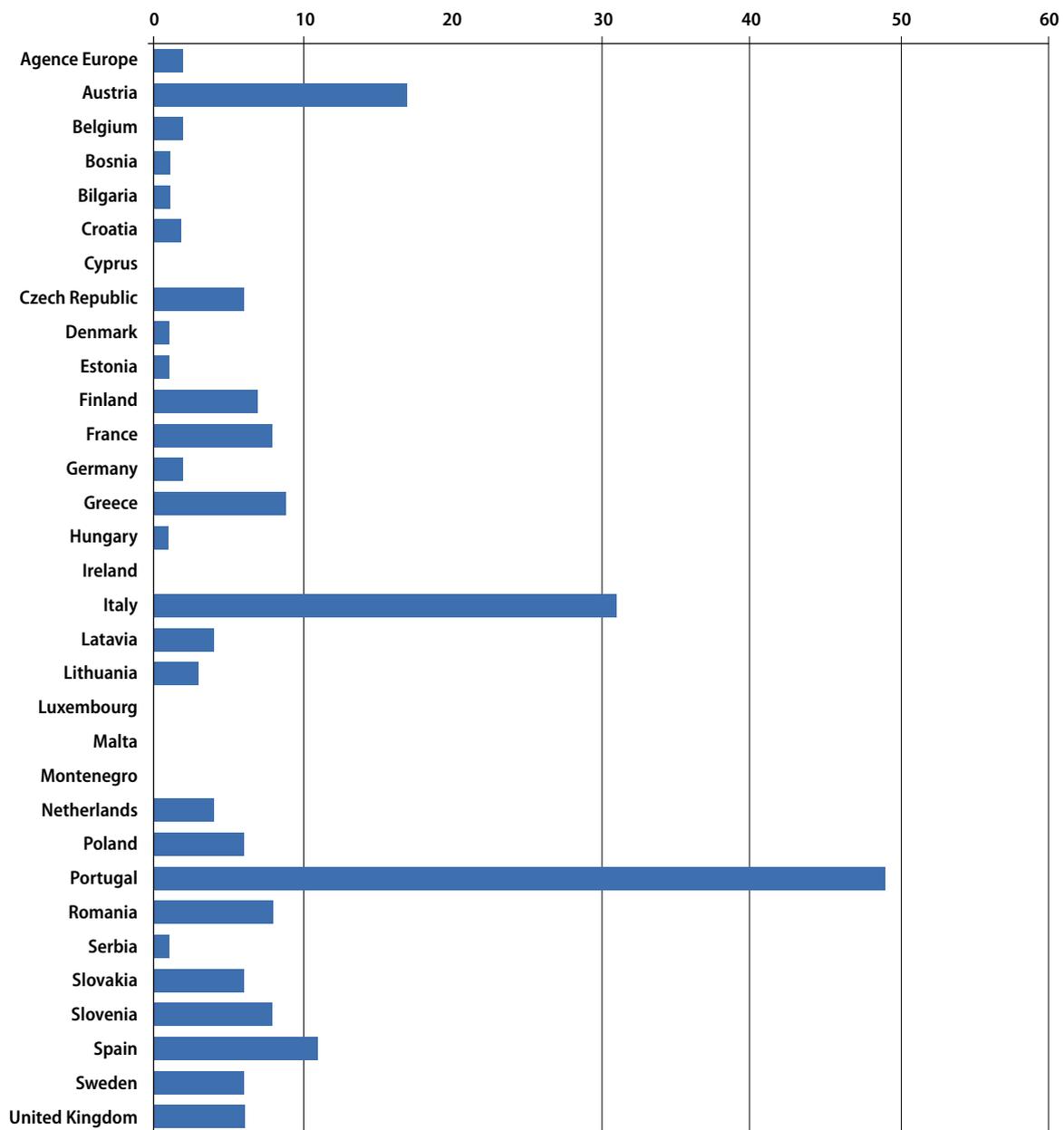
Distribution of coverage by media type



Overall, 203 articles were issued by press, both printed and online, broken down as follows: Portugal 49 (24% of the total), Italy 31 (15%), Austria 17 (8%), Spain 11 (6%), Greece 9 (5%), Romania 8 (4%), France 8 (4%), Finland 7 (3%) and Poland 6 (2%).



