

# INFORM-INIO

The Networks of Cohesion Policy Communicators





# MEETING OF THE INFORM-INIO

The Networks of Cohesion Policy Communicators

**26 → 28 NOV**  
2 0 1 9

## G H E N T

**V E N U E :**  
**AUGUSTIJNEN KLOOSTER**  
**ACADEMIE STRAAT 1**

*#EUinmyregion*

**#SocialRights**

In collaboration with:



Vlaanderen

**gent:**



# Programme

## Moderators

Alexander FERSTL & Maja PAVLOVIĆ  
European Commission (DG Regional & Urban Policy)

**Tuesday 26 November 2019**

From 19.00

Informal get-together

Venue: Mosquito Coast, Hoogpoort 28, Ghent, <https://www.mosquitocoast.be/>

**Wednesday 27 November 2019**

Venue: Augustijnen Klooster, Academiestraat 1, Ghent

8.00 – 9.00

Registration & Welcome coffee

Opening of the market place

9:00 – 9:30

**Welcome and introduction**

- \* Matthias DE CLERCQ, Mayor of Ghent
- \* Louis VERVLOET & Werner VAN DEN STOCKT, heads of the managing authorities for ESF and ERDF Flanders, Regional Government of Flanders
- \* Agnès MONFRET, European Commission (DG Regional & Urban Policy) and Alessandra FLORA, European Commission (DG Employment, Social Affairs & Inclusion)

9:30 – 10:45

## Updates from the European Commission

### Citizens' awareness and perceptions of EU regional policy

Results of the Eurobarometer Flash Survey 2019

- \* Miruna CUGLER, European Commission (DG Regional & Urban Policy)

### Programmes 2021-2027: Communication support package

Communication chapters of programmes; Visibility and publicity requirements; Indicators & evaluation

- \* Francesco MOLICA & Matteo SALVAI, European Commission (DG Regional & Urban Policy)

### Communication activities:

#### Results 2019 – and what's ahead for 2020?

EUinmyRegion; REGIOSTARS; EU delivers in the regions; The Road Trip project; Citizens' Engagement with EDICs; At the School of Open Cohesion; Call for Media; Youth4Regions; EURegionsWeek; Dialogues with Regional Offices; Communicating Social Europe

- \* Matteo SALVAI, Alexander FERSTL, Sarah DYRDA, Hanna SÖDERSTRÖM, Francesco MOLICA, Eirini NIKOLAIDOU, Florin RUGINA, Jose Antonio PINTO, Filip KRENEK and Elena PASCUAL JIMENEZ, European Commission

10:45 – 11:15

Coffee break

11:15 – 13:00

Country Team Meetings

13:00 – 14:00

Lunch

14:00 – 17:30

Exploring ERDF and ESF projects in Ghent!

Walking tour through the city center (about 5km)

**Please see project descriptions in this document!**

19:00

Networking dinner

Venue: 'Krookcafé', Miriam Makebaplein 1, Ghent  
[www.krookcafe.be](http://www.krookcafe.be)

Venue: Augustijnen Klooster, Academiestraat 1, Ghent

9:30 – 11:00

## Parallel workshops

### Workshop 1: Boost your creativity!

Come and find out more about your way of thinking and how to open your mind. You will learn more about your brain and most of all, you are going to practice some alternative ways of thinking. Discover the creativity fitness program during this workshop and afterwards.

- \* Mark VAN DAEL trainer and facilitator

### Workshop 2: The psychology in communication: Leveraging insights for better results

Communication is more than just informing. Often the goal is to convince people, to get them into the story we are telling. To achieve this, some insight into human psychology is crucial. The session offers insights that can be used to fine-tune your own communication.

- \* Dries DE SCHUTTER, Knowledge On the Spot, [www.koslearning.be](http://www.koslearning.be)

### Workshop 3a: Co-creating campaigns

Working together to co-create and deliver effective communication campaigns: state-of-play, results and lessons learnt from Regional campaigns and #EUinmyRegion.

