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ΘΕΜΑ: 11^η Ευρωπαϊκή Εβδομάδα των Περιφερειών και των Πόλεων (OPEN DAYS 2013): Πρόσκληση εκδήλωσης ενδιαφέροντος

Οι εκδηλώσεις «OPEN DAYS» έχουν καθιερωθεί ως η σημαντικότερη ετήσια ευρωπαϊκή συνάντηση περιφερειακών και τοπικών αρχών. Υπό την αιγίδα της Επιτροπής των Περιφερειών και της Ευρωπαϊκής Επιτροπής, οι φετινές εκδηλώσεις προβλέπεται να συμμετάσχουν πάνω από 220 περιφερειακές και τοπικές αρχές. Ενόψει της υιοθέτησης του πολυετούς δημοσιονομικού πλαισίου, των νέων κανονισμών των διαρθρωτικών ταμείων και της διαπραγμάτευσης για τις συμβάσεις εταιρικής σχέσης, στόχος των εκδηλώσεων είναι να δοθεί η ευκαιρία στις περιφερειακές και τοπικές αρχές να εκφράσουν τις απόψεις τους για τα νέα εργαλεία της πολιτικής συνοχής, να προβάλουν τις ορθές πρακτικές που εφαρμόζονται στην περιοχή τους, να ανταλλάξουν ιδέες για τις μελλοντικές προκλήσεις και να αναπτύξουν συνεργασίες με σκοπό την προώθηση της περιφερειακής και τοπικής ανάπτυξης.

Πιο συγκεκριμένα, οι εκδηλώσεις θα πραγματοποιηθούν στις **7-10 Οκτωβρίου τ.ε.**, στις Βρυξέλλες, με θεματικό τίτλο: «Οι Περιφέρειες και οι Πόλεις της Ευρώπης απογειώνονται για το 2020» και θα περιλαμβάνουν 90-100 εργαστήρια, συζητήσεις και δράσεις δικτύωσης με τη συμμετοχή 6.000 ενδιαφερομένων στο πλαίσιο τριών θεματικών προτεραιοτήτων:

1. *Η διαχείριση της αλλαγής, 2014-2020:* Στα σχεδιαζόμενα εργαστήρια προβλέπεται η ανάπτυξη καινοτόμων προσεγγίσεων για την υλοποίηση των θεματικών προτεραιοτήτων της νέας προγραμματικής περιόδου. Παράλληλα, θα γίνει ανταλλαγή εμπειριών και απόψεων για τα νέα χρηματοοικονομικά εργαλεία της προσεχούς προγραμματικής περιόδου, τις στρατηγικές έρευνας και καινοτομίας για έξυπνη εξειδίκευση, την ολοκληρωμένη εδαφική επένδυση κ.α.
2. *Συνέργιες και συνεργασία:* Τα εργαστήρια αυτής της θεματικής ενότητας επικεντρώνονται στις δυνατότητες ανάπτυξης συνεργιών μεταξύ διαφορετικών εθνικών και περιφερειακών πολιτικών και χρηματοδοτικών

μέσων. Αυτές οι συνέργειες δεν αφορούν μόνον τα διαρθρωτικά ταμεία αλλά και τα υπόλοιπα ανταγωνιστικά ευρωπαϊκά προγράμματα. Προσεγγίσεις συνεργασίας όπως οι ΕΟΕΣ και οι Μακροπεριφέρειες θα μπορούσαν επίσης να παρουσιαστούν ως παραδείγματα μακροπρόθεσμων συνεργασιών μεταξύ εθνικών, περιφερειακών και τοπικών αρχών και ερευνητικών ιδρυμάτων.

3. *Προκλήσεις και λύσεις*: Βασικός στόχος αυτής της θεματικής προτεραιότητας είναι παρουσίαση πρακτικών λύσεων σε κοινά περιφερειακά και τοπικά προβλήματα και προκλήσεις όπως η ανεργία των νέων, η δημογραφική γήρανση, η διαχείριση των υδάτινων πόρων και των απορριμμάτων, η υψηλή ενεργειακή κατανάλωση κ.α.

Σε αυτό το πλαίσιο, η Γενική Διεύθυνση για την Περιφερειακή και την Αστική Πολιτική της Ευρωπαϊκής Επιτροπής και η Επιτροπή των Περιφερειών απευθύνουν πρόσκληση στις περιφέρειες και τις πόλεις της Ευρώπης να υποβάλλουν τις προτάσεις τους για την ενεργό συμμετοχή στις εκδηλώσεις των Open Days είτε διοργανώνοντας ένα εργαστήριο για την παροχή πληροφόρησης, κατάρτισης, δικτύωσης και προώθησης συνεργασιών, είτε οργανώνοντας συζητήσεις για τα θέματα της νέας πολιτικής συνοχής και τις δυναμικές συνέργειες σε τοπικό και περιφερειακό επίπεδο με τη συμμετοχή ειδημόνων.

Η ενεργός συμμετοχή των περιφερειών και των πόλεων γίνεται μέσα από τη σύσταση περιφερειακών συμπράξεων **5 έως 12 τοπικών ή περιφερειακών αρχών από τουλάχιστον τέσσερα κράτη μέλη**. Δικαίωμα συμμετοχής έχουν μόνον εκείνες οι πόλεις και οι περιφέρειες οι οποίες υλοποιούν δράσεις μέσα από προγράμματα των διαρθρωτικών ταμείων.

