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## Editorial

*Mattia Crosetto*

Dear readers,

On the 13<sup>th</sup> of April 2010, the Zlín Region will be part of the European Forum on Macro-Regional Cooperation organized in Brussels by the Committee of the Region (CoR).

This will be an occasion for discussing at the highest level about the EU proposals for defining strategies of general interest in three macro-regions: the Baltic Sea, the UK Channel and the Danube River Region. More than 60 speakers and moderator will gather with over than 400 representatives from EU, national and regional organizations will meet to exchange their visions and opinions on the possibilities of collaboration in the three areas.

Upon initiative of the Representative Office of the Zlín Region in Brussels that established direct contacts with the organizers at the Committee of the Regions, the Vice President of the Zlín Region, Mr. Jaroslav Drozd will be the speaker for the Czech Republic. He will be involved in a debate with other international personalities, moderated by Mr. Straub, Chairman of the Intergroup "Danube" at CoR.

He will present the view of the country and of its Regions on the general issue of territorial cooperation within the Danube macro-region and highlight expectations and priority projects from the perspective of the Zlín Region.

This is an important occasion for presenting at the maximum EU level what exactly the Czech Republic and specifically the Zlín Region would like to see realized with the 100 billion euro that could be re-directed from the EU Cohesion budget to the macro-regional strategies.

Actually, a series of strategic projects could be immediately supported, notably in the fields of transport infrastructures, environment and soil protection, tourism, development of small and medium enterprises.

The program of the mission of Vice President Drozd in Brussels includes also meeting at the EC and with MEP Sehnalová.

Sincerely,

Mattia Crosetto  
The Head of Office  
Zlín Region in Brussels

## Europe 2020: Commission proposes new economic strategy



**Commission sets out a 10-year strategy for reviving the European economy, casting a vision of 'smart, sustainable, inclusive' growth rooted in greater coordination of national and European policy.**

Coming on the heels of the longest and deepest recession in EU history, the much-anticipated Europe 2020 plan acknowledges the huge challenges ahead. The economic crisis has exposed deep flaws in an economy already under strain from globalisation, pressures on resources and an ageing population. The commission's position is

that these can be overcome if Europe is willing to embrace transformation to a greener, more innovative market that fosters social wellbeing.

The strategy revolves around promoting low-carbon industries, investing in efforts to develop new products, unleashing a digital economy and modernising education and training. Five quantitative targets are proposed, including increasing the employment rate to at least 75% from the current 69% and boosting spending on research and development to 3% of gross domestic product - it is currently only 2% of GDP, significantly less than in the US and Japan.

Likewise, the plan reaffirms the EU's '20/20/20' climate change goals - already among the most ambitious in the world - and proposes a poverty reduction target of 25%, estimating that this would lift 20 million people out of poverty.

Turning to education, the commission recommends efforts to cut the school dropout rate to below 10% from the current 15% and to expand the share of people in their early 30s with a university degree (to 40% from 31%).

The paper proposes that governments agree on national targets that would take account of conditions in each country while helping the EU as a whole achieves its goals. The commission will monitor progress and issue warnings in cases of "inadequate response".

The EU already tracks public finances to prevent imbalances that could undermine the eurozone. The new plan would go beyond that to include other issues that could undermine EU-wide competitiveness.

The strategy identifies seven flagship initiatives the EU should take to boost growth and employment. These include programmes to improve conditions and access to finance for R&D, speed up the roll-out of high-speed internet and increase the use of renewable energy.

Government leaders are expected to debate the overall approach at the meeting later this month. The details, including national targets, would be the subject of a summit later this year, possibly in June.

### THREE MAIN PRIORITIES OF EUROPE 2020 STRATEGY

- Smart growth: developing an economy based on knowledge and innovation.
- Sustainable growth: promoting a more resource efficient, greener and more competitive economy.
- Inclusive growth: fostering a high-employment economy delivering social and territorial cohesion.

