

BIRTH

NEWSLETTER
JUNE 2008

OPEN DAYS 2008
BIRTH Bringing Innovative Regions Together for Health



European Week of Regions and Cities Brussels 6–9 October 2008

Editorial by Mattia Crosetto

Dear readers,

It is the fourth time I take part to the OPEN DAYS, the European Week of Regions and Cities. My fidelity to the event could be considered as an indicator of the importance of the event - meaning: if a Region decides to be present for four years, it has to be persuaded of its utility. However, we all know that sometimes people do the things just because they have to, not because they are convinced of. So, you could consider that the indicator is not objective.

Well, this is really not the case.

At the beginning, may be, the Regions of Europe were approaching the Open Days with the curiosity for an "institutional event" targeting the common regional policy. And Brussels is always rich of institutional events.

But, the OPEN DAYS are, and have been since the beginning, totally different.

Nowadays, the event is collecting Regions not only from the EU Member States, but third countries too.

Regions participate as they consider this event as a huge opportunity to highlight their role in local development, share their success stories and their ideas, highlight their commitment to delivering sustainable jobs and growth, as well as their willingness to work together to tackle climate change and other major challenges.

They are finally seeing the Open Days for what they are: a unique occasion for public officers, experts, businessmen and institutions to make contacts and establish partnerships of future joint initiatives and projects. Nowhere else a similar opportunity could be raised, as in five days, in an area of less than 2 km² in the center of Brussels, almost all the communities of Europe are represented with their decision-makers, delegations and European Representative Offices.

You know what?

If you really wish to understand what the OPEN DAYS are, you should simply come. You will find your Region at work for real and sound results.

*Mattia Crosetto, the director
Zlin Region Representative Office
Olomouc Region Representative Office*

read about...

BIRTH Conglomerate presents...

OPEN DAYS 2008	2
How BIRTH was born	3
Program of BIRTH	4

BIRTH conglomerate

Bringing Innovative Regions
Together for Health

OPEN DAYS 2008

Editors reserve the rights to abridge the articles, respectively for their stylistic and linguistic adjustment. The author accounts for objective accuracy. The material contained in this publication is provided for general information purposes only and does not contain a comprehensive analysis of each item described. • Publisher: Representative Office of the Zlin Region and Olomouc Region in Brussels • www.zlinregioninbrussels.eu • www.olomoucregioninbrussels.eu • Body of Editors: Mattia Crosetto, Petra Janošková • Graphic design: HAL9000 Limited ©2008

Organisers

Committee of the Regions

Directorate-General for Regional Policy



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

Committee of the Regions
Jan Bláha
101, rue Belliard
B-1040 Brussels
jan.blaha@cor.europa.eu

European Commission,
DG REGIO
Wolfgang Petzold
41, Avenue de Tervuren
B-1049 Brussels
wolfgang.petzold@ec.europa.eu

BIRTH conglomerate presents ...

OPEN DAYS 2008

217 Regions and Cities from 32 Countries will be participating to the most important event targeting the EU regional policies

OPEN DAYS 2008 European Week of Regions and Cities is the biggest annual gathering of EU and regional policy-makers, experts and representatives of banking, business and civil society groups operator in the regional policy sector. OPEN DAYS, organised by the Committee of the Regions (CoR) and the European Commission's Regional Policy Directorate General, is centred in Brussels from 6-9 October 2008 and also involves more than 200 linked events throughout October in the Member States. Partners from all EU Member States – except for Luxembourg – while the others come from Turkey, Croatia, Bosnia-Herzegovina, Iceland, Norway and Switzerland, will organise in October 2008 about 270 events, 230 of which all over Europe and 40 seminars in around 20 regional offices in Brussels.

The programme of these sessions is developed and hosted in roughly equal parts by the Brussels regional office conglomerates, DG REGIO and the CoR in cooperation with partners from the Investor's Café (representatives from banking & business, civil society groups and Commission Directorates-General).

The main institutional partners for the sixth OPEN DAYS will include the Presidency of the Council, the European Parliament, and various Directorate-Generals of the European Commission.