Οι αιτήσεις των ενδιαφερομένων φορέων υποβάλλονται ηλεκτρονικά μέχρι την **6η Μαρτίου 2013** στην εξής ηλεκτρονική διεύθυνση: **opendays@cor.europa.eu**. Για περισσότερες πληροφορίες αναφορικά με το φάκελο της αίτησης, τα κριτήρια επιλέξιμότητας και γενικότερα για την Ευρωπαϊκή Εβδομάδα μπορείτε να αναζητήσετε στον κάτωθι σύνδεσμο:

http://ec.europa.eu/regional_policy/conferences/od2013/index.cfm

Παραμένουμε στη διάθεσή σας για περαιτέρω πληροφορίες και διευκρινίσεις.

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- Δ/ση Οικονομικής και Αναπτυξιακής Πολιτικής Τοπικής Αυτοδιοίκησης
 - (α) Τμήμα Αναπτυξιακών Προγραμμάτων
 - (β) Τμήμα Σχέσεων με Διεθνείς Οργανισμούς (εις διπλούν)



11th European Week of Regions and Cities
Brussels
7 - 10 October 2013

Information pack for event partners

11 December 2013

www.opendays.europa.eu

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1. OPEN DAYS 2013: Organisers, themes and programme

1.1 Introduction

The OPEN DAYS-European Week of Regions and Cities is the key annual event for regional and local authorities.

Organised by the EU Committee of the Regions and the European Commission, Directorate-General for Regional and Urban Policy (DG REGIO), this communication and networking platform regularly brings together regions and cities from all over Europe and beyond, providing thousands of local, regional, national and European decision-makers and experts with a real marketplace for exchanging and discussing projects and issues related to regional and local development. It offers participants a great opportunity in a unique set-up to showcase their capacity for creating growth and jobs and implementing European Union cohesion policy, alongside other policies with a territorial impact, and to demonstrate the importance of the local level for good European governance.

In 2013, OPEN DAYS will consist of between 90 and 100 workshops, debates, and networking activities attended by some 6 000 participants. In addition to the Brussels-based workshops during the European Week of Regions and Cities, OPEN DAYS will also involve local events, which will take place between September and November all over Europe.

The purpose of this information pack is to explain to potential event partners how OPEN DAYS 2013 will be organised and to establish the roles and tasks of organisers and event partners in order to create a common understanding and to facilitate the event's management and its communication to the public.

1.2 Purpose of OPEN DAYS

OPEN DAYS has several purposes:

- to bring together political representatives, decision-makers, experts and practitioners of regional policy, as well as stakeholders from business, banking, civil society organisations, academia, EU institutions and the media, to discuss common challenges for European regions and cities and discuss possible solutions;
- to provide a platform for capacity-building and the exchange of experience and good practice for those involved in implementing EU cohesion policy and in managing its financial instruments;
- to facilitate cooperation and networking among regions and cities;
- to feed into the debate on the future European cohesion policy in a wider context, including recent research and views from third countries and international organisations.

1.3 Context and thematic priorities

Assuming that agreement will be reached on the Multiannual Financial Framework (MFF) in early 2013 and that the CSF funds regulations will be adopted before the summer of 2013, negotiations on the partnership agreements and operational programmes (OP) will be in full swing by October 2013. Regions and cities will be finalising preparations for the cohesion policy, rural development and fisheries programmes for 2014-2020. Programmes and related policies will now have to be implemented in a much more integrated and interactive manner. This means, on the one hand, that a number of elements will be known, such as geographic scope, Member States'/regions'/cities' arrangements, the new OPs' thematic priorities etc., On the other hand, however, a degree of uncertainty will still exist regarding certain details of the implementing arrangements. From the viewpoint of the EU institutions, and of the managing authorities and final beneficiaries, this point in the policy cycle could therefore be used to exchange information and facilitate networking on new approaches before the new OPs are implemented in 2014.

By the end of 2013, European regions and cities will have implemented most of their EU-funded programmes and projects from the 2007-2013 programming period. Their results should be used to showcase the kind of impact these programmes and projects have on regional development, namely contributing to smart, sustainable and inclusive growth. Finally, the impact of cohesion policy on the public could also be addressed, as 2013 will also be the European Year of Citizens.

Moreover, the OPEN DAYS will continue to be the annual platform for sharing experiences and for inspiring debate on good local, regional and cross-border governance and the management of EU funding. This exchange between practitioners will be combined with input from academia. Another element will be the participation of non-EU countries that are interested in hearing and learning from European regions' experiences in regional policy as well as in presenting their own stories.

Under the slogan "**Europe's regions and cities taking off for 2020**", which marks the new timeline and the orientation towards the Europe 2020 strategy, OPEN DAYS 2013 will be structured around three thematic priorities:

(1) **Managing change 2014-2020**

In workshops on this topic, innovative approaches to the implementation of the 2014-2020 thematic priorities will be presented and discussed. Experience should also be shared between practitioners, academics and EU institutions and regional experts on the new elements in the implementation of the 2014-2020 programmes, such as the application of the ex-ante conditionalities, integrated territorial investment, the Joint Action plans, governance issues, features of the new performance framework, financial instruments, simplified cost options and others.

(2) **Synergies and cooperation**

Workshops on this topic will aim to identify and discuss how to cooperate, coordinate and ensure synergies between different EU and national and regional policies and sources of funding. This includes synergies between cohesion policy objectives, not only among EU policies and funds, such as the CSF funds, but also

research funding, the Connecting Europe Facility, programmes supporting SMEs and innovation, climate change adaptation, energy policies and others. Approaches to cooperation such as the European Grouping of Territorial Cooperation and macro-regional strategies could also be presented, as well as examples of sound cooperation between national, regional and city administrations and expert institutions, such as the EIB.