For more information about the Europe 2020 Strategy please visit:  
[http://ec.europa.eu/eu2020/index\\_en.htm#](http://ec.europa.eu/eu2020/index_en.htm#)

## Sustainable energy for Europe



**In European sustainable energy week 2010, new EU energy commissioner presented strategy to reduce Europe's dependence on fossil fuel.**

New EU energy commissioner Günther Oettinger has made promoting energy efficiency and renewable energy his top priorities. He laid down his strategy in a speech to open this year's EU sustainable energy week.

Each year, the event is the culmination of the "Sustainable energy for Europe" campaign, which promotes the production and consumption of sustainable energy by individuals, businesses and public authorities.

Sustainable energy week is the foremost European forum on the future of sustainable energy. It is where all major stakeholders can find out about new initiatives and helps stimulate investment in clean technologies.

The Commission's sustainable energy proposals fed into the debates and seminars held in Brussels from 22 to 26 March. And the event was being supported across Europe by 267 special "Energy Days", offering many different activities on the same theme. In Nicosia, young people were invited to take part in a competition to make pictures and posters on the issue. In Barcelona, a theatre company was putting on a play to make children aware of the importance of using less energy.

This year, the week's main themes were urban transport and "smart grids", intelligent electricity distribution networks that use modern technology to reduce environmental impact.

And the week's other high point? The award of European sustainable energy prizes to the most ambitious and innovative projects in the field.

Sustainable energy is at the heart of the EU's long-term economic and climate change strategy. The EU has set itself 3 goals for 2020: reduce greenhouse gases by 20%, improve energy efficiency by 20% and increase the share of renewables in our consumption to 20%.

## Forum: Local and regional responses to poverty and social exclusion

**8 June 2010, Brussels, Committee of the Regions**

In the context of the 'European Year for Combating Poverty and Social Exclusion', the Committee of the Regions invites local and regional authorities, organisations and EU institutions to exchange good practice and expertise in the fight against poverty and social exclusion at local level. Against the backdrop of increasing unemployment and public deficits, the knowledge on innovative approaches to social problems will become more important for Europe's regions and cities.

On the eve of its Plenary Session on 9 and 10 June 2010, the Committee of the Regions invites the Members of the Committee of the Regions, other interested regional and local representatives and experts to discuss initiatives and good practice in the fight against poverty and social exclusion in order to increase awareness of the regional and local level when it comes to formulate European responses. To facilitate exchange of good regional practice, the Members of the Committee will be invited to propose projects in the field of social innovation from their constituencies.

Contributions and debates focus on these themes:

- Making social services more accessible to the citizens
- Preparing people for integration into the labour market
- Inclusive citizenship in urban and rural areas

For more information visit <http://www.cor.europa.eu/> or contact [forum@cor.europa.eu](mailto:forum@cor.europa.eu)

## Open Days 2010: third organisational meeting

On the 15th of March, after that CoR announced the results of the selection procedures, partners of the "Baltic Adriatic Corridor" team for the Open Days met at Silesia Office in Brussels.

The meeting focused on the finalisation of the common program of events, notably in the perspective of future arrangements with the Committee of the Regions and the European Commission.

Partners discussed about the various options for a comprehensive program, including political perspectives on cooperation for major transport infrastructure projects, and technical issues to foster cohesion thanks to transport development.

A shared proposal will be then presented to the Committee of the Regions for the meeting scheduled for the 23 March 2010.

## Baltic Adriatic Corridor Regions work on the common survey

On the 18th of March 2010, the Representatives of the Regions involved in the initiative for the promotion of the Baltic Adriatic Corridor met at the Styria Office in Brussels. The meeting was called to make the point on joint activities.

Attention was mainly devoted to the presentation of the first results of the regional survey on transport realised through a questionnaire proposed by the Zlin Region in Brussels and the Styria Region. Parties agreed on the interpretation of the answers and on the modalities of elaborating the information collected. Integrations and enrichments to available text have been presented, examined and approved. Other topics treated included the agenda of future events and the participation to complementary initiatives at European and national levels.

