



Brussels, 12th and 13th of February 2014

Workshop Agenda: How to feed MED project results into EU policy-making?

AGENDA DAY 1 – FEBRUARY, 12TH

09.00–09.15	Registration
09.15-09.50	Introductory session <i>Moderation: Mercedes Acitores (MED-ENPI LO) and Magali Kirchgesser (JTS)</i>
09.50 – 11.45	PART 1: Understanding the ‘Brussels’ machinery <i>Moderation: Anna-Lisa Boni (PACA) and Mercedes Acitores (MED-ENPI LO)</i> Who is who? A first overview... <i>Presented by the team of the PACA Regional Representation Office</i> Who is who? Individual presentations by actors: <ul style="list-style-type: none">★ <i>European Commission: Gérald Santucci, Head of Unit in DG CONNECT</i>★ <i>European Parliament: Nicolas Hauw, Assistant of MEP</i>★ <i>Permanent Representation of France: Emmeline Allieux, Advisor on Cohesion Policy</i>★ <i>Committee of the Regions: Inês Roseta, Advisor in the EPP group</i>★ <i>CPMR: Nicolas Brookes, Director responsible for Regional Policy</i>★ <i>NECSTouR - Tourism network: Cristine Nunez, Coordinator</i> Questions and answers Concluding: What goes in our tool kit and stakeholders’ mapping?
11.45 – 12.15	Coffee break
12.15-13.30	Who is who? Regions and their representation in Brussels: What do they have in common, how do they differentiate? <i>Moderation: Nicolas Espitalier (JTS)</i> Round table discussion involving regional representation offices: <ul style="list-style-type: none">★ <i>Region of Catalonia, Mireia Solé i Llord</i>★ <i>Region of Valencia, Manuel González Evangelista</i>★ <i>Region of Istria, Dino Babic</i>★ <i>Region of Emilia Romagna, Aki Ishiwa</i>★ <i>Region of Provence-Alpes-Côte d’Azur, Anna-Lisa Boni</i> Questions and answers Concluding: What goes in our tool kit and stakeholders’ mapping?

13.30–15.00	Lunch
15.00-17.00	<p>PART 2: Concrete application of tactics and tools. How to address to specific audiences and/or multipliers?</p> <p><i>Moderation: Dorothee Fischer, INTERACT Valencia</i></p> <p>World café - two rounds of around 30-40 minutes:</p> <ul style="list-style-type: none"> ★ GROUP 1: The European Commission <i>with Colombe Warin, European Commission, DG Research and Innovation</i> ★ GROUP 2: The European Parliament <i>with Antoine Bargas, Assistant of MEP</i> ★ GROUP 3: Territorial and thematic multipliers and networks <i>with Dominique Bourges, FEDARENE (European Federation of Agencies and Regions for Energy and the Environment)</i> <p>Concluding: What goes in our tool kit and stakeholders' mapping?</p>
20.00	Joint dinner

DAY 2 – FEBRUARY, 13TH	
09.00– 10.30	<p>PART 3: How to start back home?</p> <p>Integrating lessons learnt into strategic communications planning</p> <p><i>Presentation and Moderation: Dorothee Fischer, INTERACT Valencia</i></p>
10.30-12.30	<p>Part 4: Jointly communicating on MED capitalization results</p> <p><i>Moderation: Magali Kirchgesser, JTS</i></p> <p>Joint activities among project clusters</p> <p>Joint final event of capitalization projects and expected role of the programme</p>
12.30	End of the workshop