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Editorial

Mattia Crosetto

Dear readers,

The flame burned out, the athletes came back home, the stadiums are now in silence. The Olympic Games of Beijing 2008 stopped for another four years.

In the run up to the Olympics, the European Union gave considerable attention to the political and human rights aspects of the Games in China, and will return to the subject in future debates, but meanwhile the world has also been conquered by the competitions and several great individual achievements.

China proved to be a successful host of the Olympics and came top of the medal table with 51 gold ones. However, if European countries had competed as a single team they would have won 280 medals - including 87 gold ones!

So ... what about imagining the EU as a combined team?

Of course, competing under a EU flag would be a perfect way to communicate a message of unity to the EU. It would be magnificent. But, we have to recognize, this could open the way to a kind of Olympic Games among the five continents, each one competing on behalf of all of its countries. It's could be a good idea, but it would also transform the Olympic Games in something totally different from what they are now.

Anyway, even if the EU countries are represented separately at the games, we can be proud of the performance of the athletes of all European States, with their strong contribution to the history and role of EU sport. It would be important that the EU could eventually help the young generation in practicing sport activities, help the Member States fighting against doping and malpractices in the field, support schools and sport association in diffusing the spirit of fair and loyal competition.

All these are the cultural basis upon which the EU gold medals have been built up!

Sincerely,

Mattia Crosetto
The Head of Office
Zlin Region in Brussels

WHAT'S NEW IN BRUSSELS?



European childrens have bad habits when eating. Consequences can be dramatic for their health status ...

The European Commission is trying to react by launching different initiatives in partnership with the EU Member States.

School Fruit Scheme is the last one, inspired by the Free Milk Scheme. Hoping that people can understand its importance!

The EC at work for childrens' health A new initiative against obesity

An estimated 22 million children in the EU are overweight. More than 5 million are obese – and it gets worse: the figure is expected to rise by around 400 000 every year.

Eating habits formed in childhood are usually carried over into adulthood and then passed on to the next generation. Most Europeans already eat too little fruit and vegetables – less than the 400g a day recommended by the World Health Organisation – and consumption is declining among younger generations. With this in mind, the European Commission has a new plan to encourage healthy eating among children.

Starting in 2009 the EC would like to use EU money to distribute free fruit and vegetables to schools. Studies suggest that poorer families are least likely to eat the recommended 5 portions of fresh fruit or veg a day. Providing healthy snacks free of charge, the EC could make a real difference to child's diets.

The costs will be shared 50-50 between the EU budget and national governments (75-25 for less affluent countries). The EU contribution will total around €90m a year.

Similar schemes for milk have been operating for over 30 years now. In the 2006-07 school year, 305 000 tonnes of milk was distributed to schools in 22 EU countries.

The commission would now like to extend the scheme to include other dairy products, including cheeses, yoghurt and buttermilk. Secondary schools would also be eligible for deliveries under the new plan. As the number of schools covered goes up, more and more children will be encouraged to opt for healthy, high-quality dairy products instead of low-quality convenience food and drinks.

Give your contribution!

Participate to the international contest for the free fruit & veg initiative

In order to highlight the importance of the initiative, the European Commission has launched an international competition for the realization of different publicity posters.

The objective of the posters is to provide School Fruit Scheme (SFS) project promoters and stakeholders with best-practice models for immediate use to establish or improve an SFS. Therefore, the posters must be designed to deliver 'operational' information in an easily understandable way. The posters will be exhibited during and after the conference at Commission premises to the interested public.

The posters have to refer to one of the four workshops of the conference. The members of the panel (public servants, academics and NGO representatives) of each workshop also form the Selection Committee for the respective posters.

The selection criteria for posters are:

- Clear and easy to understand by the interested public
- Immediate use for project promoters
- Best-practice and/or innovative approaches
- In-line with technical requirements (format, fonts, pictures, etc.)

Posters submitted until 7 Oct 2008 should be as close as possible to the final printable version. Final versions of the selected posters have to be transmitted before 31 Oct 2008.

