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Officially launched the call for proposal 2008 in the frame of the Europa Mundus Programme.

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## Editorial

*Mattia Crosetto*

Dear readers,

the integration process of the European Union and the efficient functioning of the EU Institutions need participation and feedback from the citizens. No common policies, no financial aids and no joint initiatives can be realised without the involvement and the approval of those who are the final beneficiaries.

All the subjects engaged in EU affairs have this point clear in mind and try whatever is in their possibility to „bridge the gap” between Europe and the communities in their Regions and Member States.

In that frame, the European Commission has created the Europe for Citizens programme. The initiative endorses and promotes successful efforts of active civic participation with concrete results. Now, the European Commission has selected 12 top projects that encourage action and debate on EU issues at the grass-roots level. Later this year, these projects will be awarded the "Golden Stars of active European citizenship" in a prize ceremony in Brussels, hosted by Commissioner Ján Figel'.

The selected projects give a nice picture of how the historical experiences of past generations can educate future ones to be tolerant and open.

For example, one of the awarded projects focused on the challenges of Europe at local level during the German presidency. It dealt with the impact of the EU and the German presidency on the Regional level, described the value of the EU for the citizens and the good cooperation that can be established between Brussels and the local Authorities in facing social problems such as the integration of people with disabilities, the climate change, the environmental protection and the access to employment opportunities.

These are good examples also for our action for the Zlín Region in Europe. We always look at succesfull projects to improve the quality of life also in our Region: this is what Europe is useful for.

Sincerely,

Mattia Crosetto  
The Head of Office  
Zlín Region in Brussels

## WHAT'S NEW IN BRUSSELS?



*The Regions of Europe are all engaged in attracting investors, partners, tourists and financial operators.*

*Is it possible to define successful strategies to reach the right targets at the right moment?*

*World experts will try to find the right answer ...*

### Open Days 2008: the Zlin Region invited to a special seminar devoted to strategic communication for attracting investors

"Brand personality" can be defined as a set of emotional attributes making a business, a product or a service unique. Brand identity contributes to create a core essence that remains central and timeless.

But, can countries and regions be involved in branding strategies, just like manufacturers' brands? Is it possible that places evoke status, values, profiles and emotions in the people's mind exactly as it occurs with fashion, cars or perfumes?

Surely it is. More, in present times, branding has become a founding component of the communication platform that involves a wide range of stakeholders, all essential for attracting investors, human resources and tourists at the local and regional level. And there are several successful examples in this field that clearly anticipate the trends of the future.

The Zlin Region in Brussels has been cooperating with HAL9000 Limited, the Committee of the Regions and EURADA (the EU Association of Development Agencies) to organize a seminar that will present a series of winning partnerships between territories and businesses.

### You cannot NOT communicate!

#### An international seminar at the Investors Café 2008

The seminar will focus on the strategic communication for attracting investors and to the importance that a professional communication has for contributing to local development. A series of successful models will be discussed with private companies, International Institutions and development agencies.

The list of these models includes: Eindhoven-Philips, Zlin-Bata, Bilbao-Guggenheim, MontePaschi-Siena, Maranello-Ferrari. Speakers for the special cases will be the Mayor of Eindhoven, the Director of Bilbao Ria 2000 (the special agency created in Bilabo to manage the partnership Bilbao-Guggenheim), the Director of Communication of the Bank Monte Paschi Siena and the Director of the Ferrari Communication Department "Galleria Ferrari". The panel includes also the EC Commissioner for Employment and Growth, Mr. Vladimir Spidla, the representatives of IBM, World Bank and Eurada.

#### Programme

##### 14h30-14h40 Opening address

Experience in territorial branding for attracting investors

##### 14h40-14h50

Importance of strategic communication in a competitive environment

##### 14h50-15h00

Impact of strategic communication on the economic development of the territory: analysis at the international level

##### 15h00-15h10

What the private sector looks for: information and image

**15h10-16h00** Showcase in branding territories: Eindhoven-Phillips ~ Zlin-Bata ~ Bilbao-Guggenheim ~ MontePaschi-Siena ~ Maranello-Ferrari

##### 16h00-16h15 Conclusion

Committee of the Regions | Eurada | HAL9000 Limited European Commission, World Bank, IBM

#### When and where:

Open Days 2008 – Investors Café Seminars, 8 October 2008

Committee of the Regions, Rue Belliard 99-101 – Brussels, Room JD52

Code for registration: 08A32

[http://ec.europa.eu/regional\\_policy/conferences/od2008/investor.cfm?nmenu=100](http://ec.europa.eu/regional_policy/conferences/od2008/investor.cfm?nmenu=100)

