



14th European Week of Regions and Cities (OPEN DAYS)

Guide for event partners 2016

http://ec.europa.eu/regional_policy/regions-and-cities/2016/
(a specific URL for the event is being requested)

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1. The European Week of Regions and Cities 2016: purpose and practical arrangements

1.1 Introduction

The European Week of Regions and Cities is the key annual event for regional and local authorities. Organised by the European Committee of the Regions (CoR) and the Directorate-General for Regional and Urban Policy (DG REGIO) in the European Commission, the European Week of Regions and Cities has become a major communication and networking platform bringing together regions and cities from all over Europe and beyond. Each year it provides thousands of local, regional, national and European decision-makers and experts with a real forum for exchanging and discussing projects and issues relating to regional and local development. It also offers participants a great opportunity in a unique environment 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 2016, the European Week of Regions and Cities will consist of around 100 workshops, debates and networking activities which will be attended by some 6 000 participants. In addition to the Brussels-based workshops, the European Week of Regions and Cities will also feature local events taking place between September and November 2016 all over Europe.

This information pack contains details for potential event partners on how the European Week of Regions and Cities 2016 is being organised and the roles and tasks of the organisers and event partners, so that everybody understands the arrangements, which will make it easier to manage the event.

1.2 Purpose of the European Week of Regions and Cities

The event aims to:

- bring together political representatives, decision-makers, experts and practitioners of regional policy, as well as stakeholders from business, banking, civil society organisations, academia, the EU institutions and the media, to consider common challenges for European regions and cities and discuss possible solutions;
- 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;
- facilitate cooperation and networking between regions and cities;
- feed into the debate on future EU cohesion policy in a wider context, including recent research and views from third countries and international organisations.

1.3 Context and thematic priorities

"Regions and Cities for sustainable and inclusive growth"

The themes of the 14th European Week of Regions Cities will focus on the challenges currently facing Europe's regions and cities. The themes will build on the implementation cycle of EU cohesion policy programmes and the good practices arising from these, and will be aligned with the political priorities of the European Commission and the European Committee of the Regions for 2016 and with the interests of the partner regions and cities.

Discussions are intended to support the implementation of the 2014-2020 ESIF programmes, demonstrate the results of EU investment, showcase examples of good practice, and encourage input for possible future improvements. Sessions, seminars and meetings will be grouped together under the following thematic strands:

- **Sustained and sustainable economic growth**

This strand will focus on new opportunities for regions and cities to foster growth and create more employment, in the context of the internationalisation of Europe's economies. It will examine the main factors attracting new productive investment in the 21st century and consider which regions and cities are currently more successful in attracting new investments and why. This strand will look specifically at the new opportunities linked to innovation, with particular reference to energy efficiency, developing the low-carbon economy and promoting the circular economy, as well as smart specialisation.

- **Inclusive economic growth**

Seminars under this strand will examine the development and implementation of labour market and social inclusion policies at local level for disadvantaged sections of the population, including social housing, public services and education, as well as measures to facilitate the setting-up of micro-businesses or small enterprises and to create an environment which is more "self-employment friendly". This strand will allow regions and cities to share their experiences in tackling the refugee crisis, including through the use of EU funds.

- **Making ESI Funds simpler**

Under this strand, regional and national authorities implementing programmes supported under European Structural and Investment Funds will have the opportunity to exchange experience and good practice in relation to improving the efficiency and effectiveness of programme management, including ways to simplify management and build administrative and executive capacity. This strand will also include looking at best practice in urban development, integrated territorial investment programmes and community-led local development, and in relation to promoting use of new financial instruments. The early results of the ex-post evaluations for the period 2007-2013 will be of interest to these discussions.

Under each of these priorities, event partners are invited to address challenges and solutions relating to programme management, as well as to the cross-border, inter-regional or transnational dimensions. As in the past, discussions between practitioners during the event will be combined with input from academia. Participation of non-EU countries interested in hearing and learning from European regions' experiences in regional policy, and in presenting their own stories, is another feature of the European Week of Regions and Cities.

1.4 Event organisers and partners

The European Week of Regions and Cities is co-organised by the European Committee of the Regions (CoR) and the European Commission's Directorate-General for Regional and Urban Policy (DG REGIO). The organisers are responsible for the design, structure and programme, general coordination and communication with all partners.