Press coverage by country



Media analysis



The Portuguese coverage was mostly focused on the participation of several national, regional and local officials in specific workshops, such as on Smart Specialisation Strategy and Sustainable Supply of Raw Materials. Italy covered widely the EU Strategy for the Adriatic-Ionian macro-region, while Austria reports on the Alpine macro-region, proving macro-regional strategies and territorial cooperation as source of media interest. Additionally, while the Italian interest in OPEN DAYS is clearly linked to the holding Presidency of the Council of the European Union, Austrian coverage focuses on Commissioner Johannes Hahn's presence and legacy at the end of his mandate. Notably, the increased coverage in Romania (8 articles), focused on the new portfolio for the designate Commissioner Corina Crețu.

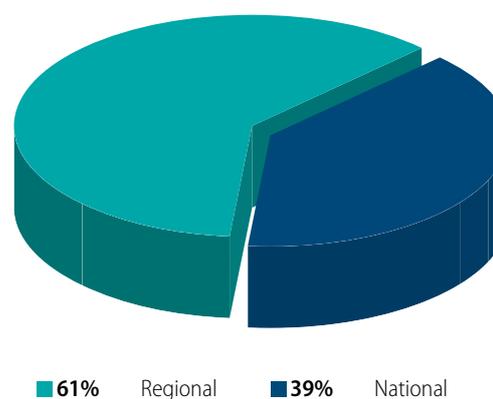
The coverage peaked during the week of the OPEN DAYS (6-9 October) and again in the second week of October, with the event being covered in weekly publications. Overall, OPEN DAYS is referenced in all 203 articles analysed, the Committee of the Regions being mentioned in 65% of the articles and DG REGIO/ the European Commission in general in more than 50% of the articles.

QUALITATIVE ANALYSIS

In line with the past edition, the majority of the media clippings deal with EU regional policy in the context of journalists' regions of origin. A predominance of regional and local issues was noted, reporting on the impact of the allocation of regional funds for specific regions and presence of local representatives in the event. Most journalists travelling to Brussels met with representatives from their region or DG REGIO experts dealing with EU funds in their country/region and tailored their report to the local audience. The presence in the OPEN DAYS of high-level national and European officials generated a lot of coverage in the respective countries, such as in Portugal and Italy.

The presence of Johannes Hahn, Commissioner for Regional Policy, and of Michel Lebrun, President of the Committee of the Regions, ensured high interest from the regional press and their respective speeches were widely reported and quoted. The presence of the OECD Secretary-General, José Angel Gurría was broadly covered too, with particular attention to the data on unemployment and regional productivity illustrated in the OECD report.

Distribution of coverage by reach



The distribution of coverage in relation to the three topics of the OPEN DAYS was: Connecting Regional Strategies, 36 articles, Building Capacity 3, and Territorial Cooperation 21. The remaining 143 articles focused on national and local issues. This shows that, regional strategies and territorial cooperation generated fairly good media attention, while building capacity – which was intended to be one of the key themes of the event – proved to be a difficult theme to be treated by press, resulting in poor coverage.

Generally speaking, journalist's feedback was very positive on the information and material provided before the event and on-site.

A number of articles, particularly in the Portuguese and Latvian press, also reported on the Photo competition 'Europe In My Region' award ceremony on 8 October where the three winners received the prizes from Commissioner Johannes Hahn.

Overall, the opening session and keynote speeches attracted high media attention as well as the participation in the event of local and national speakers. Journalists also showed a remarkable interest in various workshops and as indicated in the online evaluation, the majority of them would recommend participation to OPEN DAYS to a colleague.

