



## Bringing Innovative Regions Together for Health

South Tyrol \* Lombardy \* Olomouc \* Opolskie \* Trencin \* Valencia \* Zlín

Partnership Newsletter

Issue N.1 - June 2009

### Open Days 2009

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### General program

More than 100 seminars, workshops and conferences, a series of networking events and bilateral meetings, auditions with the Institutions and talks among experts, all this is the OPEN DAYS 2009

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# A success that continues

Is it really so important to participate to the Open Days? Why to do that within the BIRTH partnership? The promoter of the partnership answers to our questions.

In the short lase of time of only six years, the OPEN DAYS event - the European Weeks of Regions and Cities - has become a reference appointment where regions and cities of all over Europe can provide tangible evidences of their capacities in contributing to economic development, social cohesion and efficient management of common financial resources.

Thus, the OPEN DAYS are the "showroom" of the most dynamic European Regions.

Conceived by the Committee of the Regions and the European Commission Directorate General for Regional Policy, the OPEN DAYS are co-managed by partnerships of regions.



**In the space of just six years the OPEN DAYS have become a key event at which EU cities and regions participates to exchange views and find solutions to their common problems**

BIRTH is one of them, composed by regions of five different EU Member States sharing a common vision about the strategic importance of providing efficient and high-quality health services to their citizens. This partnership was originally created for the edition 2008 of the OPEN DAYS, when it obtained a sound success in terms of participation to its events, promotion of its partners and their activities, dialogue with potential interested parties and institutions.

For the edition 2009 of the OPEN DAYS, new partners joined the hard-core of BIRTH partners, in order to continue and complete the reflexions about the possible regional contribution to better health services.

Last time we devoted our attention to hospitals and health practices within health-poles. This year we decided to focus our attention on the activities "outside" clinics and hospitals, by concentrating on issues such as prevention, education and information to the citizens. These are strategic fields where regional authorities have competences and capacities for assisting their communities and orient their behaviors towards secure and healthy habits.

The OPEN DAYS will offer to our decision makers the opportunity of exchanging their views with top European experts in the field, feeding their reflexions and putting the basis for possible cooperations and joint initiatives.

This is exactly the reason why we are here.

### Mattia Crosetto

Head of the Zlín and Olomouc Regions in Brussels

On behalf of BIRTH at Open Days 2009

# Regions become protagonists

*The Open Days Week provides to the European regions a unique opportunity to meet together and with the EU Institutions and experts*

## Introduction to the Open Days



The OPEN DAYS are designed to bring together political representatives, decision-makers, experts and practitioners of regional policy as well as stakeholders from the banking and business sectors, civil society entities, academia, EU institutions and the media to discuss the common challenges facing European regions and cities, and to discuss possible solutions.

The event also provides a platform for capacity-building for those involved in implementing EU cohesion policy and in managing EU funds, as well as facilitating cooperation and networking among regions and cities on best practice in regional development. Finally, it offers participants the opportunity to discuss the European cohesion policy of tomorrow in a wider context, involving views from third countries and international subjects.

Organisation of the "Week" began already in December 2008 with the presentation of the edition 2009 and its themes. Then, interested parties had to group in international partnerships and present a candidature within the deadline of March 2009. A selection made by the Committee of the Regions and the European Commission followed, which results have been announced at the beginning of April 2009.

From that moment on, admitted partnerships started working on their common program of events.

## Themes of the edition 2009



Under the OPEN DAYS 2009 general motto 'Global Challenges, European Responses', the event's program will be structured according to four themes:

### *A Restoring Growth: Innovation in Europe's regions and cities*

Globalisation has changed the world economic order, bringing new opportunities and new challenges. To compete, EU regions must become more inventive, react quicker and address global and environmental challenges by innovating more. Ideas and proposals are thus needed.

### *B Regions and climate change: EU's way*

The EU has set itself ambitious targets to fight climate change and promote renewable energy up to 2020 and beyond. Operational strategies - notably in the field of energy - are now needed even at Regional level.

### *C Territorial cooperation: Working together across borders*

Showing results and measuring the impact are key aspects in the cohesion policy cycle. They help defining a clearer framework in which proposals for cohesion policy after 2013 can develop.

### *D Achieving results, looking ahead: EU cohesion policy's evaluation and future prospects*

Key findings from the ex-post evaluations 2000-2006, lessons learned and perspectives for the future.

## General program



This year, the European Week of Regions and Cities will feature more than 100 seminars, workshops, debates, exhibitions and meetings with 7.000 participants, expected in Brussels alone, most of them qualified experts in regional and urban development from ministries, regional administrations, universities, companies and other relevant bodies.

In addition, another 300 local events in countries all over Europe will occur for the benefit of a wider public increasing the number of potential participants to more than 30.000 in 33 countries, including the 27 EU Member States and partner countries.

The whole program is resumed hereafter:

### **October 5 Monday, 15h00 - 17h00**

European Parliament, Hemicycle

#### **Opening session**

### **October 6 - October 8, 09h30 - 18h00**

Regional offices in Brussels, Committee of the Regions and European Commission

#### **Thematic seminars & workshops**

### **October 6 Tuesday, 20h00**

BOZAR Brussels

#### **Official concert & reception**

### **October 8 Thursday 14h00 - 15h30**

European Commission, Charlemagne

#### **Closing session**



## Profile of BIRTH and its members



Regione Lombardia



Following the selection made by the European Commission and the Committee of the Regions, a total of 214 regions and cities from 33 countries grouped in 24 partnerships have been admitted to take part in the most important European event devoted to Regional policies and local development: the European Week of Regions and Cities.