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

- **Institutional partners:** The European Parliament's Committee on Regional Policy (REGI) will be involved in preparations for the event and the Slovak EU Presidency will be invited 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 Directorates-General will be invited to take part in the programme, provided they contribute to the themes and respect the conditions mentioned in this guide. Non-EU countries and international organisations can be invited by the organisers to contribute to a series of special workshops or debates.
- **Regional partnerships:** In line with the conditions laid down in this document, the organisers will invite regions and cities to set up regional partnerships, which will contribute to the programme through events in Brussels and in their respective regions and cities (local events), for whose costs, organisation and content they will be responsible.
- **Regions and cities, companies, financial institutions and European associations** can become event partners at the "Meeting Place" by organising workshops/debates and networking sessions hosted at the headquarters of the European Committee of the Regions.

1.5 Target audience

The European Week of Regions and Cities and its workshops, debates and networking activities address a particular target audience, namely:

- members of the European Committee of the Regions, members of the European Parliament 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;
- researchers, PhD or masters students and practitioners in the field of European, regional and urban policy.

1.6 Events in Brussels

Between 10 and 13 October 2016, the Brussels-based European Week of Regions and Cities events will consist of:

- 1) the Opening Session on 10 October;
- 2) a programme of some 100 workshops and debates, involving all event partners and managed jointly by them, including activities under the title the "Meeting Place" (at CoR headquarters) and the "University";
- 3) the Master Class;
- 4) the RegioStars and photo competition awards;
- 5) a media programme.

All events must relate to the thematic priorities described under 1.3.

- The 25 to 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 they must respect the thematic priorities, format and quality standards set by the organisers.
- **DG REGIO** will coordinate around 40 workshops or debates organised by other Commission DGs. DGs are welcome to co-organise workshops with regional partnerships.
- The CoR will host 25 workshops and debates at the **Meeting Place**, where CoR services and political groups will also highlight results of the institution's initiatives and networks.
- All event partners, European academic networks specialised in regional development (such as the Regional Studies Association) and academics from different European countries specialising in urban and regional studies are invited to contribute to a set of seminars at the **University**, up to a maximum of 10 sessions.

All event partners must cooperate and contribute to ensuring the quality of the event. They are therefore asked to inform their speakers, chairs and participants about the event and to attend the preparatory meetings held by organisers.

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.

For documentation purposes, event partners are obliged to make the presentations and reports of their events public, for subsequent publication on the event website.

Participants at the European Week of Regions and cities may not be charged any fee. The partners are not allowed to conduct commercial activities in the context of these events.

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

In an attempt to bring the messages of the European Week of Regions and Cities closer to Europe's citizens, each participating region and city is requested to organise at least one local event on their home region, to be held between September and November 2016, under the heading "**Europe in my region/city**".

Local events will be organised around the thematic priorities (*Sustained and sustainable economic growth, Inclusive economic growth, Making ESI Funds simpler*) of the event. They will be aimed at the general public, potential beneficiaries of EU regional policy, experts, academics and the media, and may take various forms, e.g. conferences, workshops, radio/TV broadcasts or exhibitions.

Organisers of local events are encouraged to consider holding interactive dialogues of local politicians, including members of the European Committee of the Regions, with a wider audience. 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 under the rules governing the European Structural and Investment Funds.

In addition to the partners organised into regional partnerships, other regional and local administrations, institutions or organisations are also invited to propose local events in the framework of the European Week of Regions and Cities 2016. They should apply separately, providing a description of the events they plan to stage.

As for all other events, fees may not be charged and organisers are not allowed to conduct commercial activities.

2. Conditions of participation for event partners

2.1 Introduction

DG REGIO and the CoR select event partners from applications received by the deadline of 1 April 2016. The 14th European Week of Regions and cities will look at:

- 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 in relation to one of the three thematic priorities;
- 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 covered by the promotional activities and technical support provided by the organisers. They may use the heading "14th European Week of Regions and Cities", including the visual identity of the event, in accordance with the EWRC branding guidelines, as well as promotional material produced by the organisers.

In order to become a 14th European Week of Regions and Cities "event partner", interested parties will have to meet the conditions specified in point 2.3.

The organisers reserve the right to exclude partners from the list of event partners should the required tasks not be completed on time.

