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## Editorial

*Mattia Crosetto*

Dear readers,

On February 29th, 2008, we participated at the Committee of the Regions to the launching meeting for the Investors' Café 2008, a component of the Open Days devoted to attracting foreign capitals in the European Regions.

This event seems to get more and more interesting for our Region especially for the opportunities it can provide in the perspective of the local development.

Actually, the Investors' Café will represent one third of the Open Days 2008, and it will be conceived as a networking platform for three groups of participants, Regions, Investors and private businesses.

The concept of the next edition includes an exhibition area for the Regions and the investors, with around 120 stands from all over Europe, a program of thematic seminars and workshops, a „café“ area where participants can meet informally just in front of a cup of Belgian coffee.

The Committee of the Regions will organize an exhibition area for private companies and a special section for Banks and financial institutions. The stands will be organised in thematic villages: Knowledge Society, Health, Research and Innovation, Energy, Environment and Transport.

Bilateral meetings will be possible, but on a different basis than in the past. Interested parties can register directly at the Investors' Café by putting their names on ad hoc lists and asking for meeting other participants.

The Zlín Region in Brussels is going to participate to the event, with a stand probably included in the thematic village focused on „health policies“. For this reason, we will cooperate with the Committee of Regions for the best possible organisation of the event.

Sincerely,

Mattia Crosetto  
The Head of Office  
Zlín Region in Brussels



*The "RegioStars" prize-giving ceremony took in Brussels, as part of the "Regions for Economic Change" conference.*

*The most innovative and economically effective projects were rewarded, completed using European funds awarded to regions in Europe. A jury, made up of professionals well-known in the area of regional development, analysed the submissions made by hundreds of candidates across the regions.*

### **Westmidlands, partner of the Zlin Region for the Open Days 2008, is among the winners of the Regio Star Awards**

On the 25th of February 2008, the Regions of Alsace, Øresund, Wales, the West Midlands, Yorkshire and the Humber took centre stage in Europe as winners of the first international RegioStars Awards for innovative regional projects.

Danuta Hübner, Commissioner for Regional Policy, and Mr Pasqual Maragall i Mira, former President of Catalonia and President of the European Jury, awarded the prizes for projects promoting sustainable development and knowledge-based regional economies. The final passage of the prestigious award took place during the two-day conference in Brussels entitled: 'Regions for Economic Change - Sharing excellence'.

All 268 EU regions were invited to submit projects co-funded by the European Regional Development Fund (ERDF) in the period 2000-2006.

In total, 71 eligible applications were submitted by 18 Member States, out of which 26 were short-listed by an independent Jury of European experts.

West Midlands has been awarded for the category "*Technology transfer from research institutes to small and medium enterprises (SMEs)*", with the project entitled:

#### **EnviroINNOVATE**

The project is based on a network of universities that helps the region's SMEs to develop technology, and to address environment-related issues. These can range from monitoring and reducing emissions, to developing biodegradable packaging. Businesses have access to experts at the region's universities.

In the same category, another project has been awarded:

#### **Award Winner: Centres for Industrial Collaboration, Yorkshire and the Humber, UK**

This network of Centres of Industrial Collaboration was established to help businesses harness the innovation and cutting-edge expertise in the universities of Yorkshire and Humber. It encourages industrial innovation, research and development in the region.

Three other projects have been awarded under the categories as follow:

*Energy efficiency and renewable energies*

#### **Award Winner: ENERGIVIE, Alsace, France**

This regional programme encourages the demand for equipment related to renewable energies. It involves upgrading the skills of professionals in the solar power, wood-energy and construction sectors, as well as experiments to support low energy consumption buildings. Studies on bio-fuels, bio-gas, and geothermal energy are also carried out.

*Category: Supporting clusters and business networks*

#### **Award Winner: Øresund Science Region, cross-border Øresund region, Sweden and Denmark**

The project is a cross-border partnership between Sweden and Denmark. Six innovative platforms bring together regional authorities, businesses and 14 universities from both sides of the border, working on food, logistics, environment, IT, health and design.

#### **Award Winner: OptIC Technium, Wales, UK**

Opto-electronics is an innovative combination of optical and electronic technology. Applications include fibre optic communications, DVD/CD optical storage, phone and computer displays, laser printers and digital cameras. Optic Technium is an incubation centre which offers access to a business centre and a technology centre for start-ups in opto-electronics.

