

## Your voice in Brussels: Positioning your region or city to be influential in EU affairs

Barcelona, 27-28 April 2010



### Introduction

The EU political system is –almost by definition– permeable to influence. Institutions and their officials expect stakeholders, as well as those interested and affected by EU legislation, to be proactive and to provide them with inputs and information which will, no doubt, contribute towards their understanding of problems and issues. Among these stakeholders, regions and municipalities occupy quite a unique position. On the one hand, they are political-administrative bodies with specific legal obligations regarding the implementation of and compliance with European legislation. On the other, they often lack formal mechanisms for political dialogue and participation in the shaping of EU policies and programmes. This is why it is crucial for regions and cities to improve their influence and lobbying capacity towards the European institutions.

### Target groups

The seminar is addressed to officials (elected representatives and civil servants) from regional and local levels of the administration, as well as to members of local and regional associations and clusters, academics, lawyers, consultants and other public servants who are dealing with European policies and programmes. The contents of the seminar will be of particular interest to officials in regional and local offices in Brussels.

### Method

The seminar will have an eminently practical approach. The key factors for success in territorial EU lobbying will be illustrated with real cases, presented by relevant experts and practitioners. Participants will be provided with genuine case studies along the overall policy-making process; successful practices will be identified and their mechanisms explained. Participants will also engage in practical work through a workshop where they shall develop a lobbying action, as well as discuss it and submit to expert feedback.

### Objectives

At the end of the seminar, participants will gain knowledge on the following issues:

- the keys to generate an identity and a positioning for a region or city;
- how to develop a strategy to influence the European institutions;
- the institutional and decision-making environment relevant to territorial authorities;
- how to use to full advantage the local and regional networks and representation offices in Brussels

### Organised by

European Institute of Public Administration -  
European Centre for the Regions (EIPA-ECR), Barcelona

With the collaboration of



# Programme

Tuesday 27 April 2010

**09.00 Opening of the seminar: introduction to the programme, objectives and methodology**

*Javier Sánchez Cano*, Director, EIPA-ECR  
*Yannick Proto*, Representative of the Midi-Pyrénées region in Brussels

**09.30 Tour de table: participants' presentation**

**10.00 Introduction**

**Territorial positioning and the creation of an identity towards the European institutions**

*Javier Sánchez Cano*

**11.00 Coffee break**

*First session: issues in the local and regional EU agenda*

**11.30 Case 1: Regional lobbying against airport nuisances**

*Mathieu Simon*, EU Policy Adviser, at the Ile-de-France representation in Brussels

**12.30 Case 2: Cohesion policy (2007-2013), the urban dimension**

The lobbying of cities in order to strengthen the urban dimension in the implementation of structural funds.  
*Pascal Goergen*, Diplomatic Representative of the Brussels Capital Region to the EU

**13.30 Lunch**

**15.00 Recap and preparation of the workshop**

Participants will be asked to put forward and exchange their initial ideas on their own action plan for a EU lobbying action.  
*Javier Sánchez Cano / Yannick Proto*

*Second session: the instruments*

**16.00 Regional/local networks and their functions: the case of network of European regions using space technologies (NEREUS)**

*Yannick Proto*

**17.00 The offices in Brussels: A change in their approach, activities and priorities?**

*Alexander Heichlinger*, Expert, EIPA-ECR

**18.00 End of the first day**

Wednesday 28 April 2010

*Third session: European institutions and bodies*

**09.00 The institutional triangle: European Commission / European Parliament / Council of the European Union**

*Dr. Edward Best*, Professor; EIPA Head of Unit "European Decision-Making"

**11.00 Coffee break**

**11.30 Territorial advisory bodies: the Committee of the Regions**

*Aidan Stradling*, Regional Policy Development Consultant

**13.30 Lunch**

*Fourth session: workshop*

**15.00 Discussion and presentation, in groups, of the different objectives put forward by participants.** Instructions, guidance and feedback will be provided by expert team.

**17.30 Closing of the seminar**



# General Information

## Seminar venue

Fundació Pi i Sunyer  
Casa Golferichs  
Gran Via de les Corts Catalanes, 491  
08015 Barcelona

## Working language

The Seminar will be conducted in English.