## Rights of the EU Citizens

### EC adopts a directive on cross-border healthcare

*As part of the Renewed Social Agenda, the European Commission has adopted a new proposal for a Directive to facilitate the application of European patients' rights in relation to cross-border healthcare, as well as a Communication on improving co-operation between Member States in this area.*

*With this proposal the Commission aims to provide legal certainty on this issue.*



The European Commission has answered to the requests coming from both the European Parliament and the Council of Ministers to propose a specific initiative on cross-border healthcare. The EC has proposed a new Directive that protects the rights of the citizens and tries to unlock the huge potential for European cooperation to help improve the efficiency and effectiveness of all EU health systems.

#### Contents of the new Directive

Once adopted by the Council and the European Parliament, the new Directive will provide a clear legal frame for cross-border care.

Its major provisions include the following points:

- Patients have **the right to seek healthcare abroad** and be reimbursed up to what they would have received at home. The directive will provide clarity over how these rights can be exercised, including the limits that Member States can place on such healthcare abroad, and the level of financial coverage that is provided for cross-border healthcare.
- **Member States are responsible for healthcare** provided on their territory. Patients should be confident that the quality and safety standards of the treatment they will receive in another Member State are regularly monitored and based on good medical practices.
- The directive will facilitate **European cooperation on healthcare**. It will provide a basis to support the development of European reference networks, which will bring together, on a voluntary basis, specialised centres in different Member States. This collaboration has great potential to bring benefits to patients through easier access to highly specialised care. It can also be useful to health systems as it would facilitate the efficient use of resources, for example by pooling resources to tackle rare conditions.
- **Health technology assessment** is another clear area of European added-value. This initiative will help to reduce overlap and duplication of efforts in this field and hence promote the effective and efficient use of resources.
- Activities in the field of "**e-Health**" will also be strengthened. Information and communication technologies have enormous potential to improve the quality, safety and efficiency of healthcare. The Commission already supports existing e-health projects covering areas such as remote provision of specialist support from large hospitals to smaller local facilities. What is lacking, however, are shared formats and standards that can be used between different systems and different countries. The directive will help these to be put in place.

#### Background

Discussions about cross-border healthcare and in particular 'patient mobility', were prompted after judgements of the European Court of Justice in a number of cases concerning the mobility of individual citizens from different Member States. In its judgements on these cases, the Court has consistently ruled that patients have the right to be reimbursed for healthcare received in another Member State that they would have received at home.

These issues are extremely sensitive also in the perspective of cross-border cooperation among Regions. In order to actively participate to the EU debate on the topic, the Zlin Region has become member of the EUREGHA Network, grouping all EU Regions interested in improving the health services to citizens.

#### More information

The draft directive on application of patients' rights in cross-border healthcare can be found at:

[http://ec.europa.eu/health/ph\\_overview/co\\_operation/healthcare/cross-border\\_healthcare\\_en.htm](http://ec.europa.eu/health/ph_overview/co_operation/healthcare/cross-border_healthcare_en.htm)

## FOCUS ON EU PROGRAMMS



Section on EU Programmes.

A new opportunity for the international cooperation in the field of university education.

### ERASMUS MUNDUS External Cooperation Window

*Erasmus Mundus is the EU co-operation and mobility programme in the field of higher education that promotes the European Union as a centre of excellence in learning around the world.*

*The Erasmus Mundus programme's overall aim is to enhance the quality of European higher education by fostering co-operation with third countries in order to improve the development of human resources and to promote dialogue and understanding between peoples and cultures.*

The External Cooperation Window of the program Erasmus Mundus aims at mutual enrichment and better understanding between the European Union and Third-Countries.

It is designed to foster institutional co-operation in the field of higher education between the European Union and Third-countries through a mobility scheme addressing student and academic exchanges for the purpose of studying, teaching, training and research.

The overall indicative amount made available for the Asia region under the call for proposals 2008 is EUR 11 085 700.

Deadline for entries has been established at the date of 31st October 2008.



*This is a general information notice. Full information about the Erasmus Mundus Program and conditions to participate can be obtained from the managing authority, the European Culture Executive Agency.*

### Eligible activities and costs

Erasmus Mundus covers the costs essentially to the creation and management of institutional-based partnerships of European and Third-Country higher education institutions.

