

## NEWSLETTER

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Editorial - By Mr. Mattia Crosetto

### *Dear Readers,*

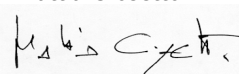
The year 2007 starts on full jet and all the annual events with European impact have just begun to be organised again. Apart from Open Days, the biggest event for regions, the organisation of Open Doors known as **Journées Portes Ouvertes** has already started. The members of Representative Office of Zlín Regions in Brussels participated on the first meeting related this event, which took place in Committee of Regions.

The event Journées Portes Ouvertes falls within the Schumann's day, which takes place every year at the beginning of May. As you can see from the name of the event, on these days the European institutions open their premises to the broad public as well as for visitors from abroad to let them have the opportunity to see the Brussels from the different point of view.

The third edition will be accompanied by the special 50 Year of Schumann declaration. Regions will be presented in the Committee of Regions on Saturday, May 9th, in form of informational and promotional materials, as well as e.g., folklore dance groups. For the youngest there will be prepared the traditional „Tour des Régions”, in which kids will be supposed to run around all stands with the passport from the Committee of Regions and receive as much seals as possible.

The capacity of participation is limited on 45 regions. The Zlín Regions is already registered in Committee of Regions and together with the rest of the Czech regions considers the joint presentation of „the Czech village”. No matter how the regions decide, that decision does not influence the fact, that Zlín Region is already a part of Portes Ouvertes.

Mattia Crosetto



Zlín Region in Brussels



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### ERRIN European Regions Research and Innovation Network

The European Regions Research and Innovation Network (ERRIN) was established in 2001 as a Brussels based platform offering a unique opportunity for Brussels representations involved in Research and Innovation to engage with the evolving European Research Area. Zlín Region was one of its member of its very beginning. Last year, the organisation ceased its status within the project funded by European Commission and in order to keep its reached image and results, ERRIN decided to continue its work in the form of non-profit organisation. Currently, the Zlín Region considers its membership's re-integration.

#### OBJECTIVES OF ERRIN:

Delivering services to the key stakeholders will involve focus on the following key aims:

- To serve as a communications hub, providing detailed information on European policy, best practice, and regional profiles in the spheres of research and innovation.
- To give Regions a voice in the development of European Research and Innovation policy
- To provide a first contact point for the European Institutions as they seek to develop a more comprehensive dialogue with Europe's regions.

To achieve these aims ERRIN has developed an **action plan containing five strategic objectives**. These objectives are designed to promote RTD-related trans-national cooperation in Europe that is initiated and implemented by regions and their regional offices.

#### Objective 1: Knowledge sharing at the EU level

ERRIN aims to become a focal point for regions to co-ordinate and jointly develop their approach to research and innovation work in Brussels. There is a need for an established mechanism for regions to talk to each other and to the EU Institutions and Organisations. ERRIN has already initiated this mechanism through a series of very successful briefings and seminars. To date, the regions have tended to work in isolation. Through joint meetings and newsletters, ERRIN will allow them to avoid duplication of work and coordinate their information at the EU level. In addition, ERRIN will promote a rapid and regular dialogue with the EU institutions and other networks. Regions can also give input into EU policy making through a collective voice.

#### Objective 2: Inter-regional exchange

Regions need cost effective tools to work quickly and in depth with other regions. ERRIN structures will help them understand the issues, opportunities and structures of partner regions. New communications tools, including an interactive website will facilitate the exchange of best practice and experience, as well as contacts and project opportunities. The new ERRIN website will also include Regional research and innovation profiles, and a calendar of Brussels-based regional visits and meetings. ERRIN will place the focus of work on using the location of regional representations in Brussels. Regular Project and Networking forums will allow regions to highlight their current research and innovation projects. Regular, up-to-the-minute briefings and detailed long-term planning will be used to manage the tide of information.

#### Objective 3: Practitioner development

The project will work to put regional practitioners in contact with each other and will help in project development, providing European political expertise and developing regional knowledge among the regions. Regional practitioners will be connected through the ERRIN partner search facilities. This will allow long-term planning in project development and a low-cost development tool for practitioners. In addition, academics, policy makers and businesses will be given the opportunity to come together in Brussels with the support of the Regional Representations and the ERRIN Secretariat.

#### Objective 4: Policy and thematic development

ERRIN will act as a hub for regions to develop joint initiatives, projects and programmes. These can range from lobbying, to development of FP applications, and to general sharing of best practice. Regions with detailed areas of interest can use ERRIN as a "test lab" to develop pilot projects and working groups on specific issues. Brussels allows these working groups to be in-depth, flexible and quick moving, yet genuinely cross regional. Examples have already ranged from Medical Technologies to Transport, and to working with SMEs.