- \* Matteo SALVAI & Sarah DYRDA, European Commission (DG Regional & Urban Policy)
- \* INFORM-INIO members & Gauthier BAS, OldContinent

### Workshop 4a: Evaluating communication activities

How to deliver sound evaluation of your programmes' communication activities? Could the approaches to assessing communication be harmonised across all ESIF programmes? How could the Commission support this process? The session aims to address these questions with an eye to the next programming period. Besides, the workshop will discuss the interim findings from a study into synergies across REGIO and national/programmes' communication campaigns.

- \* Manuel ROMANO, European Commission (DG Communication)
- \* Bea MAHIEU, Technopolis Group, Belgium
- \* Francesco MOLICA, European Commission (DG Regio)

11:00 – 11:30

Coffee break

11:30 – 13:00

Parallel workshops

Workshops 1 and 2 repeated

Workshop 3b: How successful are we – and where can we improve?

What makes the communication of regional policy successful? What tools and channels are best placed to deliver information to stakeholders and general public? Is the Commission using the right mix? The session aims to foster an open exchange of views with INFORM members on their information and communication needs and how to better meet them in the future. INFORM members will also be invited to formulate recommendations for their enhancement of information and communication measures according to CPR Art. 117(4).

- \* Miruna CUGLER, European Commission (DG Regional & Urban Policy)
- \* INFORM members

Workshop 4b: Preparing for 30 years of Interreg!

In 2020, Interreg turns 30. This is a time to showcase our achievements to date and to increase awareness of cooperation among EU citizens. Come and join us to discuss how we jointly brand the celebrations, how we use the occasion to step up communication by organising celebratory moments throughout the year. You can also hear what activities DG REGIO will coordinate, what Interact and TESIM can provide you with and how we make sure we have a visible and successful 2020 European Cooperation Day.

- \* Nathalie VERSCHELDE, Alexander FERSTL, Nadine LAKHAL, European Commission (DG Regional & Urban Policy)
- \* Ivano MAGAZZU, INTERACT programme
- \* Carole SOUVILLE, TESIM – ENI-CBC programmes

13:00 – 14:00

Family photo + Lunch

14:00 – 14:30

Communicating together with the Member States

Keynote speech by Pia AHRENKILDE HANSEN

Director-General for Communication, European Commission

14:30 – 15:45

## Break-out sessions of INFORM and INIO

### INFORM: Inspirations from and for the network

#### Peer-to-peer exchange

- \* Natasa KOGJEJ & Natasa ROJSEK, Slovenia
- \* Paula VICENTE & Paula ASENCAO, Portugal

#### How to valorise knowledge and information on programme and projects?

- \* Agostinho TEIXEIRA, POSEUR, Portugal

#### Zero-emission communication

- \* Paulo EMERENCIANO, and Laura PUGIEU Interreg MED programme

#### Civic monitoring: At the School of Open Cohesion (ASOC) & Integrity Pacts

- \* Anguel BEREMLIYSKY, Francesco MOLICA, European Commission (DG Regional & Urban Policy)
- \* Simona DE LUCA, Presidency of the Italian Council, Italy
- \* Project partners of ASOC

#### Communicating Financial Instruments

- \* Katerina FORTUN, European Commission (DG Regional & Urban Policy)

### INIO: Communicating Social Europe

#### Meeting of the ESF communicators

- \* Loris DI PIERANTONIO, European Commission, (DG Employment, Social Affairs & Inclusion)
- \* Tina ZOURNATZI, European Commission (DG Communication)
- \* 2019 ESF Communicator Award Ceremony

Video interviews with the INIO delegates

15:45 – 16:15

### Coffee break

16:15 – 16:45

## REGIOSTARS 2019: Meet the winner!

“Orsi Academy – Global innovator from Flanders”  
Winner of the category of the year 2019 (health)

- \* Luc VERAMME, chief operating officer of Orsi Academy, Belgium

16:45 – 17:45

## Towards an EU communicators’ network for 2021-2027

One network for seven EU funds – first ideas

- \* Alexander FERSTL & Matteo SALVAI, European Commission (DG Regional & Urban Policy)