(3) **Challenges and solutions**

Every European region and city, even the most prosperous, is facing challenges that it finds hard to deal with on its own. However, numerous solutions to improve people's quality of life exist throughout Europe and elsewhere, which can be shared and perhaps adapted to different regional and urban contexts. Workshops on this topic should aim to present practical solutions to common regional and urban challenges, such as SMEs' access to credit and to the global markets, youth unemployment, demographic challenges, such as the ageing of the population and brain drain, waste, water and natural risks management, congestion, pollution, high energy consumption, etc.

Workshops and debates held during OPEN DAYS must address one of the themes mentioned above. Further selection criteria are outlined in point 2.1.

1.4 Event organisers and partners

The event partners are: the organisers, regional partnerships, companies, financial institutions, European associations and individual regions and cities. Being an event partner means respecting the rules of participation as stipulated in this document, and other obligations communicated by the organisers during the preparatory process. The organisers reserve the right to exclude event partners, should these fail to respect the rules and obligations.

- **Organisers:** The OPEN DAYS is co-organised by the Committee of the Regions (CoR) and the Commission's Directorate-General for Regional and Urban Policy (DG REGIO). The organisers are responsible for the event's design, structure and overall programme, coordination of its preparations and communication with all partners. The organisers will provide whatever infrastructure they are able to offer and will share the costs.

As during previous events, the European Parliament's Committee on Regional Policy (REGI) will be involved in the event's preparations and the Lithuanian presidency will be offered the opportunity to participate. The European Commission Directorate-General for Communication will be asked to promote, and, where possible, support local events through its representations in the Member States and its information networks. A number of other Commission Directorate-Generals will be invited to take part in the programme, as long as they contribute to the themes and respect the conditions mentioned above,

- Non-EU countries and international organisations will be invited by the organisers to contribute to a special series of workshops or debates.

- **Regional partnerships:** In line with the conditions laid down in this document, the organisers will invite regions and cities to establish regional partnerships. These will contribute to the programme through events in Brussels and in their regions or cities (local events), for which they will be responsible in terms of content, organisation and costs.
- **Regions and cities, companies, financial institutions and European associations** can become event partners at the 'Meeting Place' by hosting workshops/debates and networking sessions.

1.5 Target audience

The OPEN DAYS and its workshops, debates and exhibitions target a specific audience, namely:

- members of the Committee of the Regions, the European Parliament and the European Economic and Social Committee and national, regional and local politicians;
- European, national, regional and local government officials and experts in the field of managing and evaluating cohesion policy programmes;
- representatives of private companies, financial institutions and European and national associations;
- journalists from European, national, regional and local media outlets;
- masters or PhD students researching European, regional and urban policy or practitioners in the early stages of their career.

1.6 Events in Brussels

Between 7 and 10 October 2013, the Brussels-based OPEN DAYS events will consist of:

- 1) the **Opening Session** on 7 October;
- 2) a **programme** of some 90-100 workshops and debates between 8 and 10 October, involving all event partners and managed jointly by them, including activities under the title 'The Meeting Place' (on CoR premises) and the OPEN DAYS University;
- 3) an **exhibition route** showcasing urban and regional solutions, hosted by the CoR, the European Commission and regional representations in Brussels;
- 4) a **media programme**.

The 25-30 workshops or debates proposed by the **regional partnerships** will provide an opportunity to exchange experience and good practice and to facilitate cooperation and networking. Regional partners are independent as regards the logistics and costs of their sessions but must respect the thematic priorities, format and quality standards set by the organisers. For partnerships with more than six partners, two morning workshops can be organised from 9 a.m. to 1 p.m. under one common workshop number.

- The 25-30 workshops or debates organised by **DG REGIO** will focus on all three thematic aspects of OPEN DAYS 2013. DG REGIO will coordinate contributions to the programme from other Commission DGs. Other DGs are welcome to co-organise workshops with DG REGIO or with regional partnerships.
- At the **Meeting Place** set up on its premises, the CoR will host 25-30 workshops and debates. In 2013, priority will be given to regions and cities and to companies, financial institutions, and European associations proposing sessions that present urban and regional solutions, focussing on public investment and public-private partnerships, citizens' participation and networking across borders. Also at the Meeting Place, CoR services and political groups will highlight results of the institution's initiatives and networks relating to the OPEN DAYS' thematic priorities.
- All event partners are invited to contribute to a set of seminars forming the '**OPEN DAYS University**'. In this context, the Regional Studies Association and academics from different European countries specialising in urban and regional studies will be invited to contribute to 7-8 seminars on the theme of "Challenges and solutions". Details of the revised concept will be available on the OPEN DAYS 2013 website as of 15 January.

The co-organisation of workshops and debates between regional offices, the European Commission and the CoR is encouraged. This will make the programme more dynamic and lead to a better mix of politicians, high-level officials, academics and private sector entrepreneurs, which is what makes the event unique. In order to help bring partners together, regional partnerships and the different DGs are invited to submit their workshop ideas to the relevant part of the OPEN DAYS group on the Yammer social network, with the contact details of potential workshop drivers.

For the purpose of the event's documentation, event partners are obliged to make the presentations and reports of their respective events available, to be subsequently published on the OPEN DAYS website.