Participants

Participation in the OPEN DAYS seminars and events is free of charge. Interested participants have to introduce their request(s) for participation online once the final programme will be made available on this page.

The OPEN DAYS 2008 are open to national, regional and local politicians, members of the Committee of the Regions, the European Parliament and of the European Economic & Social Committee, officials of European, national, regional and local administrations and experts in the field of managing and evaluating Cohesion Policy programmes, business and banking sector managers and representatives of European and national business federations, public and private business and banking representatives, representatives of NGOs and civil society organisations, representatives of European and national association of local and regional authorities, journalists from European, national, regional and local media.

Speakers at the OPEN DAYS are selected by the organisers and partners presenting the broadest possible geographical and organisational range.

Programme of the event

The programme is composed of 120 sessions that will run for three days, starting on Tuesday 7th October in the morning and ending on Thursday, 9th October at lunchtime. All sessions are grouped under four thematic priorities: 1) Innovating regions: Promoting research, technological development and innovation, 2) Sustainable development: Regional responses to climate change, 3) Cooperation and networking: Exchange of best practice in regional development, 4) Looking forward: A European cohesion policy for tomorrow.

Partners

Conglomerate of the Regions and Cities

Regions and cities are the core of the OPEN DAYS event and therefore their Brussels representative offices are the main partners in the event. In 2008 we will have 22 conglomerates representing 217 regions and cities.

European institutions

On the basis of successful cooperation during previous events with the European

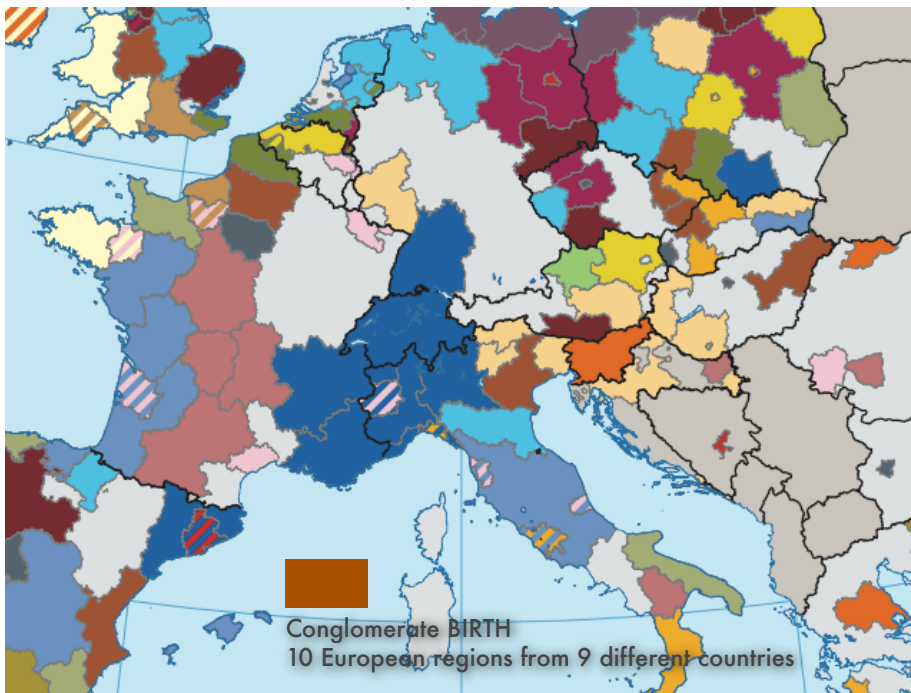


Parliament. The Commission Directorate-General for Communication will actively support regional and local events through its Representations in the Member States and information networks. As in previous years, other Commission Directorate-Generals are invited to take part in the programme as well.

Financial institutions, business and civil society partners

Financial institutions, business and civil society partners are invited to propose sessions as part of the OPEN DAYS programme and to participate in the Investors' Café exhibition where they can present their value added for regional decision makers.