More information on the themes, eligibility criteria and members of the Jury of the Regio Stars can be found on the following website: [http://ec.europa.eu/info/region/innovation/regiostars\\_en.htm](http://ec.europa.eu/info/region/innovation/regiostars_en.htm).

## Development Youth Prize 2008

### The EC launches the new edition of the contest

***The European Commission has launched the second edition of the Development Youth Prize, which has a special focus on environment and developing countries.***

Young people aged 16-18 from around Europe are invited to participate by submitting a design or piece of artwork which for them best highlights the impact of environmental change on developing countries. Their creative vision can help raise awareness among fellow pupils, teachers, families and others.

African countries face some of the biggest challenges in the developing world. The sub-Saharan area in particular faces huge challenges in the areas of climate change, water and energy and sustainable tourism that are highlighted as themes in this year's Development Youth Prize. Many developing countries worldwide are affected by global warming and fresh and clean water access is a major problem.

The national winners and the runners-up in each country will be invited together with their teachers for a two-day stay in Brussels. This visit will include a prize-giving ceremony where pupils will be awarded their prizes as national winners.

The overall prize will be a trip to Africa arranged for the winners and their teachers. As the EU is one of the key actors in supporting development cooperation with countries across the world, the main aim for winners travelling to Africa will be to see EU development assistance in action. They will visit development cooperation projects working in the education sector, including relevant initiatives from the EU Member States as well as the Commission. In this way, the pupils will be able to transmit messages about climate change to the projects in Africa.

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#### **Rules for the participation**

The EU Development Prize is open to schools from all over the 27 Member States of the Union.

Pupils must be aged between 16 and 18 (inclusive) at the time of the deadline.

- All entries must be associated with a school.
- There is a limit of one entry per pupil.
- The deadline is 31 March 2008.

All contributions must include two parts:

- a short message
- an artwork in the form of a poster or a multimedia presentation.

The focus for the competition is Africa - Sustainable Development.

There are three themes for entries: Climate Change, Water and Energy and Sustainable Tourism. Pupils can choose one or combine them.

School details and the message must be entered using the form on this link:

[http://www.dyp2007.org/ww/en/pub/dyp2007/join\\_us.htm](http://www.dyp2007.org/ww/en/pub/dyp2007/join_us.htm)

Entries can either be sent digitally using the same form, or sent by post to the European Schoolnet office in Brussels.

Please post entries at least 2-3 weeks before the deadline to be sure it will arrive in Brussels before the deadline. No exceptions can be made for entries that arrive late.

The message should accompany the artwork, e.g. a caption for a poster. It can be written in any of the 23 official EU languages. If the message is not in English, French or German, a translation into one of these languages must also be provided. The message must not be longer than 100 characters in either language version. The message must be submitted via the entry form on the website mentioned above. It can also be included in the artwork.

Entries can be in the form of a multimedia presentation or a poster.

**Multimedia presentation.** A multimedia presentation is a set of connected digital images that are linked and combined with text. Any kind of visual expression can be chosen such as photos, paintings, drawings etc.

**Poster.** A poster must be a combination of visual expression and a short and clear message. The visual part can be a drawing, painting, collage etc.

## FOCUS ON EU PROGRAMMS



### Special Section on Innovation

Within this section, you can find some examples of successful projects realized in the field of innovation. A good source of inspiration for new initiatives in the Region.

#### **CASE 9** **Sharing intelligence** **Cooperation among EU Regions**

*For the seven regions from the four corners of Europe participating in the Stratinc interregional cooperation project, the new strategic intelligence developed within enterprise clusters is essential to strengthening innovation capacities.*

*The interregional approach pursued in the Interreg framework has made it really possible to develop common tools in this field on a European scale.*

The effectiveness of an innovation system depends on the reactive capacity of the many actors involved. The job of the regional authorities is to ensure the fluidity of their relations by making them aware that there is more to innovation than science and technology alone: to be commercially successful, innovative management methods are also needed, achieved through networking and the grouped activities of businesses within clusters. By generating confidence and a spirit of initiative and cooperation, these latter are genuine networks of collective intelligence focusing on innovation.