All event partners must cooperate and contribute to safeguarding the quality of OPEN DAYS 2013. To this end, they are requested to make available to speakers, chairpersons and participants clear and early information on the content and related aspects of their respective events and to contribute to preparatory meetings. Event partners are invited to use the Yammer social network for information exchange ahead of their workshops and debates. The link to the network will be provided on the OPEN DAYS website.

1.7 Exhibition

All event partners will contribute according to their means to an exhibition entitled "100 EUrban solutions", representing transferable good practice in different fields of urban and regional development, such as waste and water treatment, public transport, energy-efficient buildings and community-led local development, involving public institutions, private partners and citizens alike. Projects should already be operational and receive EU-funding and/or involve public-private partnerships for which cohesion policy funding has been used. Regional partnerships can present a coherent set of projects, to be exhibited on one of the partner's premises. The exhibition will take the

form of a route, visiting different venues (regional offices, Commission buildings, Committee of the Regions). It is due to open on 8 October 2013, between 7 p.m. and 10 p.m. and remains accessible between 8 and 10 October 2013.

DG REGIO will build its contribution to the exhibition inter alia around the results of a study due to be delivered in the first half of 2013. The CoR will develop its contribution around three topics - investments, participation and networking -, which are linked to the themes of the seminars to be held at the Meeting Place (see point 2.5). Regional partnerships are invited to develop their own approaches, perhaps on the basis of existing exhibitions. The final concept of the exhibition will be developed by a working group comprising the event partners concerned.

1.8 Local events: "Europe in my region/city"

In an attempt to bring the messages of the OPEN DAYS closer to Europe's citizens, each participating region and city is asked to organise at least one local event on their home ground, to be held between September and November 2013, under the heading "**Europe in my region/city**".

Local events will be organised around the thematic priorities of OPEN DAYS 2013. They will be aimed at the general public, potential beneficiaries of EU regional policy, expert audiences, academics and the media and can take various formats such as conferences, workshops, radio/TV broadcasts or exhibitions. Local events can also be organised in conjunction with the launch of EU regional policy projects, under relevant initiatives such as 'European Cooperation Day' or as part of the annual information measures required by the Structural Funds' regulations.

In addition to the partners organised into regional partnerships, regional and local administrations, institutions or organisations are also invited to propose local events in the framework of the OPEN DAYS 2013. They will have to apply separately providing a description of the events they plan to stage.

As for all OPEN DAYS events, participants at local events must **not** be charged **any fee** and organisers are not allowed to conduct commercial activities in the context of these events.

1.9 Advisory Board

The success of OPEN DAYS relies heavily on its ability to implement new ideas and concepts each year and to update its organisational approach. For 2013, an Advisory Board was set up to facilitate the informal exchange of views among partners involved in the preparations for OPEN DAYS. The role of the Advisory Board is to give advice, regarding thematic and organisational aspects in particular. The individual opinions of board members are their own and non-binding, given on the basis of their experience and expertise.

The first meeting of the board was dedicated to an assessment of OPEN DAYS 2012, with particular focus on the general rules of organisation and on sharing proposals for

the theme of OPEN DAYS 2013. The board will meet during the preparation period as and when necessary.

2. Conditions of participation for event partners

2.1 Introduction

The European Commission's DG for Regional and Urban Policy (DG REGIO) and the Committee of the Regions (CoR) invite Europe's regions and cities to apply to participate in OPEN DAYS 2013. The 11th OPEN DAYS will be prioritising:

- the quality of content and contributions to sessions held in Brussels intended to stimulate debate and facilitate networking, capacity-building and the exchange of experience and good practice among partners and participants on one of the three thematic priorities;
- the active involvement of partners from the public, business, academia and financial sectors and others to foster exchanges on public-private partnerships in the field of regional and local development;
- the quality of the local events held either by the regional partnerships or other regional and local institutions and organisations.

Event partners will be involved in the promotional activities and technical support provided by the organisers. They may use the heading 'OPEN DAYS 2013 – 11th European Week of Regions and Cities' including the logo of the event and promotional material produced by the organisers.

In order to become an OPEN DAYS 'event partner', 'regional partnerships' and other interested parties will have to meet the conditions specified below.

The organisers reserve the right to exclude regional and other partners from the list of event partners in the event that tasks are not completed on time.

2.2 Programme

Each event held in Brussels is to be classified in line with the 2013 thematic priorities (see point 1.3) and a typology of events, which can take the form of either **workshops or debates**:

- **workshops** will present either (a) information and offer training or (b) detail experience and good practice and facilitate co-operation and networking, with ample opportunity for contributions from the audience. Not more than **four speakers and one moderator** will be accepted for each workshop.
- **debates** will touch upon specific aspects involving a group of experts and a moderator, while avoiding presentations and speeches and instead building on the expertise of an informed public. Not more than **six panellists and one moderator** will be accepted for debates.

The programme of sessions will run for three days, starting at 9 a.m. on 8 October, and ending at 1 p.m. on 10 October. The sessions will fit into the following **timeslots**:

- between 8 and 10 October, two morning sessions will take place from: 9 a.m.-10.45 a.m. and from 11.15 a.m.-1 p.m.. Regional partnerships with more than six partners can hold two morning workshops from 9 a.m.-1 p.m. under one common workshop number.
- between 8 and 10 October, one afternoon session will be held, from 2 p.m. to 5 p.m.