Structured cooperation between Managing Authorities and Europe Direct Centres: Looking beyond INFORM and INIO

- \* Alessandro GIORDANI, European Commission (DG Communication)
- \* Example for the networks

National communication networks: What works – and what doesn’t?  
The experience of Sweden

- \* Lina LINDBÄCK, national communication coordinator, Sweden

17:45 – 18:00

## Round-up & Outlook

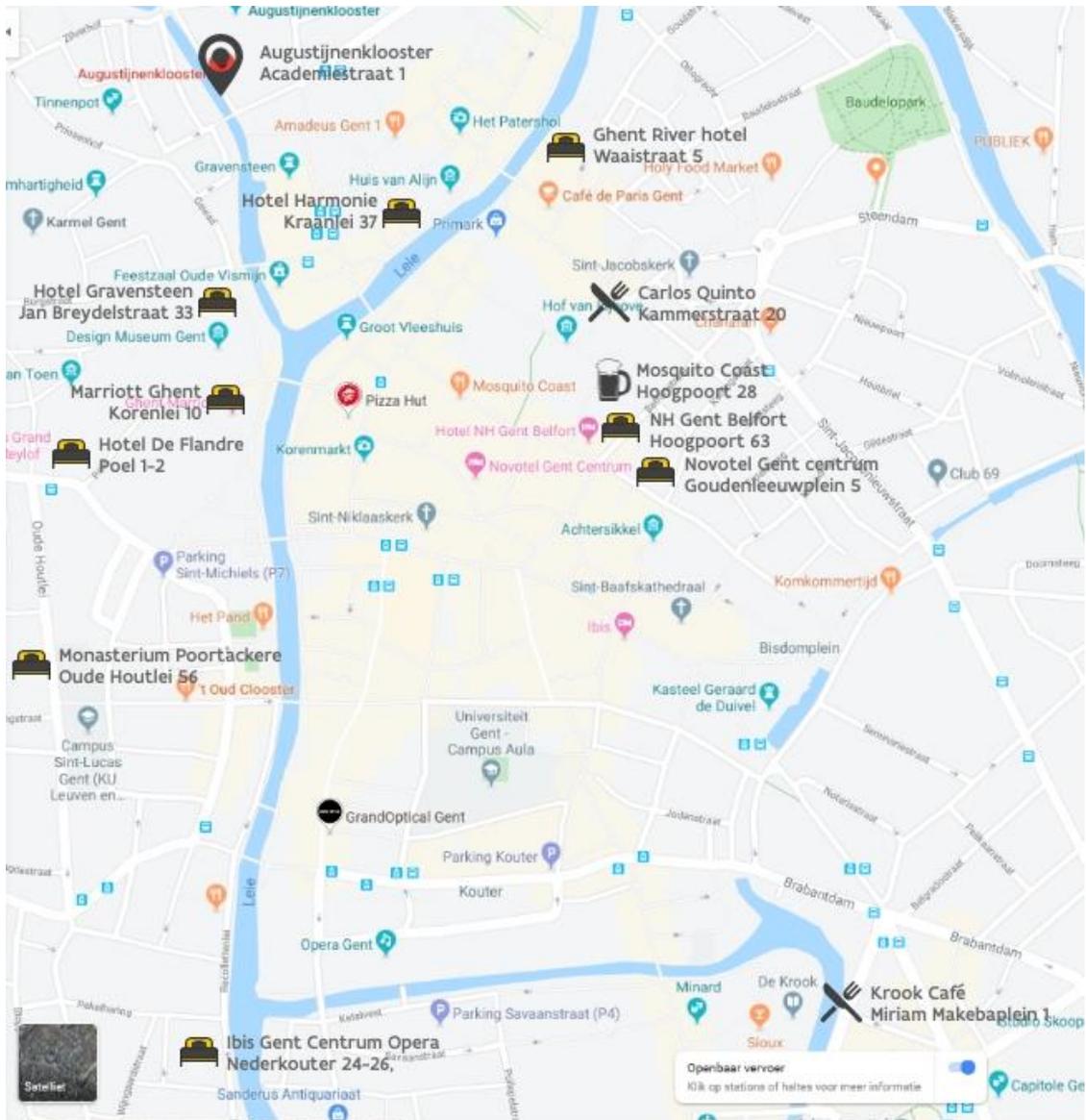
- \* Kim DE PAEPE & Philippe ROUSSEAU, Regional Government of Flanders, Belgium
- \* Frank-Peter HEIDRICH, Regional Government of Lower Saxony (Ministry of Federal and European Affairs and Regional Development), Germany
- \* Agnès MONFRET & Loris di PIETRANTONIO, European Commission