2.2 Programme

Each event held in Brussels is to be classified in line with the 2016 thematic priorities (see point 1.3) and the type of event, which can take the form of either **workshops or debates**:

- **Workshops** either (a) present 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. A maximum of **four speakers and one moderator** should be invited for each workshop. Where possible, one of the speakers should be tasked with stimulating the debate.
- **Debates** will touch on specific matters involving a group of experts and a moderator, while avoiding presentations and speeches and instead building on the expertise of an informed public. A maximum of **five panellists and one moderator** should be invited to debates.

The programme of sessions will run for three days, starting at 9 a.m. on 11 October and ending at 1 p.m. on 13 October. The sessions will fit into the following **time slots**:

- from 11 to 13 October, two morning sessions will take place: from 9 a.m. to 10.45 a.m. and from 11.15 a.m. to 1 p.m. Regional partnerships with more than six partners may organise a morning workshop slot running from 9 a.m. to 1 p.m. under the same workshop number. The number of recommended speakers may double in this case.
- on 12 and 13 October, one afternoon session will be held, from 2.30 p.m. to 5 p.m.

To guarantee the quality of workshops and debates, the event partners must take the following **organisational aspects** into account:

- (1) For each workshop and debate, a **workshop organiser** must be appointed by the partners; the workshop organiser will look after all aspects of preparation and follow-up;
- (2) Workshops and debates must be **clearly described in the event programme**, including a definition of the target audience and session agenda;
- (3) **Speakers and moderators** must have both expertise on the subject matter and experience in public speaking; event partners are responsible for briefing and supporting them during the preparatory period;
- (4) Content must be **transferable to other regions**, and detailed project-specific/institutional descriptions should be avoided;
- (5) The chairperson/moderator should encourage **debate and exchange, also with the audience**;
- (6) The duration of presentations in workshops should be limited to allow for debate between speakers and with the audience. It is recommended that PowerPoint presentations be limited to **7 slides per speaker**.

The organisers may provide for a training session for chairpersons/moderators and speakers.

2.3 Conditions for regional partnerships

Conditions for **regions and cities** applying for a regional partnership:

- (1) Participating regions and cities should be involved in the management of programmes co-financed by the European Structural and Investment Funds.
- (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 be part of only one regional partnership.

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) responsible for (a) managing the tasks within the regional partnership and (b) acting as a contact point for the organisers throughout the preparatory period.

- (3) Regional partnerships contribute to the programme with **workshops or debates, and local events**. They must keep to the plan as regards themes, timing and communication, so as to deliver a high-quality event.
- (4) Regional partnerships must provide one **joint venue** for their event (to limit the number of venues), with a capacity of 90 persons. This venue should be located in the European quarter of Brussels.

Each regional partnership is expected to:

- (1) organise **either one workshop or one debate** in Brussels between 11 and 13 October 2016, as specified in point 2.2. For partnerships with six or more partners, two morning workshop slots can be joined to make a single workshop from 9 a.m. to 1 p.m.; partners opting for the first two thematic priorities should consider involving business representatives as speakers or including a presentation on good practice with public-private partnerships;
- (2) organise at least **one local event per partner** in its locality between September and November 2016.

Regions and cities in any partnership can also propose a workshop for the Meeting Place (see point 2.5) or a co-organised workshop or debate (see point 1.6).

2.4 Organising local events

As set out 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 2016 in its home territory. Other regions, cities, local institutions and organisations are also invited to contribute to the local events.

Under the heading of the three thematic priorities of the 2016 event (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 format of the event(s) is open and organisers are advised to:

- involve national, regional and local politicians, in particular members of the European 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 programmes co-financed by the European Structural and Investment Funds;
- involve representatives of the European Commission where useful;
- 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 (and inform the organisers about the Twitter account they are using for promotional purposes, so that the information can be retweeted).

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 will be responsible throughout the preparatory period for communicating with the organisers.

Detailed information on 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 event organisers by the designated local events coordinators in each regional partnership or other partners **by Monday 6 June 2016**.