The meeting ended up with the choice of next appointment, scheduled for the 5th of May 2010.

## Presentation of the Office at the European Parliament

On the 22nd of March, a delegation of citizens coming from the Zlin and Olomouc Regions came to Belgium for a visit to the Capital of Europe and other cultural attractions in the country.

The visit was organised by the Member of the European Parliament, Mrs. Senhalova and included a component at the European Parliament. There, an open exchange of views and information occurred for a better understanding of the opportunities provided by Europe to local communities. Ms. Petra Janoskova presented the Zlin Region in Brussels, its mission and activities. She described with some examples the competitive environment of the EU regions and the tasks of the Office in defending the local interests in Europe.

The visit at the EP ended up with a guided tour to the plenary room.

## Open Days 2010 – extraordinary meeting with CoR & EC

The European Commission and the Committee of the Regions organised on 23rd of March 2010 an extraordinary meeting of Open Days 2010. Coordinators of approved partnerships were invited and the Zlín Region in Brussels participated to represent the „Baltic Adriatic Corridor Regions”. The meeting was focused on Open Days programme and notably on reduction of a number of events organised by regions. The 28 partnerships have proposed to organize a total of 42 workshops/seminars/round-tables, but EC and CoR suggested to reduce the number of events in the official program to a maximum of 37 events. Therefore the participants discussed possible solutions and future scenarios. EC also took the opportunity to remind participating regions about the possibility of presenting the project co-financed from the EU funds.

The deadline for modification of proposed events has been set-up for 26th March.

## World Bank approach to natural disasters

On the 16th of March 2010, the Zlín Region in Brussels attended the launch of the World Bank's new publication "Safer Homes, Stronger Communities: Handbook for Reconstruction after Natural Disasters". The event provided an opportunity to introduce the World Bank approach to natural disaster management, which was developed to assist policy makers, project managers and community members who make decisions about how to reconstruct housing and communities in large-scale post-disaster situations.

Special attention was devoted to the recent case of the earthquake in Haiti. H.E. Mr Raymond Magloire, Ambassador of Haiti to the EU and Belgium, made his speech and highlighted weaknesses in existing urban development policies, which, if repeated, might cause heavy losses in human and material resources.

An important part of the event consisted then in a panel discussion. This provided proposals of possible adjustments together with constructive criticism.

For more information about the Handbook and possible involvement, visit:  
<http://www.housingreconstruction.org/housing/>

## Meeting with the Czech Permanent Representation

On the 17th of March 2010, the Representative Office of the Zlín Region attended the periodic round table of the Czech organisations present in Brussels. The meeting directly referred to previous discussions held by the CzechReg.

One of the main topics on the agenda included the evaluation of the Czech Ball in Brussels, which occurred on 12th of the February 2010. Participants expressed their opinions concerning the event, discussed financial matters and proposed recommendations for the future editions.

The meeting continued with a discussion on preparation of Czech Street party (CSP), including final agreement on the date of 25th June 2010, approval of the nomination of a production agency and establishment of a deadline for the expressions of interest in CSP by the Regions. Finally, a preliminary budget and other organisational issues were discussed.

The meeting ended up with the agreement of all parties to proceed with the cooperation for the common goal of the promotion of the Czech Republic at the EU level.

## Meeting to common promotional event in Brussels

Zlín Region in Brussels participated to a follow-up organisational meeting of Czech Street Party (CSP) 2010. The event, which gathered Czech regions and organizations interested in CSP took place in Czech house on the 24th of March 2010.

Programme of the meeting was exclusively devoted to the organisational aspect of this annual cultural and promotional event. Representatives in Brussels discussed a participation of Czech regions to the event and nominated an organizational committee, which is going to act as executive body of represented subjects organizing CSP. Discussion continued with elaboration of event's programme and analysis of a preliminary budget. Finally, a special website devoted to the Czech Street Party was debated.