More information

Complete information about the contest and the conditions for participation can be required to:

AGRI-HORT-SCHOOLFRUIT@ec.europa.eu

Support to the EU film sector The Media Program is an international success

The results of the first call for projects of a new EU initiative, the MEDIA International Preparatory Action, show a lot of interest from audiovisual professionals around the world in working with Europe's film and audiovisual sector.

This could set the stage for a broader EU film cooperation programme called MEDIA MUNDUS, coming in 2011. The most active subjects at the international level will surely take profit of.

In 2008 the European Commission launched the first call for proposals in the frame of the Media International Action. Of 33 applications received, the European Commission has selected 18 proposals to receive funding for continuous training of audiovisual professionals, the promotion and distribution of cinematographic works and the development of cinema networks. 11 projects deal with continuous training through partnerships with Latin America, India, Canada, Turkey, Ukraine, Moldova and Georgia covering films, TV shows, animation, documentaries and videogames.

Example of financed projects

the Cartoon Connection project will organise a joint training on developing and financing international co-produced cartoons for professionals from the EU, Latin America and Canada. Primexchange is a workshop for authors and producers from India and Europe on financing and marketing audiovisual works, with special focus on digital technologies.

Six projects selected by the Commission for promotion of audiovisual works focus on boosting co-production, which can help companies access foreign funding and new markets. For example, the European Producers' Club will organise co-production workshops in China and India and invite local producers to two major forums in Europe. The DOMLA project will organise a documentary month, releasing 12 European documentaries in Chile and vice versa distributing Latin-American documentaries in Europe. The Paris project is a co-production event for European, Japanese and South-Korean producers.

Finally, MEDIA International will support the first international network of cinemas, coordinated by Europa Cinemas, including 230 cinemas in Europe and 148 cinemas from the rest of the world (10 in Brazil, 7 in South Korea, 6 in Japan and Argentina).

Future opportunities

MEDIA International will run for up to 3 years and is also designed to pave the way for a broader MEDIA MUNDUS programme.

In the context of a public online consultation on this future programme, a public hearing was held in Brussels on 25 June 2008. On 08th of July 2008, the French Presidency of the EU held the *Cinema, Europe, World Colloquium* to reinforce EU external audiovisual action.

On the basis of these contributions, the European Commission will decide before the end of 2008 on a proposal for a MEDIA MUNDUS programme.

Background:

The existing MEDIA 2007 programme will provide €755 million to Europe's audiovisual industry from 2007-2013, helping professionals get training and develop, distribute and promote their works the EU.

This May, four MEDIA-funded films won prestigious awards at the Cannes Film Festival, including the Palme d'Or (*Entre Les Murs*, France) and the Grand Prix du Jury (*Gomorra*, Italy) (IP/08/800). They were among 14 films screened at Cannes developed or distributed with the support of over €900 000 from MEDIA (IP/08/741). MEDIA-supported films had already triumphed at the Academy Awards, with Oscars for *The Counterfeiters* (*Die Fälscher*/Austria-Germany) and *La Vie en Rose* (*La Môme*/France)

More information

The call for proposals on MEDIA International and the list of successful grants can be found at:

http://ec.europa.eu/information_society/media/prep_action/index_en.htm

More information on MEDIA MUNDUS is available at:

http://ec.europa.eu/information_society/media/mundus/index_en.htm

FOCUS ON EU PROGRAMMS



Section on EU Programmes.

Urbact is a EU Initiative in the field of urban policies and project. A partner from Spain is proposing us an idea for possible cooperation: the NeT-TOPIC project.

URBACT II Program NeT-TOPIC Project

The NeT-TOPIC idea has been submitted by a Spanish Municipality for the URBACT II Program of the Structural Funds for general evaluation. It has been successfully judged and the promoters have now to define the details of the initiative. If the Final Application is approved, then the project will start for a total duration of 2 years.

In order to strengthen the partnership, the promoters would like to incorporate some new partners from a "Convergence Region". This can be an opportunity for a Municipality of the Zlin Region that is included in the list of "Convergence EU Regions".