2.5 Participation in the Meeting Place

The aim of the Meeting Place is to attract partners and participants to discover and discuss the topics within the thematic priorities of European Week of Regions and Cities 2016 at the Committee of the Regions' premises. By way of follow-up to the 2015 urban programme, workshops on urban topics or led by cities and urban areas are particularly welcomed. The components of the Meeting Place are:

- workshops and debates
- networking
- interactive sessions
- media centre
- Meeting Place café

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

- regional and local authorities and EGTCs;
- national and regional authorities in charge of managing programmes co-financed by the European Structural and Investment Funds (ERDF, Cohesion Fund, ESF, EAFRD and EMFF);
- services and political groups of the Committee of the Regions;
- Directorates-General of the European Commission;
- pan-European networking programmes financed by the ERDF;
- European associations of local and regional authorities;
- companies involved in public-private partnerships;
- European associations representing the business sector;
- financial institutions and European associations in the banking sector.

Priority will be given to programmes and projects that have received co-financing from EU funds. In addition, managing authorities are invited to exchange ideas with colleagues from other countries for programmes in the 2014-2020 period.

A total of 25 workshops and debates can be organised in 2016 at the headquarters of the European Committee of the Regions, for the following time slots:

	Workshop	Networking
11-12 October	9 a.m. - 10.45 a.m.	10.45 a.m. - 12.30 p.m.
	11.15 a.m. - 1 p.m.	1 p.m. - 2.30 p.m.
	2.30 p.m. - 5 p.m.	5 p.m. - 6.30 p.m.
13 October	9 a.m. - 10.45 a.m.	10.45 a.m. - 12.30 p.m.
	11.15 a.m. - 1 p.m.	1 p.m. - 2.30 p.m.

Networking: Individual workshops can be followed by networking sessions, which 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 asked to provide visual material on the projects – e.g. videos or photos – and to make optimal use of the networking area put at their disposal. The networking area, which the event partners can brand during the networking period, will be available to the event partner only for the duration of their respective networking session.

Participants in the networking sessions will be European Week of Regions and Cities participants who registered for the specific workshop. It is the responsibility of the conference manager to inform participants about the networking session well in advance. The conference manager may also invite any other interested party to the networking event.

Partners are invited to propose **new formats for interactive events** (such as policy labs, networking ideas market, Ignite talks or World Café) in order to offer participants a more engaging way to discuss or present topics relating to the thematic priorities. About ten such events can take place on 11, 12 or 13 October in Atrium 5 or 6. **Their organisation is to be discussed with the person responsible for the Meeting Place.**

Media Centre: A joint media programme, including working facilities in the CoR and special services such as workspaces, interviewing possibilities etc., will be organised for journalists from local, regional, national and European media outlets. The CoR may possibly cover travel expenses and hotel accommodation for a limited number of media representatives.

Meeting Place café: The café will be set up on the premises of the European Committee of the Regions (Atrium on the 5th floor).

2.6 Participation in the EWRC University

The workshops in the University of the European Week of Regions and Cities present new research on regional and urban development. The University enables academics, practitioners, EU officials and other interested participants to exchange views and test

new academic concepts in the field of regional and urban policies. It also facilitates the creation of networking links between students, academics, EU institutions and regional partners, and raises awareness of EU cohesion policy among students and young researchers.

The University will involve European academic networks specialised in regional development, with emphasis on the policy dimension (such as the Regional Studies Association, RSA, the European Regional Science Association, ERSA, and the Association of European Schools of Planning, AESOP), as well as high-profile academics and researchers in the field of EU cohesion policy and related policy fields.

Partners may make proposals for University sessions. An outline of the content and suggestions for speakers (including contact details) should be sent to the organisers by **Friday 1 April 2016**.

2.7 Side events

It is also possible to classify an event organised during the European Week of Regions and Cities as a side event if a workshop/debate is not selected for the Meeting Place or the deadlines for applications cannot not be met, but also in cases where the format of the event does not fit within the standard prescriptions of the European Week of Regions and Cities.

In order to be eligible, the event has to take place in Brussels during the European Week of Regions and Cities and be linked to one of the thematic priorities of the Week. The application must also be sent before the official deadline (23 September). Side event organisers are entirely responsible for the organisation of their event.

Side events will be announced on a dedicated section of the event website. No further promotional activities will be provided by organisers, apart from a general announcement in the European Week of Regions and Cities electronic newsletter. Side events will not be included in the official programme or in the online registration system.