## Fee

The participation fee is € 750 and includes participation, documentation, two lunches, coffee breaks and a certificate of attendance. Accommodation and travel costs are at the expenses of the participants or their administration. EIPA offers its members a reduction of 10% of the registration fee. This reduction is available to all civil servants working for one of EIPA's member countries (i.e. AT, BE, BG, CY, CZ, DK, EE, FI, FR, DE, GR, HU, IE, IT, LT, LU, MT, NL, PL, PT, ES, SE, UK) as well as civil servants working for an EU institution or agency. If you are eligible for a discount, please tick the box in the registration form. Please note that reductions cannot be accumulated. For more information, please visit EIPA's website: <http://seminars.eipa.eu/en/pages/display/&tid=102>.

Payment before the deadline is a condition for participation. For cancellations received after 14th April we will have to charge an administration fee of € 150 unless an alternative participant is nominated.

## Hotel reservations in Barcelona

The EIPA-ECR will be pleased to make reservations for you at one of these hotels, near the seminar venue, where special rates are applied for EIPA-ECR participants:

## Hotel NN Soho Barcelona \*\*\*

Gran Via Corts Catalanes, 543;  
Tel.: +34.93 5529610; [www.nnhotels.com](http://www.nnhotels.com)  
€ 95 Double room for single use,  
€ 105 Double room (breakfast included) + 7% VAT

## Hotel HCC Open \*\*\*

C/Diputació 100;  
Tel.: +34.93 2893500; [www.hcchotels.com](http://www.hcchotels.com)  
€ 85 Double room for single use,  
€ 95 Double room (breakfast included) + 7% VAT

Should you wish to make use of this possibility, please indicate the name of the hotel and the dates of arrival and departure on the registration form. Payment is to be made directly and personally to the hotel on checking out. Please note that if you register after the closing date, hotel reservations cannot be guaranteed.

## Information and Registration

Miriam Escolà, Programme Organiser  
European Institute of Public Administration –  
European Centre for the Regions (EIPA-ECR)  
C/ Girona, 20 / 08010 - Barcelona  
Tel.: + 34/ 93 567 24 08; Fax: +34/ 93 567 23 99  
E-mail: [m.escola@eipa.eu](mailto:m.escola@eipa.eu)  
You can also submit the online registration form which can be found on EIPA's web site: <http://seminars.eipa.eu>

## Confirmation

Deadline for registration: 14 April 2010. Confirmation will be forwarded to participants on receipt of the completed registration form.



# Registration Form

Your voice in Brussels: Positioning your region or city to be influential in EU affairs  
Barcelona, 27-28 April 2010

Surname: .....	Title: .....	M/F
First name: .....		
Current position: .....		
Organisation: .....		
Department: .....		
Work address: .....		
Postal code & town: .....	Country: .....	
Tel. no: .....	Fax no: .....	
E-mail address: .....		

## Invoices Data:

Name of the Institution or Organisation: .....	
Fiscal number: .....	
Department: .....	
Address: .....	
Postal code, city: .....	Country .....

## Registration Fee

The participation fee includes participation in the seminar, documentation,  
2 lunches, coffebreaks and beverages

Discount of 10% (Please check first the conditions at [www.eipa.eu](http://www.eipa.eu) (FAQ – special discounts)

**€ 750**  
discount

## Method of payment

Bank transfer

It is necessary to state the name of the participant and the reference "1061801"

ECR's account n° IBAN: ES27-0182-6035-43-0018000225, BIC: BBVAESMM at the BBVA,

Plaça Catalunya 5, 08002 Barcelona (ES)

**Credit card**

Mastercard

Visa Card

Card no.: ..... Expiry date: ..... / .....

## HOTEL RESERVATION

Please book this hotel for me: (see fares in "General information")  Hotel NN Soho Barcelona\*\*\*

Hotel HCC Open\*\*\*

Date of arrival: ..... Date of departure: ..... No. of nights: .....

No hotel reservation required.

Place:

Date:

To ensure the optimal organisation of the seminar, please return the completed registration form **by fax or e-mail before 14th April 2010 to:** Miriam Escolà, Programme Organiser, Tel.: +34/ 93 567 24 01; Fax: + 34/ 93 567 23 99; E-mail: [m.escola@eipa-ecr.com](mailto:m.escola@eipa-ecr.com), <http://www.eipa.eu/regions>. The registration will be confirmed by e-mail.



Your name and address will be part of EIPA's database for our mailing purpose only.  
Please tick  if you do not want to be included in our mailing database.