It is with such aims in mind that the Stratinc consortium is drawing on the wealth of experience of its members to explore the ways and means of developing clusters focusing on 5 sectors: wood in Lorraine, agri-food in Murcia and Tenerife, new materials in Rhineland-North Westphalia, info and communication technologies in Central Macedonia and biotechnologies for health in Oslo.



*The cases presented in this special section, have been selected among those published by the EC in "Regions for Economic Change". The first sheet has been published in the edition of 31 of October 2007.*

In addition to the Regional Council of Lorraine (F), which is responsible for the project's general coordination, the other Stratinc partners are the Regional Development Agency of Murcia (ES), the Tenerife Union of the North (ES), the Centre for Innovation and Technology (ZENIT GmbH, Germany), the General Secretariat of the Region of Central Macedonia (Grece) and the Oslo Technopole (Sweden).

As a result of this interregional approach, the project should make it possible to acquire knowledge at European level of the needs of SMEs and clusters in these various sectors and regions, also taking into account differences in technological development and culture.

Subsequently, common strategic intelligence methods and tools will be developed and knowledge and good practices disseminated so as to facilitate access to them by Small and Medium Enterprises (SMEs) and research and development players, especially in the less favoured regions (Central Macedonia, Tenerife and Murcia, that all come under Objective 1 of the Structural Funds).

To this end, Stratinc has embarked on a wide range of activities: identifying the strategic information needs in different regions and resuming the results, regional sector-based workshops, a comparative study of existing IT tools, the creation of sector-based pilot platforms for the collection, analysis and sharing of strategic information and the production of a methodological guide book for implementing a system of strategic monitoring.

All of this should result in the development of a proactive approach designed to bring a real strengthening of the innovative capacities and competitiveness of companies, clusters and partner regions.

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#### **Details of the project**

**Project:** Strategic Intelligence & Innovative Clusters (Stratinc)

**Programme:** Interreg IIIC (West programming zone, duration 2003-2006)

**Total cost:** EUR 1.625.221

**EU contribution:** EUR 767 167.75

**Fund:** EU Regional Development Fund (ERDF)

#### **Contact**

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## SHORTS FROM BRUSSELS



*The partners of the Zlin Region in Brussels agreed on the name of the conglomerate for Open Days 2008:*

***BIRTH (Bringing Innovative Regions Together for Health)***

*The candidature is now ready for the submission to the Committee of the Regions*

On the occasion of the third and fourth meetings for the preparation of the candidature to the Open Days 2008 partners decided about a series of strategic issues.

First of all they established the final composition of the conglomerate by accepting two new partners from Poland (Lubuskie Region) and Hungary (Eszak-Alfold Region). The conglomerate is thus built up now of 11 members, listing above the Zlin Region also Westmidlands, Valencia, Veneto, Opole, Picardie, Trencin, Olomouc and the Region of Brussels Capital.

Secondly, partners agreed on the name of the conglomerate: BIRTH (Bringing Innovative Regions Together for Health), that is easy to remember and evocative of the aims that partners are trying to implement.

Finally, the program was also approved. It will thus include a workshop devoted to the problem of financing the health care infrastructures and services. A working-lunch will follow for the participating delegations.

The second workshop will focus on the main challenges of the future (innovation, transborder cooperation in healthcare, migration of patients and doctors, instruments for solving cases of bad management in health-care, etc.). On this occasion, the partners will present possible proposals for innovative projects to be realized in cooperation at the European levels. The best ideas will be further promoted also after the seminar.

Finally, a networking event with politicians and high-level officers from the European Institutions will close the program in the premises of the Veneto Region.

The candidature will be submitted to the Committee of the Regions for the deadline of the 5<sup>th</sup> of March 2008.

### **Meeting with the Head of the Czech Permanent Representation to the EU**

On the 22nd of February 2008, the Czech Regions in Brussels had a meeting with the new Representative of the Czech Republic to the European Union, Mrs Vicenova. The most important topic on the agenda was the organization of the Semester of Czech Presidency to the EU Council.

Mrs Vicenova and the Officers of the Czech Permanent Representation resumed the state of the art of the Czech Government in planning the Semester, including the coordination with the Slovenian and French Authorities.

The new Ambassador to the EU also explained that the cooperation with the Region is a crucial priority for the Government not only because the Semester of Presidency will be an occasion for the promotion of the Country in Europe, but also as it will provide to citizens and local communities an opportunity to express their visions and ideas about Europe.