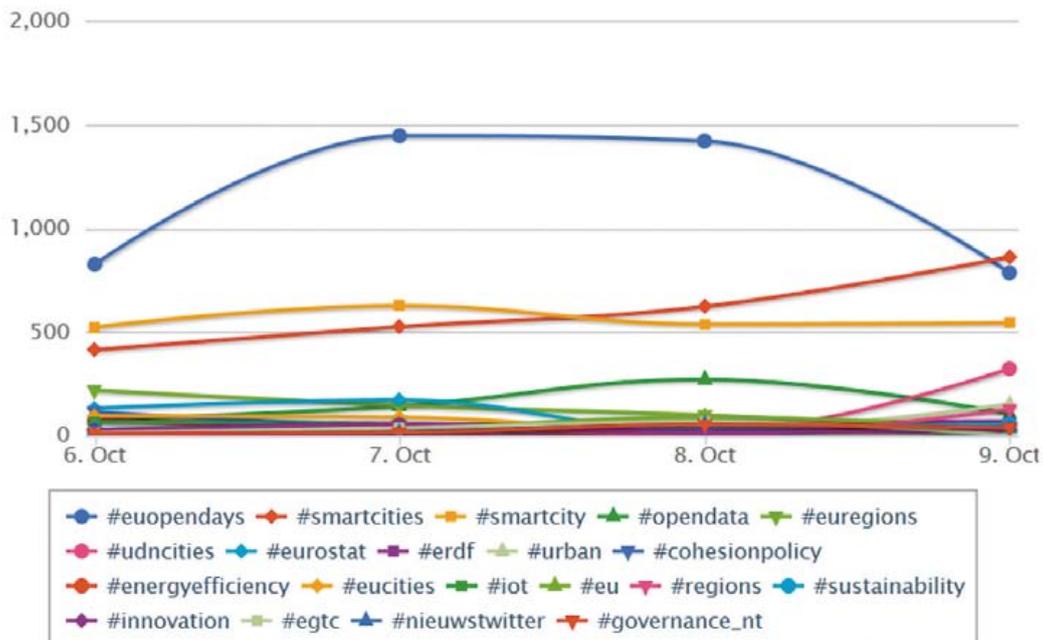


SOCIAL MEDIA

Some **4.400 mentions** of #EUopendays were recorded on social media between 6-9 October. This is an excellent result with an increase of 37,5% compared to 2013 (3.200) mentions. **People took the opportunity of the #EUopendays to use several other hashtags** over the period.

This widened the impact of OPEN DAYS by ensuring that the event was referenced in online questions such as open data, urban issues, cooperation, cities, innovation, etc...

Top Hashtags Over Time



OVERALL ACTIVITY ON THE #EUOPENDAYS HASHTAG

The OPEN DAYS saw a peak in interaction with the @EU_Regional account, as well as the addition of several hundred new followers (over 31.700 at the end of the event). The most recurring sets of words used during the event together with the hashtag #EUopendays were: smartcities, EUopendays workshops, opendata, cohesion policy, EU regions.

#euopendays
#smartcity
#smartcities

#udncities #iot #eurostat
#euregions #sustainability
#energyefficiency #eu
#opendata #urban
#cohesionpolicy

#governance_nt #innovation
#eucities #egtc #regions
#nieuwstwitter #erdf

Evaluation





Following the OPEN DAYS 2014, some 6,000 people involved as participants, event partners, speakers/chairpersons and journalists were invited to complete online, tailored questionnaires to express their views and assessment of the event by 31 October 2014, which a total of 448 did.

Response rates from all categories except journalists (13.5% as compared to 12.4% in 2013) were lower than compared to previous years. The highest response rate was again counted from partners (39.2% as compared to 48.5% in 2013) and finally 6.4% responses from participants (8.6% in 2013 and 16.8% in 2012), 9.9% from speakers/chairpersons (16.3% in 2013). The most important findings were:

- The **high quality** of the event continued to be appreciated by all target groups. Being slightly more critical on the quality of workshops, 93% (95% of the respondents assessed it as either 'excellent' or 'good'.
- Like in previous years, participants' **expectations** were most successfully met in terms of learning about good practice and getting information from the European institutions about hot topics in EU cohesion policy. The workshops with the highest number of participants, including listening rooms, were therefore organised by the European Commission. According to the feedback provided in the survey, participants appreciate the sharing of in-depth information, beyond what is available on the websites of the European Commission.
- The OPEN DAYS event is **well known** among media representatives. The rate of new-comers keeps increasing from year to year, as does the rate of those who have previously heard about the event before participation.

Assessment by participants

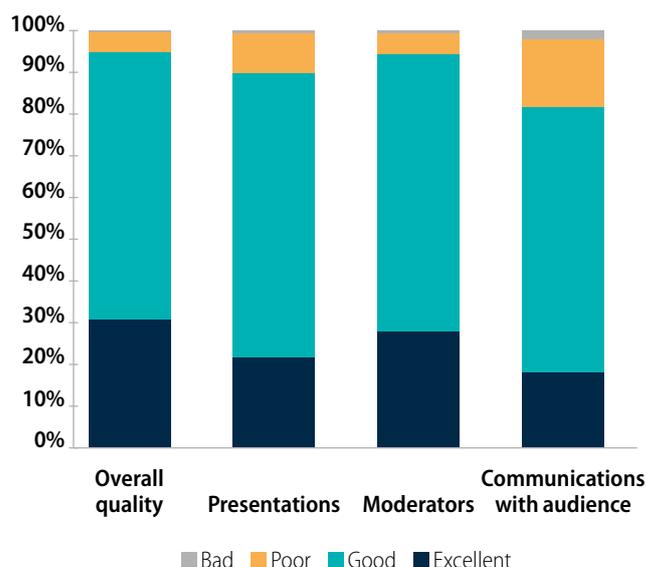
Surveys were filled in by participants from 31 countries, with the highest share from Italian participants (8%), followed by Sweden, France and Belgium, scoring over 7%. While the geographical distribution was less balanced than last year due to the decreased number of respondents, nevertheless, the sample was representative as regards the age category, organisational affiliation and newcomers to the event. Results for organisational affiliation are quite similar to the registration statistics and show that participants came from multiple levels of government from all over Europe, as well as from business, academia and civil society (see graph hereafter).