#### Objective 5: Working with other networks

There is a significant range of other networks and organisations working in Research and Innovation matters at the European level. The project will start to establish effective links and develop close working relationships with these organisations. ERRIN will seek to complement rather than duplicate the work of other networks. With this in mind, the Network will work to develop strong partnerships and working relations with other networks such as IGLO, IRE, IRC, EIC, BIC, NCPs alongside specific thematic networks.

For further information, please visit: <http://www.errin-brussels.org>



## MEDIA 2007: €755 million boost for Europe's film industry



Launched on February, 11<sup>th</sup> in Berlin, the EU's new MEDIA 2007 programme will provide a €755 million boost to Europe's film industry over the next seven years. Almost 65% of the total budget will help broader circulation of European works to other countries in Europe and worldwide. MEDIA 2007 provides easier access to finance – in particular for SMEs – and increases the use of digital technologies, making Europe's audiovisual sector more competitive.

"Digital technologies are substantially changing the way the film industry works. Embracing digitisation by training our professionals, modernising our cinemas and developing new distribution channels are keys to success," said Viviane Reding, EU Commissioner for the Information Society and Media. "MEDIA 2007 provides the right tools to help Europe's film industry in this direction."

The €755 Million funding from MEDIA 2007 is focused on the phases before and after film production, with a budget spread across five action lines:

- **Training** (scriptwriting techniques; economic, financial management; digital technologies) (7%);
- **Development** (single projects, catalogues, new talent, co-productions, other financing) (20%);
- **Distribution** (distributors, sales agents, broadcasters, cinema exhibitors, digitising works) (55%);
- **Promotion** (market access, festivals, common events, heritage) (9%);
- **Horizontal actions** (to make it easier for SMEs to access funding, and to encourage the presence of European films on digital platforms) (5%), and Pilot projects (embracing new technologies, such as digital technologies for film development, production and distribution) (4%).

By making the distribution of European works a clear priority in the new programme, MEDIA is seeking to improve the market share of European films shown in Member States other than the one in which they were produced.

The programme will also significantly raise the visibility of our diverse cultures on the world stage and help to increase the competitiveness of our audiovisual industry. Such financial support for the film industry has had a strong knock-on effect in terms of investment in the sector. During the programmes preceding MEDIA 2007 (that is MEDIA Plus and Training) each €1 of Community funding generated about €6 in private investment from industry.

A total of 17 MEDIA supported films are being shown at this year's 57th Berlin International Film Festival.

### Background on the MEDIA programme

MEDIA, the European Union's audiovisual support programme, has been developing and strengthening Europe's film industry for 16 years. On 1 January 2007, Rumania became the 31<sup>st</sup> member of the MEDIA programme (EU27 + Iceland, Liechtenstein, Norway and soon Switzerland). Through MEDIA I, II, Plus and Training the previous programmes have supported the development and distribution of thousands of films; as well as training activities, festivals and promotion projects throughout the continent. Under MEDIA Plus and MEDIA Training (2001-2006) alone, more than half a billion euros were injected into 8000 projects.

Every year 300 new European film projects are funded by the European Commission, and half of the European films watched in cinemas are shown with the support of the Commission.



For further information, please consult the following web addresses:  
[http://ec.europa.eu/information\\_society/media/index\\_en.htm](http://ec.europa.eu/information_society/media/index_en.htm)

## Trans-European Transport Networks: extension to the neighbouring countries

An important objective for the external policy of the European Union is to facilitate the spread of the Union's policies, such as the internal market principles and rules, to the neighbouring countries. In the transport sector, the aim is to ensure that legislation, standards and technical specifications of our main trade partners are compatible with those of the EU and thus contribute to the achievement of the Lisbon agenda by encouraging trade and sustainable growth as well as social cohesion.

3 documents are available on **DG Energy and Transport website**:

- Communication from the Commission to the Council and the European Parliament
- Summary of the Impact Assessment
- Impact Assessment

The Communication outlines the first steps of a comprehensive policy for closer integration of the EU transport system with the neighbouring countries. The policy focuses on the main infrastructure used by international transport and on the relevant legislation affecting the use of these routes by all transport modes; over time this approach may lead to the development of common rules and regulations for the transport sector as a whole and thus create an effective transport market involving the EU and its neighbours.



## 7th FP : Tomorrow's answer starts today

***Special section on Innovation: second sheet devoted to the opportunities offered by the new EU programme for research and technological development.***

The Seventh Framework Programme is made up of four specific programmes plus a fifth specific programme on nuclear research. Cooperation (Collaborative research) is the programme that finances international cooperation projects across the European Union and beyond in 10 thematic areas, corresponding to major fields in science and research. Research will be supported and strengthened to address European social, economic, environmental, public health and industrial challenges, serve the public good and support developing countries.