During the meeting, participants examined also some operational aspects in the organisation of the Semester, with reference both to the Czech Republic and Brussels.

The meeting ended up with the common agreement for holding a new exchange of information for the next month of March..

### **EC Conference: Regions for Economic Change**

The Zlin Region in Brussels participated to the works of the Conference organized by the European Commission to facilitate the exchange of good practices for pursuing the implementation of the Lisbon strategy at regional level through cohesion instruments.

In particular, the event showcased examples of good practice and governance in European regional policy.

In nine workshops, experts debated strategies, experiences and projects around the process of cooperation and learning, in order to provide partners with practical examples of how they can cooperate and learn from one another as they start to implement the 2007-2013 programmes.

# Calls for proposals

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**Education**

Cooperation Programmes with the United States of America and Canada in the fields of higher education, training and youth (Atlantis)

Deadline: **02. 04. 2008 | 11. 04. 2008**

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:013:0051:0051:EN:PDF>

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**Education**

'Youth in the world': cooperation with countries other than the neighbouring countries of the European Union

Deadline: **15. 04. 2008**

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:038:0008:0009:EN:PDF>

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**Education**

Tempus IV — Reform of higher education through university international cooperation

Deadline: **28. 04. 2008**

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:031:0014:0015:EN:PDF>

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**Media 2007**

Development of interactive works on all platforms both online and off line

Deadline: **15. 04. 2007 / 15. 04. 2008**

[http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c\\_204/c\\_20420070901en00090009.pdf](http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_204/c_20420070901en00090009.pdf)

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**Media 2007**

Support for the transnational distribution of EU films and the networking of distributors - The 'selective' scheme

Deadline: **01. 04. 2008 / 01. 07. 2008**

[http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c\\_311/c\\_31120071221en00200020.pdf](http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_311/c_31120071221en00200020.pdf)

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**Culture Program**

Support for bodies and cultural actions, cooperation and networks

Deadline: **01. 04. 2008**

[http://eur-lex.europa.eu/LexUriServ/site/cs/oj/2007/c\\_184/c\\_18420070807cs00090010.pdf](http://eur-lex.europa.eu/LexUriServ/site/cs/oj/2007/c_184/c_18420070807cs00090010.pdf)

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**Health**

II Programme of Community action in the field of Health (2008-13)

Deadline: **23. 05. 2008**

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:056:0030:0030:EN:PDF>

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**Transport**

Call for proposals under the new Marco Polo II Program

Deadline: **07. 04. 2008**

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:031:0013:0013:EN:PDF>

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## CALENDAR

### MARCH

#### 04-05. 03. 2008

IV International Conference  
on the implementation of the  
EU Funds

Institute of Public  
Administration  
Milan, Italy

#### 05. 03. 2008

Deadline for the presentation  
of the candidatures for the  
Open Days 2008  
Committee of the Regions  
Brussels, Belgium

#### 17-19. 03. 2008

3rd International Annual  
Symposium on EU Funds 08  
European Academy for Taxes,  
Economics and Law  
Berlin, Germany

#### 31. 03. 2008

Deadline for the presentation  
of the candidatures for the  
Investors' Café  
Committee of the Regions  
Brussels, Belgium

## Vacancies in Europe

### European Maritime Safety Agency

#### • Environmental Protection

Project officer

Vacancy notice: EMSA/AD/2008/010

Grade: Temporary agent

Place of work: Lisbon, Portugal

Deadline: 25. 03. 2008

Info: <http://www.emsa.europa.eu/>

### European Aviation Safety Agency

#### • Environmental Protection Rulemaking Officer

Law Experts

Vacancy notice: EASA/AD/2008/003

Grade: Temporary agent

Place of work: Cologne, Germany

Deadline: 25 03. 2008

Info: [http://www.easa.europa.eu/home/g\\_recruitment\\_main.html](http://www.easa.europa.eu/home/g_recruitment_main.html)

### European Union Satellite Centre

#### • Head of Technical Division

Agent

Vacancy notice: EUSC/V04/2008

Grade: A4

Place of work: Torrejón de Ardoz (Madrid – Spain)

Deadline: 28. 03. 2008

Info: <http://www.eusc.europa.eu/>



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Form closed:  
29. 02. 2008

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