To ensure that workshops and debates are organised in a way that ensures **quality** of communication and outcome, event partners must take the following **organisational aspects** into account:

- (1) for each workshop and debate, a '**conference manager**' will be appointed by the partners; the conference manager will look after all aspects of preparation and follow-up of her/his workshop or debate;
- (2) workshops and debates must be **clearly described**, including an agenda and their relevance to a specific target audience;
- (3) **speakers and moderators** must be carefully selected on the basis of their experience and public speaking abilities; event partners will be responsible for briefing and supporting them during the preparatory period;
- (4) contributions must focus on issues that are **transferable to other regions**, avoiding lengthy project-related or institutional descriptions;
- (5) all sessions must be chaired and moderated in a way that encourages **debate and exchange**;
- (6) the time allocated to presentations during workshops must not exceed **15 minutes per speaker**, in order to provide sufficient time for debate with the audience;
- (7) PowerPoint presentations should be kept to a minimum – all workshops should strive for maximum interactivity between speakers and audience. If necessary, presentations should be limited to **7 slides per presentation**.

The organisers will provide guidance for chairpersons/moderators and speakers to ensure they receive more detailed advice on these aspects.

2.3 Conditions for regional partnerships

Individual conditions for **regions and cities** applying as part of OPEN DAYS 'regional partnerships' are the following:

- (1) participating regions and cities should be involved in the management of Structural Funds programmes.
- (2) cities must be either (a) a capital of a Member State or (b) a capital of a NUTS 1, 2 or 3 region.
- (3) regions and cities can only be part of one regional partnership.

In order to establish a **regional partnership**, the following criteria must be met:

- (1) regional partnerships are composed of **at least five and not more than twelve European regions or cities from at least four Member States**.
- (2) regional partnerships must be headed by a **'lead partner' (from a Member State) and a 'deputy lead partner' located in Brussels** being responsible for (a) managing the tasks within the regional partnership and (b) acting as contact point for the organisers throughout the entire preparatory period.
- (3) regional partnerships contribute to the OPEN DAYS 2013 programme through **workshops or debates, local events, or other activities**. They are required to adhere to the OPEN DAYS 2013 concept as regards themes, timing, publicity and communication, with a view to delivering a high-quality event.
- (4) regional partnerships must be able to provide one **joint venue** (in order to limit the overall number of venues) for their workshops or debates. This venue should be located in the European quarter of Brussels and should be able to accommodate at least 90 people.

Each regional partnership is expected to provide the following **contributions**:

- (1) organisation of **either one workshop or one debate** in Brussels between 8 and 10 October 2013, as specified in point 2.2. For partnerships with six or more partners, two morning workshops can be held, from 9 a.m.-1 p.m.
- (2) organisation of at least **one 'local event' per partner** on their home ground between September and November 2013.

Regions/cities within any partnership can also propose a contribution to the Meeting Place (see point 2.5) or to a co-organised workshop or debate (see point 1.6).

They are also invited to contribute with projects to the "100 EUrban solutions" exhibition route.

2.4 Organising local events

As stated in point 2.3, each member of a regional partnership must organise at least one local event under the title "**Europe in my region/city**", scheduled between September and November 2013 in its home territory. Other regions, cities, local institutions and organisations are invited to contribute to the local OPEN DAYS 2013 events as well.

Under the heading of the three thematic priorities of OPEN DAYS 2013 (see point 1.3), the aim is to attract a wide range of participants, including the general public, policy-makers and experts, and to raise awareness of the impact of EU policies on their region and city. The choice of format of the event(s) is free and organisers are advised to:

- involve national, regional and local politicians, in particular Members of the Committee of the Regions;
- involve Members of the European Parliament and seek out cooperation with the European Parliament Information Offices in their Member States;
- involve those implementing EU regional policy and cooperate with the Managing Authorities of Structural Funds programmes;
- involve, where useful, representatives of the European Commission;

- work with European Commission representations in the Member States and their delegations in other countries;
- liaise with local Europe Direct Centres;
- cooperate with regional and local media
- use *Twitter* to promote the workshop within the OPEN DAYS (and inform the organisers about the *Twitter* account they are using for promotional purposes, so that the information can be reproduced)

The CoR and DG REGIO as well as Europe Direct Centres and European Commission representations and delegations can help with identifying speakers, experts and EU representatives, and provide support as regards logistics, documentation and promotion. Regional media outlets should also be encouraged by local event organisers to attend and report on the local events.

Each regional partnership should appoint a contact person acting as a local event coordinator, who is responsible **throughout** the preparatory period for communicating with the organisers.

Detailed information about the local events including venues, dates, times, title, description in both English and original language(s), target groups and speakers, must be sent to the OPEN DAYS organisers by the designated local events coordinators in each regional partnership or other partners **by Friday 31 May 2013**.

2.5 Participation in the "Meeting Place"

The aim of the Meeting Place is to attract partners and participants on the basis of targeted topics that are relevant to the thematic priorities of OPEN DAYS 2013. Under the overarching theme of **"EUrban and regional solutions: Investments, participation, networking"** the thematic focus of the Meeting Place in 2013 will be on:

- 1) **public investment and public-private partnerships** (given the current strain on public resources, a stronger emphasis will be placed on PPPs and an integrated approach to use resources efficiently in order to achieve the Europe 2020 objectives); debates and exchange of good practice on how to improve access to finance and how to tailor financial instruments to the specific needs of regions and cities, including private companies delivering public goods and their target recipients; new instruments such as community-led local development and integrated territorial investment; initiatives drawn up by the European Investment Bank;
- 2) **citizens' participation** and the involvement of civic society actors (broad support and good communication is essential for any sustainable policy);
- 3) **networking across borders**, including results delivered by European Groupings of Territorial Cooperation (EGTC), macro-regional strategies and other forms of cooperation supported by EU funds.