19:00

## Networking dinner

Venue: Restaurant Carlos Quinto, Kammerstraat 20, Ghent  
<https://www.carlosquinto.be/nl/home>

## Locations



# Project visits

## Project visit 1: KoBra

The City of Ghent wanted to give back the Korenmarkt its former function of a central open space. Instead of the crossing of different streets it once was, the whole square now has the same pavement. The stops for public transport are moved to surrounding streets. The project included renovations of the Korenmarkt, Braunplein, Gouden Leeuwplein en Poeljemarkt.

The most eye-catching part of the renovations of this central part of the city is the construction of 'De Stadshal' a gigantic awning that can be used for all sorts of public events. It includes bicycle storage, public toilets, a city bistro, and a foyer for artists. It's a modern interpretation of an historic Cloth Hall. By the people of Ghent it is known as the 'sheep stable'.

Budget Total budget: EUR 18 million, thereof EU budget € 2,3 million (ERDF)

Venue Poeljemarkt, 9000 Gent

More information

<https://stad.gent/nl/kobra>

## Project visit 2: SOGent - Oude Dokken

SOGent is an organisation of the City of Ghent responsible for the cities project development. As such they are the project leader of many ERDF projects.

Since several years they are executing the 'Oude Dokken'-project. This is a huge city development project where former docklands are transferred to a new part of the city with housing, public spaces, schools, offices etc. This project combines funding of both, ERDF mainstream and Interreg. ERDF was used to renovate the ancient quay walls. At their office there is an exposition on the development of the Oude Dokken neighbourhood, which includes a model of the area.

Budget

Total budget: EUR 11,43 million, thereof EU budget € 4,52 million (ERDF)

Venue

Voldersstraat 1, 9000 Gent

More information

<https://stad.gent/nl/oude-dokken>

### Project visit 3: Winter Circus

The Winter circus is a former indoor circus constructed in the 19<sup>th</sup> century. In the 1950ies, it was renovated by a car dealer. After the card dealership closed in 1978 it was used as a storehouse for classic cars and got abandoned.

In June 2017 the city of Ghent started the renovation of this historical building. In the future the building will be used to host technology companies, start-ups and scale-ups. It will include a concert hall for 500 people, an auditorium and several meeting rooms.

To gether with the construction of the new library, the renovation of the winter circus fits in the reconversion of this central part in the city.

#### Budget

Total budget: nearly EUR 3,5 million, there of EU budget € 1,35 million (European Regional Development Fund)

#### Venue

Lammerstraat, 9000 Gent

#### More information

<https://sogent.be/projecten/wintercircus>

### Project visit 4: Kazematten

A former coach factory is renovated to a culture house for kids and youngsters where they can create and watch theatre. But Kazematten is more than just a venue for theatre, they want to play a cross sectoral role by matching youth, culture and welfare. It's a meeting space where children of the neighbourhood can do their homework, create art, hang around and meet their friends.

#### Budget

Total budget: nearly EUR 1,2 million, thereof EU budget € 0,4 million (European Regional Development Fund )

#### Venue

Kazemattenstraat 17, 9000 Gent

#### More information

<http://www.dekazematten.be/>

## Project visit 5: ArbeidsTeam Intra-Europese Migratie Gent

A-Tiem is a Ghent-based team of labour coaches, from various organisations in Ghent. They supervise job-seeking Intra-European Migrants, with a focus on Roma, direction work, education and guidance to work. The team supports and reinforces each other.