The content of the joint program within the partnership can cover both types of activities:

- the organisation of individual mobility of higher education students, researchers and academic staff
- the implementation of individual mobility actions.

In detail, the types of mobility and education to be funded under the call 2008 are:

- students: undergraduate, master, doctorate and post-doctorate mobility opportunities
- academic staff: exchanging for the purposes of teaching, practical training and research.

### Eligible applicants

Applicants must be European Universities or Higher Education Institutions that represent a partnership composed of a maximum of twenty partners' institutions.

To be eligible to the grants, the partnership has to be constituted of European Higher Education Institutions, in possession of an Erasmus Charter before the date of publication of the call 2008 and Third-Country Higher Education Institutions recognised and accredited by the national authorities.

Eligible Asian countries are:

Afghanistan, Bhutan, Nepal, Pakistan, Bangladesh, Cambodia, Sri Lanka, India, Indonesia, Malaysia, Philippines, Thailand, China, North Korea, Myanmar/Burma and Maldives

### Applications

The full text of the call for proposals and the application forms are available on the following website:

<http://eacea.ec.europa.eu/extcoop/call/index.htm>

Applications must comply with the requirements set out in the full text and be submitted using the form provided.

### Managing Authority

Education, Audiovisual & Culture Executive Agency

Rue Colonel Bourg, 135-139

B-1140 Bruxelles

Tel: +32 (0) 2 299 11 11

E-mail: [eacea-info@ec.europa.eu](mailto:eacea-info@ec.europa.eu)

Internet: <http://eacea.ec.europa.eu>

## SHORTS FROM BRUSSELS



*The edition 2008 of the Open Days will be probably the most successful one up to now: partner Regions and participants are already so numerous that a new record has been established.*

*And the Zlin Region is fully involved!*

### **Open Days 2008 Participation for Brussels event already reaches new record**

Registrations for public interested in participating to the Open Days 2008 opened on the 09 of July 2008. In less than a week, more than 1.000 in participants had already signed up.

They have made 4500 requests for seats at the 143 specialist seminars that will take place in Brussels from 6-9 October.

The number of registrations and seat requests is almost 25% higher than at the same stage last year.

Organisers expect to welcome around 5 000 delegates in total during the entire week in October and are advising potential participants not to leave it too late to apply. "We expected a surge of registrations when the system opened on 9 July, but they haven't stopped coming in," said a spokesman from the Committee of the Regions' event unit.

Participation in the seminars is free and there are a total of 15 000 seats available. The official website, [www.opendays.europa.eu](http://www.opendays.europa.eu), includes an online programme which details all the seminars and workshops, speakers, dates and venues, as well as a step-by-step guide on how to apply.

The French Prime Minister, François Fillon, will address the opening session at the Charlemagne Building on 6 October, alongside CoR President Luc Van den Brande and Regional Policy Commissioner Danuta Hübner. European Commission President José Manuel Barroso is also expected to participate in the ceremony. The closing session, which takes place in the European Parliament on 9 October, will include contributions from President Hans-Gert Pöttering, French Secretary of State for European Affairs Jean-Pierre Jouyet, and CoR First Vice-President Michel Delebarre. Commission Vice-President Gunter Verheugen has also been invited.

### **Organisation of the September events in the Zlin Region**

Activities for the preparation of the future events of the SupPolicy project continue among Zlin, Brussels and partner countries.

The Office in Brussels has been closely cooperating with TIC and the Zlin Region for defining the program of the September's meetings: The Zlin Region in Brussels proposed a draft program, TIC and the Zlin Region prepared the final version of the program, including the logistic aspects of accommodation and travels, the Office in Brussels drafted out the dossier for the partners.

Then, the Office in Brussels held different meetings to promote the event among the EU partners. An introductory presentation has been made to the representatives of Picardie (France), who are particularly interested in the SupPolicy project as their Regional Operational Program was the first one in France including a specific strategy for innovation. Also the representative of Trencin in Brussels expressed her interest and it is highly probable that those international guests will enrich the list of participants to the seminar scheduled in Luhacovice.

### **Networking with EU partners Meeting at the Rose House before summer**

The garden at the Rose House offers a nice frame for informal talks with partners and institutions. This was confirmed also on the occasion of the last meeting organized by the Zlin Region in Brussels on the 23<sup>rd</sup> of July 2008.