The next meeting is scheduled on 20th of April 2010.

## Smart Region – How can we get there?

On the 25th of March, Zlín Region in Brussels attended the seminar entitled "Smart Region – How can we get there?", which took place in West Midlands European Centre.

The event was organised by ERRIN (European Regions Research and Innovation Network) and West Midlands Region in the framework of European Union Sustainable Energy Week.

The seminar provided a practical view on EC communication, which refers to systemic approaches and organisational innovation, encompassing energy efficiency, low carbon technologies and the smart management of supply and demand. Participants were provided with the practical examples of the projects realised in the European regions. A panel discussion with regional practitioners, Commission officials and energy experts followed.

For more information please visit <http://www.errin.eu/>

# Calls for proposals

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**Media Program**

Support for the Implementation of Pilot Projects

Deadline: **14. 06. 2010**<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2010:073:0031:0032:EN:PDF>

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**Civil Society**

Civil Protection – Exercises, Union Civil Protection Mechanism

Deadline: **30. 04. 2010**<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2010:060:0014:0014:EN:PDF>

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**Civil Society**

Multiannual Program for the Protection of Children using Internet

Deadline: **27. 05. 2010**<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2010:048:0007:0012:EN:PDF>

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**Energy**

Intelligent Energy for Europe Program – Call 2010

Deadline: **24. 06. 2010**<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2010:078:0003:0003:EN:PDF>

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**Education**

LifeLong Learning Program – Support to testing of ECVET systems

Deadline: **16. 07. 2010**<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2010:085:0014:0016:EN:PDF>

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**Education**

Erasmus Mundus II – Joint programs &amp; partnerships

Deadline: **Various**<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2009:294:0018:0024:EN:PDF>

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**Research**

European Metrology Research Program – Researchers Grants

Deadline: **07. 05. 2010**<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2010:087:0016:0016:EN:PDF>

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**Innovation**ICT section of the Competitiveness and Innovation Program  
Information and Communication TechnologiesDeadline: **01. 06. 2010**[http://ec.europa.eu/ict\\_psp](http://ec.europa.eu/ict_psp)



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## CALENDAR

### APRIL

#### 13. 04. 2010

EU Macro-Region Forum  
Committee of the Regions  
Brussels, Belgium

#### 14. 04. 2010

Debate: "What sustainable  
future for transport in  
Europe?"

Ile-de-France Europe Office  
Brussels, Belgium

#### 16. 4. 2010

Seminar: The role of local and  
regional authorities in future  
EU environmental policy  
Committee of the Regions  
Brussels, Belgium

### MAY

#### 8. 5. 2010

Inter-institutional Open Doors  
Day 2010  
Committee of the Regions  
Brussels, Belgium

## Vacancies in Europe

### EU Centre for Disease Prevention

#### • ICT Project Support Coordinator

Vacancy notice: ECDC/TA/AD/2010/ADM-DHOSIC

Temporary agents

Place of work: Stockholm (Sweden)

Deadline: 03. 05. 2010

Info: <http://www.ecdc.europa.eu/en/>

### EU Centre for Disease Prevention

#### • Secretary / Assistants

Vacancy notice: ECDC/TA/AD/2010/ PRU-ETCB

Temporary agents

Place of work: Stockholm (Sweden)

Deadline: 03. 05. 2010

Info: <http://www.ecdc.europa.eu/en/>

### EU Centre for Disease Prevention

#### • Travel Coordinator in Administrative Unit

Vacancy notice: ECDC/TA/AST/2010/ADM-TC

Temporary agents

Place of work: Stockholm (Sweden)

Deadline: 26. 04. 2010

Info: <http://www.ecdc.europa.eu/en/>



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Form closed:  
31. 03. 2010

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