



**INFORM EU plenary meeting  
Ostrava, Czechia (14 – 16 November 2023)  
Data, Transparency and Communication**

Tuesday, 14 November

From 11.30 Registration

12.00 – 13.00 Networking lunch

**13.00 – 13.15 Opening**

Maja SCHUSSLER and Alexander FERSTL  
*European Commission, Directorate-General for Regional and Urban Policy*

**13.15 – 13.25 Welcome**

Stanislav SCHNEIDR  
*Director General of the Section for Coordination of European Funds, International Relations and Tourism, Ministry of Regional Development, Czechia*

Karolina KOTTOVA  
*Head of Unit for Communication, European Commission, Directorate-General for Regional and Urban Policy*

**13.30 – 15.30 Data, Transparency and Communication (Part I)**

**13.30 – 14.15 Keynote speech**

***How did we get here?***

***Contextualizing social developments with communications research***

Stefan GADRINGER  
*Senior Lecturer, Department of Communication Science, University of Salzburg, Austria*

**Perspectives**

***How do citizens in the regions see us? Results of Eurobarometer 2023***

Femke DE KEULENAER  
*Senior Research Director at European Public Affairs, Ipsos, Belgium*

***Facts matter, but not only – The 2024 European elections as a communication challenge***

Jens MESTER  
*Head of Unit Interinstitutional Relations, Corporate Contracts & Europe Direct Contact Centre; EC COMM 2024 European elections coordinator  
European Commission, Directorate-General for Communication*

- 14.15 – 15.15 **Panel discussion**  
With Stefan GADRINGER, Jens MESTER, Femke DE KEULENAER
- Family photo**
- 15.15– 15.45 Coffee-to-go
- 15.45 – 17.00 **Walking tour through the Dolní Vítkovice quarter** (optional)
- 17:15 Bus transfer from Dolní Vítkovice to hotels (Clarion, Mercure, Stodolní street and Quality)
- 18.30 Bus transfer from the hotels to the dinner venue
- 19.30 Dinner at [KASOWY cultural centre](#) in Mosty u Jablunkova – hosted by Czechia
- 22.00 First bus departure (50 minute drive back to Ostrava)
- 23.00 Second bus departure (50 minute drive back to Ostrava)
- 00.00 Third (and last) bus departure (50 minute drive back to Ostrava)

## Wednesday, 15 November

- 8.30 – 10.00 **Fund-specific meetings** (parallel)  
*Separate agendas*
- 10.00 – 10.30 Coffee break
- 10.30 – 11.15 **Communicating numbers: do's and don'ts**  
***Introduction to the Country mixers' exercise***  
Maarten LAMBRECHTS  
*Data journalist*
- 11.25 – 12.30 **Country mixers** (in small groups)  
*Participants will be expected to discuss and work together, there will be no group moderator (please see the [online instructions](#) for more detailed instructions and come prepared)*
- 12.30 – 13.30 Lunch
- 13.30 – 17.30 **Project visits**  
*For [more information](#) please check the dedicated section on the website. After the visits, buses will bring the participants back to the hotels*
- 18.30 Buses from the hotels will bring the participants to the dinner venue
- 19.00 Dinner at the [Brick House](#) – hosted by the European Commission  
Bus back to hotels at 21.30, 22.00, 22.30, 23.00 & 23.30

Thursday, 16 November

**8.15 – 9.30 Data, Transparency and Communication (Part II)**

**8.15 – 8.45 *Inspiring and Insightful – How to attractively communicate data***

Suzan FIACK

*Head of press & public relations, Federal Institute for Risk Assessment, Germany*

**8.45 – 9.15 *Practical results of transparent data communication – Reporting from country mixers***

Maarten LAMBRECHTS

*Data journalist*

**9.15 – 9.30 Network news & closing**

Karolina KOTTOVA, Maja SCHUSSLER and Alexander FERSTL

*European Commission, Directorate-General for Regional and Urban Policy*

Radek KOBZA and Michal KLUSÁK

*National coordination authority, Ministry of Regional Development, Czechia*

Nicola WILKENS-CASPAR and Maren LIPPKE-SPÖCKER

*Ministry for Federal and European Affairs and Regional Development, Lower Saxony, Germany*

9.30 – 10.00 Coffee break

**10.00 – 11.30 REGIOSTARS 2023 ceremony**

with Elisa FERREIRA, *EU Commissioner for Cohesion and Reforms*

The ceremony will be recorded and broadcasted.

11.45 – 13.00 Lunch

Airport transfers from the conference venue (all buses will be waiting 15 minutes prior to their departure time):

12.30 Bus transfer to Katowice airport (1h 30min)

13.15 Bus transfer to Ostrava airport (25 min)

**IMPORTANT: for other organised transfers please check the 'Useful information' section of the website. Preregistration is mandatory.**