On the occasion, representatives of the partner Regions – including for example West Midlands, Trencin, Eszak Alfold, Central Bohemia and Prague – as well as of the Institutions such as the Committee of the Regions, Confindustria and CEBRE joined the staff of the Zlin Region in Brussels for an exchange of views about present activities (Open Days and the organization of the Semester of Czech Presidency to the EU) and future appointments, starting with the debate about the future of the European Cohesion Policy. A nice event to confirm the active role of the Zlin Region in Europe.

# Calls for proposals

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<b>Education</b>	Lifelong Learning Programme – Lifelong Learning Strategies Deadline: <b>13. 08. 2008</b> <a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:067:0048:0049:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:067:0048:0049:EN:PDF</a>
<b>Education</b>	EIBURS – Sponsorships with the EIB-Universities research action Call for proposals Deadline: <b>15. 09. 2008</b> <a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:145:0012:0013:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:145:0012:0013:EN:PDF</a>
<b>Culture</b>	Europa Nostra Award – Edition 2009 Deadline: <b>01. 10. 2008</b> <a href="http://www.europanostra.org/">http://www.europanostra.org/</a>
<b>Civil Society</b>	Financial supports to EU Consumer organizations Deadline: <b>26. 09. 2008</b> <a href="http://europa.eu.int/comm/consumers/tenders/information/grants/support_en.htm">http://europa.eu.int/comm/consumers/tenders/information/grants/support_en.htm</a>
<b>Civil Society</b>	Ambient Assisted Living Joint Programme 2008 New technologies for assisting elderly people Deadline: <b>21. 08. 2008</b> <a href="http://www.aal-europe.eu/aal-2008-1">http://www.aal-europe.eu/aal-2008-1</a>
<b>Civil Society</b>	Civil Protection - Preparatory action on an EU rapid response capability Deadline: <b>22. 08. 2008</b> <a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:135:0004:0004:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:135:0004:0004:EN:PDF</a>
<b>CIP Program</b>	Call for Eco-Innovation Projects Deadline: <b>11. 09. 2008</b> <a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:100:0020:0020:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:100:0020:0020:EN:PDF</a>
<b>Research</b>	7FP – Ideas Workprogramme 2008 ERC Starting Independent Researcher Grants and supporting actions Deadline: <b>Various</b> <a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:187:0013:0013:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:187:0013:0013:EN:PDF</a>
<b>COST</b>	EU Cooperation in the field of Scientific and Technical Research Deadline: <b>26. 09. 2008</b> <a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:096:0051:0052:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:096:0051:0052:EN:PDF</a>

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Invitation to the SupPolicy workshop  
24th July 2008, in the Zlín Region, Czech Republic



## Zlín Region in Brussels

The Rose House

46, Boulevard de la Cambre – B1000 Bruxelles

Tel. (32) 2 641.17.60 – Fax (32) 2 641.17.69

email : [info@zlinregioninbrussels.eu](mailto:info@zlinregioninbrussels.eu)

## CALENDAR

### SEPTEMBER

**11. 09. 2008**

Satellite info services for  
Regional development  
Conference at CoR  
Brussels, Belgium

**15. 09. 2008**

ICT for Rural Tourism  
Forestur project  
Seminar at CoR  
Brussels, Belgium

### OCTOBER

**06-09. 10. 2008**

Open Days 2008  
EU Week of Regions and  
Cities  
EC – CoR  
Brussels, Belgium

**30-31. 10. 2008**

Conference on the future of  
the Cohesion Policy  
French Presidency in  
cooperation with CoR  
Paris, France

## Vacancies in Europe

### European Centre for Disease Prevention ECDC

- **Senior Public Health Expert**

Vacancy notice: ECDC/TA/AD/2008/SE-SC

Health Communication Unit

Place of work: Stockholm, Sweden

Deadline: 01. 09. 2008

Info: <http://www.ecdc.europa.eu/Recruitment.html>

### European Centre for Disease Prevention ECDC

- **Assistant Editor**

Vacancy notice: ECDC/CA/III/2008/AEE

Eurosurveillance

Place of work: Stockholm, Sweden

Deadline: 01. 09. 2008

Info: <http://www.ecdc.europa.eu/Recruitment.html>

### European Centre for Disease Prevention ECDC

- **Epidemic Intelligence Officer**

Vacancy notice: ECDC/CA/IV/2008/EIO-RSP

Preparedness and Response Unit

Place of work: Stockholm, Sweden

Deadline: 01. 09. 2008

Info: <http://www.ecdc.europa.eu/Recruitment.html>



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Form closed:  
31. 7. 2008

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