2.8 Deadlines for submission of applications

Regional partners: Friday 1 April 2016

Regional partnerships must submit the following items with their application:

- the regional partnership application form (available for download on the [event website](#)) and
- one representative colour photo¹ from each partner region/city to be used in promotional material, e.g. posters, publications. Each photo file should be labelled with the partner region/city's name and should:

¹By sending the photographs to the organisers, partners certify that they own the rights or have acquired all 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 European Week of Regions and Cities communication purposes (such as publishing on a web page or in a poster or any other communication material), and for broader communication purposes of the European Union (such as promoting EU projects, promoting local or regional bodies, etc.).

- be in landscape format;
- be in .jpeg, .tif or .eps format (avoid .png);
- not have been resized;
- have at least 300 dots per inch (300 dpi) and be **at least 1 Mb in size**;
- **not feature any text or logo or be a photomontage**;
- be in colour (no black and white pictures).

The application form must include:

- (1) choice of thematic priority and workshop/debate title and a description (maximum 250 words) – this is an essential element of the application and will enable the organisers to decide whether the proposal can be accepted into the official programme; the title should be short but precise;
- (2) regions/cities and institutions that will be responsible for the local events;
- (3) name and contact details of the workshop organiser;
- (4) the NUTS code of each of the regional partnership members as per the [Eurostat NUTS code list](#); 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);
- (5) the target audience.

Regional partnerships should submit their proposal via the online application form available on the [event website](#) by **Friday 1 April 2016**.

The detailed description of the workshop and the list of speakers, including chairperson/moderator and their organisation must be submitted via the online application form available on the website by **Monday 6 June 2016** for publication on the event website.

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

Meeting Place: Friday 1 April 2016

Applicants for the Meeting Place must submit their proposal via the online application form available on the [event website](#) by **Friday 1 April 2016**.

The application should include:

- (1) choice of thematic priority, title of the workshop/debate and a description (maximum 250 words) – this is an essential element of the application and will enable the organisers to decide whether the proposal can be included the official programme; the title should be short but precise;
- (2) target audience;
- (3) a short description of how the networking session will be organised, including a proposal of the material provided for a stand (videos, photos, etc.);
- (4) name and contact details of the workshop organiser.

If recognisable persons should appear in a photograph, the partners shall submit a statement from the people in question giving their permission for the described use of their images. This does not apply 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.

The detailed description of the workshop and the list of speakers, including chairperson/moderator and their organisation must be submitted via the online application form by Monday 6 June 2016 for publication on the event website.

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

European Commission workshops: Friday 1 April 2016

Applicants, i.e. potential organisers within DG Regional Policy or in other European Commission directorates-general, must submit their proposals via the online application form available on the [event website](#) by **Friday 1 April 2016**.

The application should include:

- (1) choice of thematic priority and workshop title and a description (maximum 250 words) – this is an essential element of the application and will enable the organisers to decide whether the proposal can be included in the official programme; the title should be short and precise;
- (2) target audience
- (3) the name and contact details of the coordinator (workshop organiser);
- (4) 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 workshops' speakers. Speakers must represent at least two types of organisation, e.g. a European institution and a region/city.

The detailed description of the selected workshops and the list of speakers, including the chairperson/moderator and their organisation must be submitted to DG REGIO by **Monday 6 June 2016** for publication on the event website. Further instructions will be sent to the workshop organisers.

Please note: Workshops for which details have not been submitted by the deadline may be excluded from the programme.

EWRC University: Friday 1 April 2016

Proposals for 'University' sessions should include:

- (1) the choice of a thematic priority and workshop/debate title and a description (maximum 250 words) – this is an essential element of the application and will enable the organisers to decide whether the proposal can be included in the official programme; the title should be short but precise;
- (2) a brief outline of the profiles of the potential speakers (if possible)
- (3) the name and contact details of the coordinator (workshop organiser);

Proposals should be sent via the online application form available on the [event website](#) by **Friday 1 April 2016**.

The detailed description of the selected workshops and the list of speakers, including the chairperson/moderator and their organisation must be submitted to DG REGIO by Monday 6 June 2016 for publication on the event website.

Please note: workshops for which details have not been submitted by the deadline may be excluded from the programme.

Local events: Monday, 6 June 2016

Local events' organisers - other than regional partnerships - should submit proposals on a separate form (which will be available on the event website). 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 (workshop organiser);
- (3) one (or more) 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 details of their organisation.