In this special section, we describe the main aims and content of the four specific programmes of the 7FP. The first sheet has been published in the edition n.01 of January 2007.

### **NANOSCIENCES, NANOTECHNOLOGIES, MATERIALS AND NEW PRODUCTION TECHNOLOGIES (Budget: €3.5 billion)**

The activity of Nanotechnologies, Materials and Production Technologies has a strong socio-economic relevance. Nanotechnologies enable novel solutions and could result in improved performance in the entire production sector as well as in the health/medicine/agriculture domains.

#### ➤ **What's the benefit for citizens:**

The design of new production processes could signal a reduction of pollutant emissions and a more rational use of natural resources. At the same time product innovation, with safer and more reliable consumer products, and cleaner vehicles, combined with innovation in the construction industry aim to meet people's needs and improve their quality of life, by lowering risks and bettering health and welfare. Promotion of more sustainable consumption patterns leads to improvements in health, personal awareness and behavioural change of citizens. The introduction of nanotechnology results also present a new spectrum of risks and issues of an ethical nature, which are being tackled. Ethical issues refer to human integrity and dignity (e.g. "chips" to monitor or control behaviour of humans), risks linked to health and environmental hazards.

#### ➤ **What's the benefit for researchers:**

**Nanosciences and Nanotechnologies:** The objective is to create materials and systems with predefined properties and behaviour, based on increased knowledge and experience at the nano scale. This will lead to a new generation of products and services across a range of applications, while minimising any potential adverse environmental and health impacts.

**Materials:** Research will focus on developing new multifunctional surfaces and materials with tailored properties and predictable performance for new products and processes as well as for their repair.

**New production:** The basis for innovation in this area will be new knowledge and its application towards sustainable production and consumption patterns. This entails the appropriate conditions for continuous innovation (in industrial activities and production systems, including design, construction, devices, and services) and for developing generic production "assets" (technologies, organisation and production facilities as well as human resources) while also meeting safety and environmental requirements.

**Integration of technologies for industrial applications:** The integration of knowledge and technologies of the three areas of research above is essential in order to speed up the transformation of the European industry and economy, while adopting a safe, socially responsible and sustainable approach. The research will focus on new applications and novel solutions responding to major challenges as well as to the RTD needs identified by different European Technology Platforms mentioned above.

#### ➤ **What's the benefit for industry and SMEs:**

Increased industrial competitiveness and high quality products would protect European jobs and therefore promote social and economic cohesion. Emerging Technological Platforms will also emphasize social aspects through their pan-European strategies. The overall aim will be to maximise added value for Europe. New regulations and standards have always been a byproduct of industrial technology progress and these "platforms" will now certainly modernise and consolidate them in several areas of human activity.



[www.ec.europa.eu/research](http://www.ec.europa.eu/research)



### REACH Helpdesks: Help not hindrance

The Commission and the 27 Member States launched on 15.02.2007 in Berlin a REACH Help-Net. REACH helpdesks are essential in advising companies, especially SMEs. The REACH Help-Net is established to deliver consistent and timely support to the authorities operating national helpdesks so that their business services are harmonised across Europe.

REACH Help-Net is a voluntary network of the European REACH Helpdesks operated by the Member States and the REACH helpdesk of the European Chemicals Agency (ECHA). The network functions under the premise of mutual support and responsibility towards one another and is established on the basis of the recommendations of the REACH Helpdesk project (SHERPER) that brought together helpdesk experts from all over the EU. The REACH Help-Net will benefit the 27 national helpdesks by providing an IT platform and access to the know-how of all its members. Facilitated by the IT tool the helpdesk officers will be better able to provide state-of-the-art, consistent, and harmonized advice in timely fashion. Reliable and coordinated helpdesk support will fend for equal assistance of companies across Europe. The special attention to SMEs and channel for identifying and resolving implementation issue identified in the Help-Net will build credibility and trust to the EU REACH helpdesk operations.

### European Commission gives new boost to trade of goods within the EU

The European Commission proposed a broad package of measures to assure a smoother functioning of the internal market for goods. This will make it easier for companies, particularly for small and medium-sized enterprises, to market products in the European Union while assuring a high level of safety and quality. For industrial goods which are already subject of EU-legislation it is suggested to establish a system of market surveillance which is built upon the existing system for consumer products. Furthermore cooperation between national accreditation bodies should be re-enforced and new rules to enhance confidence and trust in the CE mark are proposed.

A common legal framework, build on simple common definitions and procedures for the marketing of industrial products, will serve as a toolbox for future sectoral legislation. These measures will have an impact on 22 industrial sectors, representing a market volume of around 1500 billion euros a year. Improvements are proposed for the trade with goods which do not fall under EU-legislation which accounts for around a quarter of EU intra manufacturing trade. At present many companies are discouraged from venturing outside their domestic market because they have to prove that their products fulfil the requirements of technical rules in other Member States. It is now suggested that public authorities will have to justify to companies, why a product which was lawfully marketed in another Member State, cannot be sold on their national market. In addition, it is proposed to create local product points which will provide information to businesses about additional requirements outside their home market.