The components of the Meeting Place are:

- Workshops and debates
- Exhibition
- Networking

- Media Centre
- Meeting Place Café

Workshops and debates: for OPEN DAYS workshops to be held at the CoR, applications can be submitted by

- regional and local authorities and EGTCs;
- national and regional managing authorities in charge of EU funds with a territorial impact (ERDF, Cohesion Fund, ESF, EAFRD and EMFF);
- Directorates-General of the European Commission;
- European associations of regional and local authorities;
- companies involved in public-private partnerships;
- European associations representing the business sector;
- financial institutions and their European associations.

Any workshops proposed must reflect on one (or several) thematic priorities mentioned above. Priority will be given to projects that have received co-financing from EU funds of the current period (2007-2013). In addition, managing authorities are invited to exchange ideas with colleagues from other countries for programmes of the 2014-2020 period. Between 8 and 10 October 2013, a total of some 20 workshops and debates¹ can be organised in the following time slots:

8-9 October: 9 a.m.-10.45 a.m. (workshop) 10.45 a.m.-12.30 p.m. (networking at the partner's stand)
 11.15 a.m.-1 p.m. (workshop) 1 p.m.-2.30 p.m. (networking at the partner's stand)
 2.30 p.m.-5 p.m. (workshop) 5 p.m.-6.30 p.m. (networking at the partner's stand)

10 October: 9 a.m.-10.45 a.m. (workshop) 10.45 a.m.-12.30 p.m. (networking at the partner's stand)
 11.15 a.m.-1 p.m. (workshop) 1 p.m.-2.30 p.m. (networking at the partner's stand)

Networking: Individual workshops may be followed by organised networking meetings. These will take place in a designated area immediately after the workshop ends. The CoR will provide the area with branded material, screens, chairs and tables. For networking sessions, Meeting Place partners will be requested to provide visual material on the projects, such as videos, photos, etc., and to make use of the networking area, which the CoR will put at their disposal. This will include an appropriately sized stand area, which the event partners can brand during the networking period. The branded stand area will be available to the event partner only for the duration of their respective Meeting Place session.

Participants in the networking part will be OPEN DAYS participants who registered for the specific workshop. The session organiser can also invite any other interested party to the networking event on its own. Organisers or participants are advised to create, take charge of or contribute to on-line networking groups in advance of the event, using the OPEN DAYS group on the Yammer social network.

¹ The CoR's services and political groups will deliver further 10-12 seminars.

Exhibition: Part of the exhibition on "100 EUrban solutions" will be displayed in the Meeting Place. Other parts will be shown in different buildings in the EU quarter, especially in regional offices.

Media Centre: For journalists from local, regional, national and European media outlets, a joint media programme will be organised during the OPEN DAYS, including working facilities in the CoR and special services such as a TV studio, workspaces, interviewing possibilities etc. For a limited number of media representatives, the CoR can cover travel expenses and hotel accommodation.

Meeting Place Café: The café will be set up, as it is every year, in the CoR Atrium on the 5th floor.

2.6 Participation in the OPEN DAYS University

DG REGIO and the CoR will organise the OPEN DAYS University, consisting of a series of lectures and moderated panel debates, which will consider the event's thematic priorities and involve the Regional Studies Association, as well as renowned academics and researchers in the field of EU cohesion policy and related policy fields. The 'University' programme will be drawn up on the basis of:

- (1) co-operation with international organisations and academic organisations;
- (2) suggestions put forward by the regional partnerships and other partners.

Proposals for OPEN DAYS University sessions, including an outline of the content and information on the names and profiles/expertise of the proposed speakers, should be sent to the organisers by **Wednesday, 6 March 2013**.

Organisers and participants are advised to create, lead or contribute to on-line networking groups prior to the event on the dedicated site on the Yammer network. The link to the site will be provided through the OPEN DAYS website.

In 2013, a Masters programme will be offered as part of the OPEN DAYS University. 56 selected sponsored masters or PhD students researching European, regional and urban policy or those in the early stages of their career will be offered the opportunity to attend a master class, taught by highly-reputed academics who will speak at the OPEN DAYS University. Part of the class could also be opened up to other participants.

2.7 Deadlines for submission of applications

Regional partners: 6 March 2013

When applying, **regional partnerships** must submit the following items:

- The regional partnerships' application form (available for download on the OPEN DAYS website) and

- One photo from each partner region/city to be used in promotional material, e.g. posters, publications. Photos must state the name of the partner region/city and should:
 - be in landscape format;
 - be in .jpeg, .tif or .eps; avoid PNG format;
 - not have been resized
 - have at least 300 dots per inch (300 dpi) and be no larger than 1 Mb in size.

By sending the photographs to the organisers, partners certify that they own the rights or have been transferred all the rights to the photographs from the creators (excluding moral rights of natural persons). Partners affirm that the photographs are free of any claims by third parties and transfer these rights to the European Union, allowing the Union to use the photographs for OPEN DAYS communication purposes (such as publishing on a web page or in a poster or any other communication material, etc.), and for broader communication purposes of the European Union (such as promoting EU projects, promoting local or regional bodies, etc).