BIRTH is among them.

The partnership is composed of seven members, led by Autonomous Province of Bolzano/Bozen – South Tyrol, with the Lombardy Region (Italy) as Deputy team leader. The other partners are the Olomouc Region (Czech Republic), the Opolskie Region (Poland), the Trenčin Region (Slovak Republic), the Valencian Region (Spain) and the Zlín Region (Czech Republic).

Participating Regions are clearly varied in terms of population - ranging from the almost ten million people of Lombardy to less than half a million in South Tyrol - and economic conditions, but also matching because of the attention reserved to healthcare and services to citizens. For that reason, they joined and created the new edition of the BIRTH partnership.



## BIRTH program for the Brussels' events

*The basic program of the BIRTH's Week includes two thematic seminars on regional health issues:*

### October 6 Tuesday, 09h30 - 13h00

At the Common Representation Office of Tyrol-South Tyrol-Trentino

#### Seminar

#### Title: "Focusing on Citizens: Innovative Policies for Health"

The seminar devotes specific attention to successful prevention strategies, and notably to those realised at regional level outside hospitals and clinics. Speakers from Valencia Region, South Tyrol, Trenčin Region and Opole Region will talk about education and prevention programs and campaigns (such as nutrition, hygiene, etc.), rehabilitation and post-hospital care, applied innovation in the fields of advanced communication to target groups (Internet and young people, sport practitioners, etc.), telemedicine and e-Health; protection of the patients' data; organization of complementary services. A broad discussion session will allow participants to present their expectations in described fields of health care.

### October 6 Tuesday, 14h30 - 16h150

At the Common Representation Office of Tyrol-South Tyrol-Trentino

#### Networking workshop

#### Title: "Successful Stories in Applied Innovations for Health"

The workshop will allow experts and participants a proactive participation to the discovery of best practices and project proposals in the field of health innovation. Lombardy Region, Olomouc Region, Zlín Region, South Tyrol and Valencia Region will provide highly qualified technical presentations.

Several "thematic islands" in form of small stands will be organised in the conference room where participants will have the opportunity of attending short bilateral meetings exchanging their ideas on partnerships, joint initiatives and future cooperation.

A moderator will coordinate the session in order to collect project ideas and suggestions, summarising them for a possible follow up.

## A section in cooperation with EUREGHA

*BIRTH's activities are also enriched thanks to a special cooperation with EUREGHA, the European REGIONAL and local Health Authorities Network*

BIRTH and EUREGHA have defined a joint agenda for the 6 and 7 of October 2009 that includes a specific presentation from the private sector the BIRTH Regions of innovative technological applications in healthcare, a high-level meeting with EC Director General of DG Sanco, bilateral meetings and presentations at the Meeting Place of the Committee of the Region as well as a Round Table with representatives of the European Commission.

The parties are still defining all the details of this intensive program with the Committee of the Regions and the European Commission. As soon as the final calendar is ready, we will keep you informed about.

The resulting overall agenda of BIRTH for the OPEN DAYS 2009 provides to the regional experts a complete overview of the healthcare priorities, challenges, current policies and possible future developments in the sector at European level.



# BIRTH partnership 2009: members

The list of Regions composing the BIRTH team for Open Days 2009 includes:  
*South Tyrol, Provincia Autonoma di Bolzano / Alto Adige (IT - Partnership Coordinator), Lombardy Region (IT - Deputy Coordinator), Olomouc Region (CZ), Opolskie Region (PL), Trenčín Region (SK), Valencian Region (ES), Zlín Region (CZ)*

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## For the OPEN DAYS 2009, BIRTH is also partner of EUREGHA

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## Interested in knowing more about the European Week of Regions and Cities?



The OPEN DAYS event is co-organised by the Committee of the Regions (CoR) and the European Commission's Directorate-General for Regional Policy (DG REGIO).

The organisers are responsible for the design, structure and overall programme of the event, the coordination of its preparation and communication with all partners.

All information about the event are available on the official website of the event, at: [http://ec.europa.eu/regional\\_policy/conferences/od2009/index.cfm?nmenu=1&sub=200](http://ec.europa.eu/regional_policy/conferences/od2009/index.cfm?nmenu=1&sub=200)

For the full list of partners to the OPEN DAYS 2009, go to:

[http://ec.europa.eu/regional\\_policy/conferences/od2009/partnerslist.cfm?nmenu=4&sub=3&smenu=31](http://ec.europa.eu/regional_policy/conferences/od2009/partnerslist.cfm?nmenu=4&sub=3&smenu=31)

For the official program of the Week, see at:

[http://ec.europa.eu/regional\\_policy/conferences/od2009/programme.cfm?sub=1&nmenu=2](http://ec.europa.eu/regional_policy/conferences/od2009/programme.cfm?sub=1&nmenu=2)

For the Local events, consult:

[http://ec.europa.eu/regional\\_policy/conferences/od2009/local.cfm?nmenu=200&sub=2000](http://ec.europa.eu/regional_policy/conferences/od2009/local.cfm?nmenu=200&sub=2000)

For a detailed list of the contact persons involved in the organisation of the OPEN DAYS 2009 at the Committee of the Regions:

[http://ec.europa.eu/regional\\_policy/conferences/od2009/contact.cfm?nmenu=6](http://ec.europa.eu/regional_policy/conferences/od2009/contact.cfm?nmenu=6)

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Should you be interested in knowing more about BIRTH and its activities, please address your questions to:

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Information about BIRTH and its program at OPEN DAYS 2009 are also available on partners' websites.