THE OFFICIAL MEDIA PARTNER OF THE OPEN DAYS IS EURONEWS



HOW BIRTH WAS BORN

BIRTH - Bringing Innovative Regions Together for Health - is the name of the conglomerate (standing for partnership in the jargon of the OPEN DAYS) grouping 10 Regions from 9 different Member States of the EU: West Midlands (UK), the coordinator of the whole conglomerate, Brussels-Capital Region (B), Eszák-Alfold (HU), Olomouc (CZ), Opolskie (PL), Picardie (FR), Trenčín (SK), Valencian Region (ES), Veneto (IT) and Zlín (CZ).

They started working together on the preparation of their conglomerate already in December 2007, by exchanging ideas and proposals for the future editions of the OPEN DAYS.

First contacts involved the Olomouc and Zlín Regions together with Veneto, Valencian Region and West Midlands in Europe. The idea of focusing on healthcare and related services came directly from the day-by-day experience of the Regions. Healthcare represents a major item for all the regional administration in Europe: the organisation, coordination and management of healthcare services and infrastructures, notably in a society where elderly people are a major quota of the population, is a clear priority.

As the Open Days also serve to develop joint projects, the first group of Regions started contacting their partners in Brussels. So, Zlín contacted Trenčín, Olomouc met Opole, Picardie was invited by Trenčín, West Midlands called Brussels-Capital Region and Eszák-Alfold joined Veneto.

Candidature and approval

All partners demonstrated their interest for the proposal of unifying the forces for studying the problems of healthcare at their

local level, in order to present some possible contributions for joint solutions.

In January, partners began preparing the candidature. Data and information had to be collected, the action program of the conglomerate had to be written down and approved.

It can seem easy, but when there are 10 different realities to be represented, things need to be carefully studied and solved. The candidature was finalised in February 2008 and submitted to the Committee of the Regions in time with the deadline of the 5th of March 2008.

The CoR and the European Commission evaluated all the candidatures regularly arrived and evaluated them on the basis of geographical and technical criteria. BIRTH was positively judged together with other 21 conglomerates and included in the list of the participants to the OPEN DAYS published in April 2008.

From that moment on, partners of BIRTH have started working on the logistic organisation of their working plan.

And the time is never enough!

BIRTH Conglomerate

Coordinator: West Midlands (UK)

Brussels-Capital Region (BE)
Eszák-Alfold (HU)
Olomouc Region (CZ)
Opolskie (PL)
Picardie (FR)
Trenčín Region (SK)
Valencian Region (ES)
Veneto (IT)
Zlín Region (CZ)

BIRTH in Brussels

Contacts

1. West Midlands in Europe
Avenue d'Auderghem 22-28
1040 Brussels
richard.tuffs@westmidlandsineurope.org
www.westmidlandsineurope.org

2. Representation of Brussels-Capital Region to the EU
Rue de la loi 61-63
1040 Brussels
gderoep@mbhg.irisnet.be
www.bruxelles.irisnet.be

3. Representation of Eszák-Alfold Region in Brussels
Square Vergote 5
1200 Brussels
zoltan.balogh@eszakalfold.hu

4. Olomouc Region in Brussels
Rose House
46 Boulevard de la Cambre
1000 Brussels
microsetto@olomoucregioninbrussels.eu
pjanoskova@olomoucregioninbrussels.eu
www.olomoucregioninbrussels.eu

5. Opolskie
Information Office of Opolskie Region
Av. de Tervuren 13B
opolskie@skynet.be

6. Picardie
Délégation auprès de l'UE
Avenue de la Joyeuse Entrée 1-5
1040 Brussels
rnivelle@cr-picardie.fr

7. Trenčín Region
House of Slovak Regions
89, avenue de Cortenbergh
1000 Brussels
[trenčin@skregions.eu](mailto:trencin@skregions.eu)

8. Valencian Region
Rue de la Loi 227 / 227 Wetstraat
B-1040 Bruxelles / Brussel
mortiz@delcomval.be

9. Veneto Region
67, Avenue de Tervueren
1040 - Brussels
francesco.confini@regione.veneto.it
www.regione.veneto.it/bruxelles

10. Zlín Region in Brussels
Rose House
46 Boulevard de la Cambre
1000 Brussels
microsetto@zlinregioninbrussels.eu
pjanoskova@zlinregioninbrussels.eu
www.zlinregioninbrussels.eu

BIRTH

The program of initiatives prepared by the partners of BIRTH is mainly focused on two joint thematic seminars and a complementary one coordinated by EUREGHA, the European Regional Local Health Authorities network. Above the seminars, partners have also in agenda two complementary events. On Tuesday 07 Octobre, all regional delegations are invited by the Olomouc and Zlin Regions for the traditional party at the Rose House. On Wednesday 08 October 2008, the Veneto Region offers a reception within its premises. These events represent important opportunities for participants to meet, discuss and exchange their contacts for future cooperation.