The OPEN DAYS continues to be relevant for a diverse range of age groups, attracting 17.5% of responses from participants aged less than 30, 34.7% from the 30-40 age group and 25.3% aged between 40 and 50. 79.3% of respondents travelled to Brussels for the event, similar to last year (81.8%). The OPEN DAYS also continues to attract newcomers, continuing the trend of **audience turnover** with 55.4% (45.5%) of respondents who had not visited previous OPEN DAYS. There was also a significant increase in terms of intensity of **participation in workshops and debates** among respondents. The number of those participating in 7 and more workshops and debates almost doubled (20.1% as compared to 11.1% in 2013). 21% (19.8%) visited 1-2 such activities, 24.9 (36.6%) visited 3-4 activities and 34% (32.5%) went to 5-6 events. Unfortunately though, more intensive workshop participation also means fewer networking opportunities. Some other findings (comparative figures for 2013 in brackets):

- When asked about their **expectations**, 96.1% (93.4%) ranked 'learning about good practice' highest in terms of importance, followed by 88.7% (91.1%) expecting to 'get information from the European institutions about hot topics in EU cohesion policy' and 83.9% (84.8%) seeking to network. Expectations were met for a range of 70.5% - 86.3% (75.5%-86.8%) for those topics.
- With regard to the **quality of workshops and debates**, 93.3% (94.7%) rated it as either 'good' 61.4% (67%) or 'excellent' 27% (27.7%). The quality of presentations was judged 'good' by 67.7% (68.6%) and 'excellent' by 22.8% (22.3%). As regards the choice and skills of chairpersons, 27% (31.1%) found them excellent and 66.3% (63.2%) good, while 'communication with the audience' was less well perceived: 25.6% (25%) of participants found it 'poor' or 'bad'.