In the event that natural, recognisable persons are depicted in a photograph, the partners shall submit a statement from the persons depicted, giving their permission for the described use of their images. This does not refer to photographs taken in public places where random members of the public are identifiable only hypothetically or to public persons carrying out their public activities.

Applications should include:

- (1) workshop/debate title (maximum 150 characters) and a description (maximum 250 words); the mobile application displays only 35 characters, and the title should therefore be designed in such a way that the workshop/debate can be identified by its first part, consisting of no more than 35 characters;
- (2) regions/cities and institutions that will be responsible for the local events;
- (3) name and contact details of the conference manager;
- (4) the NUTS code of each of the regional partnership members as per the [Eurostat NUTS code list](#); indicated codes should match the partner's boundaries (e.g. if the participant is a city, the proper NUTS code of this city should be indicated, and not the NUTS code of the region in which the city is located).

Regional partnerships should send their applications to: opendays@cor.europa.eu

The list of chairpersons/moderators and speakers for the workshops or debates - including their organisational affiliation - must be submitted to opendays@cor.europa.eu by **Friday 31 May 2013** for inclusion on the OPEN DAYS website.

Workshops and debates for which details have not been submitted by the above deadline may be excluded from the programme.

Meeting Place: Wednesday, 6 March 2013

Applicants for the Meeting Place must submit their proposal on an application form (available on the OPEN DAYS website), which should include:

- (1) workshop/debate title (maximum 150 characters) and a description (maximum 250 words), including a minimum of three projects from different countries; the mobile application displays only 35 characters, and the title should therefore be designed in such a way that the workshop/debate can be identified by its first part, consisting of no more than 35 characters;
- (2) an indication as to which of the thematic priorities the session will fall under;
- (3) target audience;
- (4) a short description of how the networking session will be organised, including an initial idea of the material provided for the stand (videos, photos, etc.);
- (5) name and contact details of the conference manager (optional).

The list of chairpersons/moderators and speakers for the workshops or debates - including their organisational affiliation - must be submitted to opendays@cor.europa.eu by **Friday 31 May 2013** for inclusion on the OPEN DAYS website.

Workshops and debates for which details have not been submitted by the above deadline may be excluded from the programme.

European Commission workshops or debates: Wednesday, 6 March 2013

Applicants, i.e. potential organisers within DG Regional Policy or in other European Commission Directorates-General, must submit their proposals on an application form. The form will be sent together with the explanatory note to the Commission services by DG REGIO and will be available on the OPEN DAYS website as of **15 January 2013**. The application should include:

- (1) the workshop/debate title (maximum 150 characters) and description (maximum of 250 words); the mobile application displays only 35 characters and the title should therefore be designed in such a way that the workshop/debate can be identified by its first part, consisting of no more than 35 characters;
- (2) the theme under which the session will fall;
- (3) target audience
- (4) name and contact details of the coordinator (conference manager);
- (5) name and contact details of the co-organiser in DG REGIO or the regional partnership co-organiser (only if the applicant is from another European Commission Directorate-General). The theme of the workshop or debate should be chosen jointly, as should the speakers at the workshops. The speakers must represent at least two types of organisation, e.g. a European institution and a region/city.

Applications should be sent to regio-opendays@ec.europa.eu by **Wednesday, 6 March 2013**.

The list of chairpersons/moderators and speakers for the workshops or debates that have been selected - including their organisational affiliation etc.- must be submitted to regio-opendays@ec.europa.eu by **Friday 31 May 2013** for inclusion on the OPEN DAYS website.

Workshops and debates for which details have not been submitted by the above deadline may be excluded from the programme.

OPEN DAYS University: Wednesday, 6 March 2013

Proposals for OPEN DAYS University sessions should include:

- (1) the workshop/debate title (maximum 150 characters) and description (maximum of 250 words); the mobile application displays only 35 characters and the title should therefore be designed in such a way that the workshop/debate can be identified by its first part, consisting of no more than 35 characters;
- (2) the theme under which the session will fall;
- (3) a brief outline of the profiles of the potential speakers (if possible)
- (4) name and contact details of the coordinator (conference manager);

Applications (a form can be obtained from DG REGIO) should be sent by e-mail to regio-opendays@ec.europa.eu, not later than **Wednesday, 6 March 2013**.

The list of chairpersons/moderators and speakers for the workshops or debates that have been selected - including their organisational affiliation etc. - must be submitted to regio-opendays@ec.europa.eu by Friday **31 May 2013** for inclusion on the OPEN DAYS website.

For the Masters Programme that will take place as part of the OPEN DAYS University, specific rules will apply. The information on the application process will be found on the OPEN DAYS website as of 31 January.

Workshops and debates for which details have not been submitted by the above deadline may be excluded from the programme.

Exhibition: Wednesday, 6 March 2013

For showcasing a project in the exhibition on "100 EUrban solutions" that will be displayed in the Meeting Place, applications should provide:

- (1) project/programme title(s) and a description (maximum 150 words per project) in English; the description(s) should include all project/programme costs, differentiating EU and national, regional or local funding and should provide a web address;
- (2) the name of the responsible institution(s) or organisation(s) and the main contact person.

Applications should be sent via this [link](#) (the link is accessible also from the website) not later than **Wednesday, 6 March 2013**. One (or more) photo(s) of the project/programme and logos of the region/city should be sent by e-mail to opendays@cor.europa.eu.

For partners interested to contribute to the exhibition route with own events, a coordination meeting will be organised on **6 February 2013**. Expression of interest should be sent to opendays@cor.europa.eu.