Information must be submitted via an online form which will be available on the [event website](#) by **Monday 6 June 2016**.

2.9 Media programme

In cooperation with all event partners, the organisers will prepare the media programme for the European Week of Regions and Cities 2016 for representatives of regional media. The organisers may cover travel and accommodation costs for a number of journalists.

The media programme will include:

- press conferences, press panels, technical briefings and other events;
- production of press material, such as documents and audio-visual material;
- other media facilities.

2.10 Timeline 2016

- 1 April 2016** Deadline for applications from regional partnerships containing proposals for sessions in Brussels and local events
Deadline for applications for sessions at the Meeting Place from regions and cities, companies, financial institutions and European associations
Deadline for receiving applications by European Commission organisers and for the European Week of Regions and Cities University sessions
- 29 April 2016** Results of the selection procedure announced
- 20 May 2016** First event partners meeting: presentation of the draft programme
- 6 June 2016** Deadline for submitting final workshop descriptions and chairpersons' and speakers' details
Deadline for submission of descriptions and details for all local events
- 6 June (tbc):** Second event partners meeting, registration opens for individual participants
- 8 July 2016:** Online registration opens
- 23 September 2016** Deadline for submitting speakers' presentations and abstracts
Deadline for side events applications
- 10-13 October 2016** European Week of Regions and Cities 2016 in Brussels
- September-November 2016:** Local events "Europe in my region/city"

3. Conference secretariat, registration

3.1 The 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 April 2016.

3.2 Registration of participants

The online registration system is the only way to register for European Week of Regions and Cities 2016 events held in Brussels.

All event partners/workshop organisers will be trained in using the online registration system in June 2016, as they will be responsible for accepting or rejecting registration requests for their seminars. If event partners/workshop organisers wish to delegate the task of registering participants to the Conference secretariat, they must provide clear acceptance criteria. Local events organisers will be responsible for registering their participants themselves.

Speakers (and participants) will be asked if they wish to make their e-mail addresses available to participants for networking purposes. 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 EWRC participants. Lists of participants may not be given to third parties.

During the event, participants, speakers and press representatives can pick up a personalised badge (name, organisation) at the registration points. The badge must be visible throughout the event. The regional partners are responsible for generating participants' lists, organising registration checks, and monitoring the number of participants wishing to attend their sessions.

3.3 Communication and branding

The event's promotion and communication campaign will be run both online (event website, electronic newsletter, social media, etc.) and using traditional tools. The event language is English. However, local events will provide communication in the local language(s) in addition to English.

The event partners agree to adopt a common visual identity, including the event logo (according to branding guidelines).

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

A special communication package (posters, banners) is planned for regional partnerships.

3.4 Networking

The Meeting Place, located in the European Committee of the Regions as well as networking corners at the Borschette Conference Centre, provide for informal networking areas for participants, journalists and organisers during the event.

The Yammer social network has a European Week of Regions and Cities' discussion group (other groups can also be created), where partners and participants can get in touch, exchange ideas, arrange get-togethers at the EWRC, or continue networking after the event.

Twitter users are invited to use the hashtag **#EUWRC**. The European Commission will tweet about the event from the **@EU_Regional** account.

An online application for networking facilitation will be offered again.

3.5 Media relations

To attract media attention, the organisers will provide regular newsfeeds on the event through press releases, etc. All event partners are asked to promote their events and to coordinate their media-related activities together with the organisers, using communication tools such as the event website, to ensure consistency in the messages.

4. Contact details

Website: http://ec.europa.eu/regional_policy/regions-and-cities/2016/

Functional mailbox CoR: COR-ewrc@cor.europa.eu

Functional mailbox DG REGIO: REGIO-ewrc@ec.europa.eu

Conference secretariat as of April 2016 (the functional mailbox will be announced on the European Week of Regions and Cities website)

Contacts at the European Committee of the Regions

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Chantal Gennen	Local events programme and contact with regional partners Media relations	COR-ewrc@cor.europa.eu	+32(0)2 2822126
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Pierluigi Boda	Media and press	Pierluigi.boda@cor.europa.eu	+32(0)2 2822461
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Corinne Wenner	Social media	Corinne.wenner@ec.europa.eu	+32 (0)2 2994336