Assessment of workshops and debates

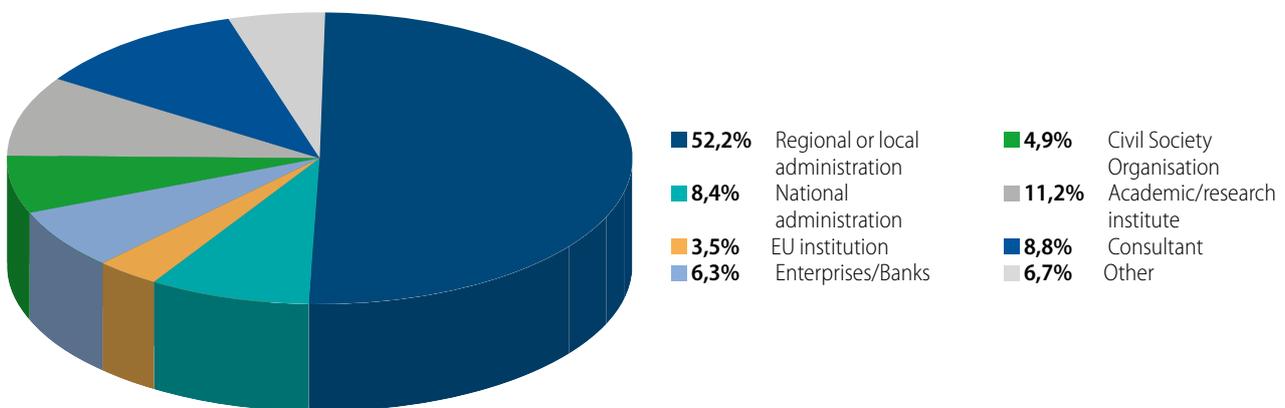


- The **opening session** on 6 October was attended by 28.4% (25%) of the respondents. About 90.1% (90%) judged its overall quality 'good' or 'excellent'.
- 27.4% (33.6%) of participants answering the survey participated in the **OPEN DAYS University**. Among those, 89.7% (95.1%) judged the seminars organised under this brand as 'good' or 'excellent'.
- 93.1% (95.7%) appreciated the workshops organised by the European Commission either as 'excellent' or 'good'.
- The **Meeting Place** networking activities were appreciated as 'excellent' or 'good' by 89.9% (91%) of those who had experienced it.
- 15% of respondents visited the **OPEN DAYS cinema** and 80.5% of those perceived it as 'excellent' or 'good'.
- 26.3% (28.6%) of the respondents participated in at least one **OPEN DAYS local event**. Among those, 74.7% were satisfied with the quality of the events, although some could not find a connection to the OPEN DAYS, either in terms of relevance of the chosen topic (12%) or branding/promotion (28%).
- The website and OD Flash Info stood out as most important **communication tools** for 92.6% (95.7%) and, respectively, 85.6% (85.9%) of respondents. Social media was used by an average of 30%. Among those who expressed an opinion, Twitter and Flickr were appreciated as useful by 60% and Yammer by 52%.
- 84.9% (92%) of respondents stated that they would **participate again** in next year's OPEN DAYS.
- Among the **themes suggested for OPEN DAYS 2015**: implementation of operational programmes; innovation; financial instruments; rural development; urban-rural interaction; education; youth employment; creative sectors; e-health; smart specialisation; cultural heritage; spatial planning; social sustainable development; territorial cooperation; energy; climate change and resource efficiency.

The evaluation survey was also used to inquire about the **perception of cohesion policy**, based on the participation in OPEN DAYS. The perception scoring highest was that cohesion policy generates effective cross-border cooperation and that it delivers key infrastructure for poor regions (88.4% in both cases), followed by the fact that it delivers concrete results for improving the life of EU citizens (84.9%). 78.2% agreed that cohesion policy contributes to economic recovery and 74.7% perceived it as a main driver for creating new jobs. Those findings were similar to those from 2013, with the same line-up in appreciation, only slightly more critical (3-4%).



OPEN DAYS 2014 online survey: Organisational affiliation of participants



Event partners

In 2014, 192 regions and cities (200 in 2013) participated as event partners, organised into 26 regional partnerships. These were established by April and were led by lead partner regions or cities, who were involved in a couple of preparatory meetings ahead of the event. The response rate from event partners was 39.2%, with 76% representing the aforementioned regional partnerships. Event partners were asked about their expectations and assessment of the event, as well as about organisational aspects. They were also invited to submit their recommendations and ideas. The main findings were as follows:

- As regards **communication tools**, the website and OD Info Flash were much appreciated, while only 33-45% used other tools, such as Twitter, Flickr and Yammer. Among those expressing an opinion, Flickr was appreciated as useful by 85%, Twitter by 74% and Yammer by 78%.
- Respondents acknowledged the support and guidance received from organisers, notably the training session on 'Moderation techniques & improving the quality of seminars'. Partners also asked for a more compact delivery of information.
- The local event partners' survey runs until December and its findings will be revealed in the local events' proceedings, to be published by the end of January 2015.

Speakers and chairpersons

There were about 600 speakers and chairpersons involved in the 107 workshops and debates during the OPEN DAYS, of which 9.9% (16.3% in 2013) completed the online questionnaire. Coming from 21 countries, their organisational affiliation was as follows:

- 48% (53%) from national, regional or local administration;
- 15.4% (7%) officials of EU institutions;
- 13.5% (20%) from universities and research institutes.

The rest was formed by enterprises, civil society organisations, consultants and other categories. Speakers and chairpersons were asked to assess the quality of the workshops and organisational aspects, and were invited to give recommendations and ideas. The main findings were as follows:

- **Chairpersons** were appreciated as being skilled communicators by 88.4% (94.8%) of the speakers.
- Asked about the meaning of their participation in the workshops for their work, 75% of the speakers answered that they were seeking to establish useful contacts through networking and 65.4% learned solutions from the exchange of good practice. For 50% it was an opportunity for keeping up-to-date with recent developments in EU policies and 42% saw their involvement as a possibility to influence the way the EU and regional policies are developed and implemented.
- 94.2% (76.5%) would like to participate in the OPEN DAYS again.