Local events: Friday, 31 May 2013

Local events' organisers - other than OPEN DAYS regional partnerships - should submit proposals on a separate form (available on the OPEN DAYS web site). The following information is needed:

- (1) event title(s) and a description (maximum 250 words) in English and the official language/s of the country concerned;
- (2) the name of the responsible institution(s) or organisation(s) and the main contact person;
- (3) one (or several) photo(s) of the city or venue hosting the event(s);
- (4) information on whether a website and/or a web-based networking community exists for the event;
- (5) a list of chairpersons and speakers, including their organisational affiliation.

Information must be submitted to localevents-opendays@cor.europa.eu for inclusion in the online programme of all local events by **Friday 31 May 2013**.

2.8 Media programme

In cooperation with all event partners, the organisers will provide a special media programme during OPEN DAYS 2013, to involve journalists from regional media outlets. The organisers may cover travel and accommodation costs for a limited number of journalists.

The media programme will include:

- press conferences, press panels, technical briefings and other events;
- the production of relevant press material, such as documents and audiovisual material;
- the provision of a TV studio and other media facilities.

2.9 OPEN DAYS 2013 timeline

11 December 2012	Launch of OPEN DAYS 2013 and kick-off meeting with regional offices and other partners in Brussels
15 January 2013	Launch for applications for the European Commission and the OPEN DAYS University
06 February	Exchange of good practice in organising workshops Exhibition partners' meeting
6 March	Deadline for applications from regional partnerships containing proposals for sessions in Brussels and local events (opendays@cor.europa.eu) Deadline for applications for sessions at the Meeting Place from regions and cities, companies, financial institutions and European associations (opendays@cor.europa.eu). Deadline for receiving applications by European Commission organisers and for the OPEN DAYS University sessions (regio-opendays@ec.europa.eu) Deadline for receiving proposals for the exhibition (opendays@cor.europa.eu)
5 April	Result of the selection procedure made public
26 April	First event partners meeting: presentation of the draft programme
31 May	Deadline for submitting final descriptions and chairpersons' and speakers' details (opendays@cor.europa.eu , for European Commission and OPEN DAYS University sessions – regio-opendays@ec.europa.eu) Deadline for submission of descriptions and details for all local events (localevents-opendays@cor.europa.eu)
08 July (tbc)	Second event partners meeting, registration opens for individual participants
20 September	Deadline for submitting speakers' presentations and abstracts
07-10 October	OPEN DAYS 2013 in Brussels
Sept.-November	Local events "Europe in my region (city)"

3. Other aspects

3.1 The OPEN DAYS 2013 Conference Secretariat

On behalf of the organisers, the Conference Secretariat will provide organisational support to the organisers and event partners, in particular as regards the online programme and registration of participants, speakers' and participants' requests and the media programme. The Conference Secretariat will be operational as of 5 April 2013.

3.2 Registration of participants

The online registration system is the only way of registering for OPEN DAYS 2013 events held in Brussels. All event partners/conference managers will be trained in using the online registration system in June 2013, as they will be responsible for accepting or rejecting registration requests for their seminars. Should event partners/conference managers wish to delegate the task of registering participants to the Conference Secretariat, they will have to provide the latter with clear instructions on the acceptance criteria for the events in question. Local events in the Member States will be responsible for registering their participants themselves.

In compliance with current legislation on the use of **personal data**, none of the participants' data may under any circumstances be stored after the event or used for purposes other than identifying OPEN DAYS participants. In particular, no list of participants may be given to third parties. Speakers (and participants) will be asked if they wish to make their e-mail addresses available to participants for networking purposes.

At central registration points, participants in OPEN DAYS 2013 will be given a personal badge, stating their name and organisation. They will use this badge throughout the event. During OPEN DAYS 2013, the regional partners will be responsible for organising registration, monitoring the numbers of participants wishing to enter their sessions, and generating participants' lists.

3.3 Communication aspects

The event partners must agree to follow a common visual identity by using the OPEN DAYS logo, website, newsletter and other tools. Cooperation on the messages between the event partners should be sought to ensure better communication (both internal and external). Social Media tools (Yammer, Twitter, Flickr, etc) should be used before, during and after the event to maximise its impact. Due to limited resources, the language used for these tools will be English, while the use of other languages remains possible. Local events will be communicated in the language(s) of the countries concerned and in English.

All event partners are encouraged to use environment-friendly material for all communication means produced in relation to the event.

3.4 Networking

The Yammer social network has an 'OPEN DAYS 2013' discussion group (other groups can also be created), where people can get in touch with interested participants, exchange ideas with other regional professionals, arrange get-togethers at the OPEN DAYS, or continue networking after the event.

The Meeting Place, located in the Committee of the Regions, will provide space for informal networking for participants, journalists and organisers during the event.

During the event, *Twitter* users will be able to exchange information and views on the 2013 OPEN DAYS by using the hashtag **#euopendays**. The Commission will be tweeting about OPEN DAYS from the @EU_Regional account.

3.5 Media relations

In order to develop media awareness, the organisers will provide regular updates on the event through press releases, etc. All event partners are requested to coordinate their media-related activities and to use the same communication tools, such as the event's website, to ensure that messages are consistent.

4. Contact details

OPEN DAYS website: www.opendays.europa.eu

Functional mailbox: opendays@cor.europa.eu (until 5 April 2013)

OPEN DAYS secretariat as of 5 April 2013 (functional mailbox will be announced on the OPEN DAYS website)

Committee of the Regions

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