### Protecting consumers and opening markets




New EU package is to crack down on the sale of potentially dangerous products and make it easier for companies to sell goods throughout Europe.

The CE mark reassures consumers that the products they are buying are safe, but the system is undermined by the differences in the standardisation process between countries. To be certified as safe, products are vetted by special private companies which have been given the status of „notified body“ by the country in which they are based. The EU is setting out new laws to ensure all countries are selling products to the same safety standards. These will also address new challenges, such as the ever-increasing flow of imports from countries outside the EU, and internet sales. To make things easier for industry, if a product meets safety standards in one EU country, it could be sold in any other. Any country refusing to allow a product to be sold would have to justify its decision. This would remove the pressure on companies to conform to a range of different national standards, something which has so far discouraged them from selling outside their own nation's borders.

## Calls' Agenda

Audiovisual and Media	Deadline	Link
Information notice for applications concerning the appointment of operators charged with providing the universal electronic communications service	To be defined	<a href="http://eur-lex.europa.eu/LexUriServ/site/cs/oj/2007/c_009/c_00920070113cs00080008.pdf">http://eur-lex.europa.eu/LexUriServ/site/cs/oj/2007/c_009/c_00920070113cs00080008.pdf</a>
<b>Media 2007</b> Development, distribution and promotion Call for proposals — EACEA No 16/06 Support for the development of production projects (MEDIA New Talent, single projects and slate funding)	16.04.2007	<a href="http://eur-lex.europa.eu/LexUriServ/site/cs/oj/2006/c_320/c_32020061228cs00240025.pdf">http://eur-lex.europa.eu/LexUriServ/site/cs/oj/2006/c_320/c_32020061228cs00240025.pdf</a>
Public Health	Deadline	Link
Programme of Community action in the field of public health (2003-2008)	21 May 2007	<a href="http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_034/c_03420070216en00110011.pdf">http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_034/c_03420070216en00110011.pdf</a>
Research	Deadline	Link
<b>7FP : Calls for proposals for the four Programmes</b>		
<b>Programme Cooperation</b> <b>Programme Ideas</b> <b>Programme People</b> <b>Programme Capacities</b>	Various	<a href="http://cordis.europa.eu/fp7/dc/index.cfm">http://cordis.europa.eu/fp7/dc/index.cfm</a>
Civic Society	Deadline	Link
Call for proposals on Violent Radicalisation	Various	<a href="http://ec.europa.eu/justice_home/funding/isec/funding_isec_en.htm">http://ec.europa.eu/justice_home/funding/isec/funding_isec_en.htm</a>
Education and Culture	Deadline	Link
Action programme for the enhancement of quality in <b>higher education</b> and the promotion of intercultural understanding through co-operation with third countries for the implementation of Action 1, Action 2 and Action 3 in the academic year 2008/2009 and Action 4 in the year 2007 of Erasmus Mundus	Action 1: 30 April 2007 Action 4: 31 May 2007 Action 3 (1): 30 November 2007 Action 2: 28 February 2008	<a href="http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_041/c_04120070224en00180019.pdf">http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_041/c_04120070224en00180019.pdf</a>
New calls		

## Events of the Months

Conference	Symposium	Forum
15-16.03.07   Hanover	25.-27.03.07   Barcelona	15.-16.04.07   Barcelona
		
<p><b>European Commission conference on Mobile TV</b>  <i>Three highlights of conference: Mobile TV, Radio Frequency Identification, the ICT Prize</i></p>	<p><b>World Health Care Congress Europe 2007</b>  <i>Under the patronage of EC – international forum where over 500 health leaders share best practices and initiatives</i></p>	<p><b>Conference Research and Technology Space</b>  <i>Discover new services, share on their practices, challenges and issues</i></p>

## Job Vacancies

<b>European Mortgage Federation</b>	<p><b>Senior Adviser</b>                      European Covered Bond Council  <b>Deadline:</b> 30 March 2007  <b>Place:</b> Brussels  <b>Ref. no:</b> IG07WWW01</p>
<b>European Chemicals Agency</b>	<p><b>Temporary Agent – Senior Scientific Officer</b>  <b>Deadline:</b> 15 March 2007  <b>Place:</b> Helsinki, Finland  <b>Ref.:</b> ECHA/TA/SC/A/S  <b>Grade:</b> AD 9 to AD 11</p>

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## What's on in the Next Number

*In within the 7<sup>th</sup> Framework Programme you will find the information on energy...*



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