Seminar 1

08.10.2008
09h00-12h30

West Midlands in Europe
Avenue d'Auderghem 22-28
Oudergemsesteenweg 22-28
1040 Brussels

Title

Maximising health gain:
new financial models and
use of Structural Funds

Aims

To identify the formulas
ensuring economic
efficiency and quality

Seminar 2

08.10.2008
14h30-16h15

West Midlands in Europe
Avenue d'Auderghem 22-28
Oudergemsesteenweg 22-28
1040 Brussels

Title

Regional innovation for a
healthier Europe: review
of project proposals

Aims

To present innovative
projects from the Regions
for possible transfer to EU

Seminar 3

08.10.2008
16h45-18h15

Veneto Region in Brussels
Avenue de Tervuren 67
Tervurenlaan 67
1040 - Brussels

Title

Re-engineering the
hospitals

Aims

To examine advanced
solutions in managing the
hospitals of the future

OPEN DAYS GO LOCAL



This year the OPEN DAYS will see 235 local events take place in 32 countries as part of the 'Europe in my Region/City' initiative, in the framework of the OPEN DAYS 2008

European Week of Regions and Cities.

Most of the events are organised by the local and regional authorities of the partner regions/cities involved in the OPEN DAYS.

The countries hosting the most events are: United Kingdom (23); Italy (22); France (22); Spain (21); Poland (17); Netherlands (13); Germany (10); Finland (10); Sweden (10); Czech Republic (8).

Several non-EU Member States are also backing the project: Bosnia-Herzegovina (1); Croatia (2); Greenland (1); Iceland (3); Norway (5); Switzerland (1); Turkey (1).

The events include youth debating competitions, sports and cultural activities, media briefings, scientific meetings, a general assembly, a European roadshow, a one-off edition of a newspaper focused on European issues, and an award ceremony.

The aim is to attract a wide range of participants and not just policy-makers and experts. NGOs, the media and members of the public who want to know a bit more about what is happening in the EU, why it matters and how it affects their local community, are welcome to attend many of the events.

The European Commission and its 27 national representations in each of the

Member States, together with the 482 offices of the Europe Direct network, are active in the organisation of the local events.

They can help provide support in logistics, documentation and promotion but also in finding speakers, experts and EU representatives.

As a focus of the decentralised communication campaign, the varied local events aim to better inform the media and the public about the added value provided by the EU and its mission to bring Europe closer to its citizens.

BIRTH IS ALSO LOCAL

Partners of the BIRTH conglomerate have also defined a program of events within their home Regions.

Proposed initiatives include lectures in the universities and public seminars, press conferences and exhibitions, round tables and workshops.

Issues treated are always related to the OPEN DAYS main events, but are also approached within a specific "local" perspective. The aim is to transfer part of the inputs raised in Brussels directly in the Regions and viceversa.

The organisation of the local events is still under the responsibility of the Regional Representative Offices in Brussels, that operate with their local counterparts.

Full information about the local events can be obtained directly from the official website of the OPEN DAYS at www.opendays.europa.eu.



BIRTH stand

CoR - Investors Café, Health village
Rue Belliard 99-101, 1040 - Brussels
The BIRTH stand will group all the
Regions of the conglomerate.

The OPEN DAYS will be part of the official program of the French EU Presidency, from July to December 2008. Indeed, the French Prime Minister, M. François FILLON, has invited the CoR to be an official partner at the Presidency's "Forum on Territorial Cohesion and the Future of Cohesion" in Paris on 30-31 October. M. FILLON has also confirmed his attendance during the week from the 6th to the 9th of October 2008.