



Brussels, 12th and 13th of February 2014

Workshop: **How to advocate project results for more political commitment?**

DAY 1 – FEBRUARY, 12TH

09.00 – 09.15	Registration
09.15 – 09.45	Introductory session
09.45 – 11.45	PART 1: Understanding the ‘Brussels’ machinery
09.45-10.00	Who is who? A first overview... <i>presented by the regional representation office of the PACA region</i>
10.00-11.35	Who is who? <i>Institutional actors, intermediary and private lobbying networks present themselves (e.g. EC, EP, CoR, CPMR, AER, ...)</i>
11.10-11.35	Questions and answers
11.35-11.45	Concluding: What goes in our tool kit and stakeholders’ mapping?
11.45 – 12.15	Coffee break
12.15-13.15	Who is who? (continuation): <i>Regions and their representation in Brussels: What do they have in common, how do they differentiate?</i>
12.15–13.00	Round table discussion involving regional representatives
13.00-13.20	Questions and answers
13.20-13.30	Concluding: What goes in our tool kit and stakeholders’ mapping?
13.30–14.30	Lunch
14.30-15.30	PART 2: Concrete application of tactics and tools <i>After having learnt about target groups and multipliers to possibly address, concrete examples and best ways of how to do so shall be analyzed together with the actors present. Examples: Position papers: for which purpose and for whom? How to take part in EC consultations and where to find up to date information? Which events for lobbying?</i>

15.45–17.00	PART 3: World café (permanent coffee served) Group work to integrate new knowledge into strategic communications planning
17.00-17.15	Concluding: What goes in our tool kit and stakeholders' mapping?
19.30	Joint dinner

DAY 2 – FEBRUARY, 13TH	
09.00 – 09.10	Wrap Up on day 1 and overview on day 2
09.10-10.15	Part 4: World café Group work on internal project communication/information flow
10.15-12.30	Part 5: Jointly communicating on MED capitalization results <ul style="list-style-type: none"> ★ Joint activities among project clusters ★ Joint final event of capitalization projects and expected role of the programme
12.30	End of the workshop

Partners are also warmly invited to participate to:

14.00 – 18.30 **‘Séminaire sur les outils innovants en soutien des politiques régionales de R&I dans la période 2014-2020. Note de cadrage et proposition de programme’**
organised by the regional representation office of the PACA region
(*see agenda*)

LANGUAGE

Due to the practicability (separation in working groups etc.) the workshop will be held in **ENGLISH LANGUAGE**. However, in case of translation problems, our staff is there to support you!

VENUE

The workshop will be organised in cooperation with the Brussels representation of the Region Provence-Alpes-Côte d'Azur. It will take place at:

Representation of the Region Provence-Alpes-Côte d'Azur – PACA

Rue de Trône 62

1050 Brussels

+32 27351870

representation.bruxelles@regionpaca.fr

PARTICIPATION

Due to practical reasons, the participation is limited to two project partners per project.

JOINT DINNER

We would propose to jointly have dinner in Brussels. Please indicate on your online registration form if you wish to participate. Please note that the MED Programme cannot take over costs directly, but they are certainly eligible. We will inform you about the restaurant after the registration deadline has passed.

REGISTRATION

Please register online (fill in one form per project) until 28 January 2014 by following [this link](#).

PREPARATION

In the next days we will provide you with a collection of links and some little 'homework' to prepare the workshop. We thank you in advance for supporting this approach!

QUESTIONS?

Please contact mkirchgesser@regionpaca.fr