L'Hospitalet de Llobregat is a small Municipality located nearby Bracelona, on the eastern coast of Spain. The Municipality is experiencing the typical situation of being situated close to a bigger city: its territory has been often used for industrial uses, for infrastructure platforms and partially for residential areas that now need continuous rehabilitation.

This situation is typical of other EU small cities that are now trying to redefine their identity in order to become nicer place where to live and work.

For this reason and in the perspective of finding solutions to common problems, Llobregat is launching NeT-TOPIC.



This is a general information notice. Full information about the URBACT II Program and conditions to participate can be obtained from the managing authority, the European Commission, DG Regio.

Project content

NeT-TOPIC is addressed to small-medium cities, located close to a major city and/or in a metropolitan area.

These cities normally share similar problems (industrial decline, territorial fragmentation, social polarisation, etc) and have to face real model changes that can make them places more attractive where to live and work.

Therefore, the project aims to enhance the role of these cities in their territorial governance and urban planning procedures in order to improve their capacities in urban management.

Expected results

The project will produce a series of operational results, such as, for example:

- a telematic space available to all partners (based on IT-multimedia and Internet- tools) where to present best practices in urban transformation projects
- a handbook with new political and technical tools, guidelines and suggestion for carrying out urban planning projects, targeted at small/medium cities that are undergoing a process of city model change
- a local action plan for each participating city containing operational improvements in urban management, design or review of new plans for city change
- training actions between universities and the participating cities (e.g. master in city change management)

Budget and financing

In order to carry out this ambitious project, participant cities from New Member States will count on a 80% co-financing from the European Regional Development Fund. That it is to say that, in case of convergence areas, the European Fund will cover 80% of the expenses for local activities (exchange experiences, studies, site visits, etc.). The remaining 20% is at the charge of the partners, but can consist of the hours dedicated to the project by the local existing personnel.

Deadline: 21 October 2008

Project promoter

Ayuntamiento de L'Hospitalet de Llobregat (Municipality of Llobregat)
Mrs. Ana Alós - International relations officer and coordinator of TRACE network
Ca n'Arus. Rambla de la Marina, 421
08901 L'Hospitalet - Spain
Tel: +34 (93) 402 9959
E-mail: aalos@l-h.cat

SHORTS FROM BRUSSELS



At the beginning of August we told you that the edition 2008 of the Open Days will be probably the most successful one up to now ...

A statement now fully supported by official facts and figures!

Open Days 2008 Record in participation is confirmed in the statistics now available!

The success of the edition 2008 of the Open Days – the Week of EU Regions and Cities – finds full confirmation in the statistics of the Committee of the Regions.

At the date of the 25th of August 2008, a record number of 19272 requests for attendance have been received in Brussels and 13620 have been accepted. A total of 3736 are thus registered (as they can participate to more than one event during the whole week).

This also means that – depending on the workshops' topic, between 45% and 75% of the room capacities of all workshops are already booked.

Actually:

- 60% of the total amount of seats are booked
- 24 Workshops are fully booked

A total number of 951 registered participants will participate to the Closing Session at the European Parliament. In terms of countries of origin, the majority of participants come from: 30% from Belgium, between 5% and 8% from Italy, United Kingdom, Poland, France; between 2% and 4% from Spain, Sweden, Czech Republic, Finland, Germany, Greece and Hungary.

A real European event!

Development of Small and Medium Enterprises : best practices from the EU

Each year, the European Commission collects good practices to foster SMEs from its Member States. For 2008, the EC has selected 10 Good practices in SME policy. They have been voted as the "most beneficial to implement" by the participants of the Conference on the European Charter for Small Enterprises.