Media representatives

The 207 (193 in 2013) journalists participating in the OPEN DAYS media programme were invited to complete a special online questionnaire, which 13.5% (12.4% in 2013) answered. Journalists, representing the written press (57.1%), TV (25%), radio (17.9%) and online media (21.4%) from 13 countries, shared their expectations, as well as their appreciation of the media programme quality and organisational aspects. Journalists represented local (7.1%), regional (57.1%), national (39.3%) and European press (3.5%).

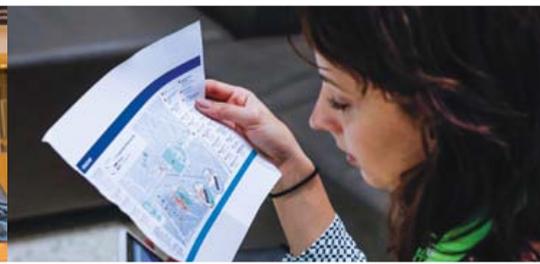
The main findings were as follows:

- The most important **areas of interest** were to get input for articles/productions on 'EU and regional affairs'; to learn more about EU institutions and policies came in second and finally networking; 50%-71% (78%) declared that their expectations had been 'very much met';
- The **overall assessment** of the OPEN DAYS revealed an equal share of 'excellent' and 'good' appreciation;
- For 42.9% (58.3%) it was the first time they had participated in the OPEN DAYS, and 89.3% (62.5%) had already heard about the event previously;
- 85.7% (83.3%) found the **media programme** 'interesting' and 'very interesting'; 'How do EU Funds deliver in your country' was the most appreciated and rated as 'very interesting' by 46.4% (66.7%);
- 85.7% (95.8%) attended OPEN DAYS workshops and 25% (41.7%) attended also local events in their country;
- During their stay, 68% (79%) had been in **contact with their regional offices** in Brussels;
- All (95.8% in 2013) would **recommend participation** in the event to a colleague;
- Around 50% (37.5%) wrote an article on the event in national or local newspapers, 14.3% (33.3%) issued a report on TV, around 11% reported on the OPEN DAYS on the radio and 17.8% (20.8%) published an article online.

OPEN DAYS 2003-2014 in figures

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Regional partners + cities	10	67	106	135	212	216	213	245	206	219	200	192
Regional partnerships	-	11	16	14	24	22	24	28	23	24	25	26
Workshops	16	64	66	135	150	145	122	127	110	108	101	107
Venues	10	12	24	37	44	35	26	32	26	28	27	28
Participants	1,200	2,000	2,500	4,000	5,500	7,400	6,045	5,901	5,683	5,807	5,679	5,673
Journalists	-	-	70	122	240	275	331	342	230	268	193	207
Local events	-	-	-	50	95	220	233	263	253	> 350	> 350	300

OPEN DAYS 2015



Europe's regions and cities: Partners for investment and growth

In 2015, a total of about 400 cohesion policy programmes and more than 100 programmes financed in the field of rural development and fisheries policy, worth about EUR 500 billion, will be decided and running.

Thematic concentration, increased efficiency, result-orientation and a stronger link to economic governance and the European Semester process will guide these new programmes, which will be financed by the European Structural and Investment Funds in the period until 2020. The OPEN DAYS 2015 will be a perfect forum for national and regional managing authorities, final beneficiaries and EU institutions to exchange information and facilitate networking on novel approaches for implementing the funds.

Under the headline '**Europe's regions and cities: Partners for investment and growth**', OPEN DAYS 2015 will be structured around three thematic priorities:

1) Modernising Europe: The regions in the Energy Union and the Single Digital Market;

2) Regions open for business: SME development, innovation and job creation;

3) Places and spaces: Urban and rural development; urban-rural integration.

Alongside these priorities, event partners are invited to address challenges and solutions related to programme management, as well as to the cross-border, inter-regional or transnational dimension.

Further details of the 13th OPEN DAYS will be made public on www.opendays.europa.eu

We look forward to welcome you between 12 and 15 October 2015!

These proceedings are a compendium of reports of most of the 108 workshops held in Brussels during the OPEN DAYS 2014 – 12th European Week of Regions and Cities (6-9 October 2014). Jointly organised by the European Committee of the Regions and the European Commission, Directorate General for Regional and Urban Policy, the event brought together over 200 regions and cities from all over Europe, and more than 6.000 participants and 600 speakers.

Presentations, speeches and videos can be found on the OPEN DAYS website: www.opendays.europa.eu

The OPEN DAYS is a Brussels-based four-day event which gives the opportunity to all stakeholders to stir debates about good local, regional and cross-border governance and management of EU funding.



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