We would like to encourage you to get inspiration from these good practices and to verify which ones might be of use in our Region. The "EU Champions" are:

- **Policy area: Education and Training for Entrepreneurship**
Youth Enterprise and Entrepreneurship Strategy (UK) and Business plan competition (LT)
- **Policy area: Better legislation and regulation, especially how to think small first**
Reducing the administrative burden for business and citizens (SL) and the Public consultations website (EE)
- **Policy area: Fostering high growth innovative SMEs**
the innovation voucher scheme (AT)
- **Policy area: Successful promotion of Entrepreneurship**
Emax – Training camp for young entrepreneurs (SE)
- **Policy area: Top-class small business support, especially support to internationalise**
Business links (DK) Pipe – Introduction plan to foreign promotion (ES)
- **Other policy areas**
The SME pact (FR) The Business Plan Toolbox (LU)

You can find a detailed description of these good practices in the **Charter Good Practice Online-Catalogue** at:

http://ec.europa.eu/enterprise/enterprise_policy/charter/gp/index.cfm?fuseaction=practice.list

If you are interested in further details on a specific good practice, please feel free to contact the person indicated within each good practice directly.

An **online brochure** of these and further good practices can also be downloaded in **21 languages** at

http://ec.europa.eu/enterprise/enterprise_policy/charter/charter2008_base.htm

Paper versions of the brochure can be ordered at:

<http://bookshop.europa.eu/uri?target=EUB:NOTICE:NBBA08001:EN:HTML>.

Calls for proposals

Media Program	Support for television broadcasting of European audiovisual works Deadline: Various http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:216:0022:0023:EN:PDF
Media Program	Measures to support promotion and market access Deadline: 21. 11. 2008 http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:214:0010:0011:EN:PDF
Education	EIBURS – Sponsorships with the EIB-Universities research action Call for proposals Deadline: 15. 09. 2008 http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:145:0012:0013:EN:PDF
Culture	Europa Nostra Award – Edition 2009 Deadline: 01. 10. 2008 http://www.europanostra.org/
Civil Society	Financial supports to EU Consumer organizations Deadline: 26. 09. 2008 http://europa.eu.int/comm/consumers/tenders/information/grants/support_en.htm
Civil Society	Amicus Program - Preparatory actions Deadline: 31. 10. 2008 http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:195:0009:0011:EN:PDF
CIP Program	Call for Eco-Innovation Projects Deadline: 11. 09. 2008 http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:100:0020:0020:EN:PDF
Research	7FP – Ideas Workprogramme 2008 ERC Starting Independent Researcher Grants and supporting actions Deadline: Various http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:187:0013:0013:EN:PDF
COST	EU Cooperation in the field of Scientific and Technical Research Deadline: 26. 09. 2008 http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:096:0051:0052:EN:PDF

Invitation to the SupPolicy workshop
24th September 2008, in the Zlín Region, Czech Reublic



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

CALENDAR

SEPTEMBER

18. 09. 2008

Towards a EU policy for sustainable housing
Conference at EP
Brussels, Belgium

OCTOBER

02. 10. 2008

10th Conference on Saving Banks History
European Saving Banks Association
Hotel Silken Berlaymont
Brussels, Belgium

06-09. 10. 2008

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

09-11. 10. 2008

World Forum Lille
Best practices to preserve planet's resources
Réseau Alliances
Lille, France

Vacancies in Europe

European Agency for Management of Operational Coordination at the External Borders of the Member States (FRONTEX)

• Open Source & Info Management Officer

Vacancy notice: 08/TA/AD7/27.1

Situation Centre Unit

Place of work: Warsaw, Poland

Deadline: 19. 09. 2008

Info: http://www.frontex.europa.eu/job_opportunities/job_offers/

European Agency for Management of Operational Coordination at the External Borders of the Member States (FRONTEX)

• Principal Research Officer

Vacancy notice: 08/TA/AD11/31.2

Research and Development Unit

Place of work: Warsaw, Poland

Deadline: 05. 10. 2008

Info: http://www.frontex.europa.eu/job_opportunities/job_offers/

European Agency for Management of Operational Coordination at the External Borders of the Member States (FRONTEX)

• Procurement Officer

Vacancy notice: 08/TA/AST7/47.1

Finance and Procurement Unit

Place of work: Warsaw, Poland

Deadline: 03. 10. 2008

Info: http://www.frontex.europa.eu/job_opportunities/job_offers/



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Form closed:
31. 8. 2008

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