### Budget

Total budget: €1 155 657, thereof EU budget € 462 263 (European Social Fund)

### More information

<http://www.gsiw.be/>

## Project visit 6: Refugees Ghent

The organisation comes from the city of Ghent and is developing integrated services to guide refugees into the labour market and strengthening and renewing the training and employment offer for refugees in Ghent.

### Budget

Total budget: €1 333 087, thereof EU budget € 533 234 (European Social Fund)

### More information

<http://www.gsiw.be/>

# Communication Activities

## Our results 2019

### Communication with Member States

- 1 EU in my Region
- 2 REGIOSTARS
- 3 At the School of Open Cohesion
- 4 Citizens' Engagement with Europe Direct Information Centers
- 5 Dialogues with Regional Offices in Brussels

### Events

- 6 European Week of Regions and Cities #EURegionsWeek

### Campaigns

- 7 Road Trip Project
- 8 EU Delivers in the Regions

### Media

- 9 Support for information measures relating to the EU Cohesion Policy
- 10 YOUTH4REGIONS – the programme for aspiring journalists

## EU in my Region

1

### Objective

- 1) Show to citizens what the results of EU enabled projects are on the ground.
- 2) Generate a dynamic of participation of local partners, increase engagement and enhance the coordination between the Commission and the managing authorities.

### Target group(s)

- Project promoters and managing authorities
- Citizens at large

### Member States concerned

EU-28

### Main results & indicators for 2019

- Number of events: 2000+ events
- Hundreds of thousands of participants to the events
- Postcard contest: 719 pictures
- Quiz: 3,687 players
- Twitter mentions of #EUinmyRegion: 15 000
- FB impressions

### Novelties 2019

- Change of paradigm: the main focus shifted from citizens to project beneficiaries and managing authorities (the “beneficiaries’ agency”)
- Postcard contest form project holders

### Implementation period

- Preparation: January–April 2019
- Peak of the campaign: May 2019
- Follow-up actions: June–September 2019

### Next edition

From April to October 2020

### Web

[https://ec.europa.eu/regional\\_policy/en/policy/communication/euinmyregion/](https://ec.europa.eu/regional_policy/en/policy/communication/euinmyregion/)

## REGIOSTARS

2

### Objective

Identify the most innovative regional policy projects in five award categories: 1) Digital transformation; 2) Connecting green, blue and grey; 3) Combating inequalities and poverty; 4) Climate-resilient cities; 5) Health services (topic of the year) + public choice award

### Target group(s)

- Project promoters and managing authorities for applications
- Academia for selection process
- General public for awarded projects (use for Commission communications)

### Member States concerned

EU-28

### Main results & indicators for 2019

- Number of applications: 199 (102 in 2018)
- Applications from all EU MS
- 24 Finalists
- Number of votes for public choice award: 235,000
- 1,200 participants at awards ceremony

### Novelties 2019

- Streamlined application and selection process
- Winners receive media buying as an additional price

### Implementation period

- Call for applications: 9 March 2019
- Application deadline: 9 May 2019
- Award ceremony: 9 October 2019

### Next edition

2020, call for applications and award categories to open in February/March

### Web

[www.regiostars.eu](http://www.regiostars.eu)

## At the School of Open Cohesion

3

### Objective

This educational project aims to raise awareness of cohesion policy among high school students by engaging them in monitoring EU-funded projects using public open data. Overall the activities are expected to foster the culture of active citizenship among the participants and to promote the accountability of public organisations in charge of managing the funding. The EU action is being piloted by 7 national or regional authorities with the support of the European Commission. Italian authorities are involved with an advisory role as the project was originally designed and implemented in Italy under the name “A scuola di Open Coesione”.

### Activities

- Selection of EU countries or regions for the pilot project through an expression of interest launched by the Commission (April-May 2019)
- Set up of activities, preparation of educational material, selection of schools in the participating Member States and regions (September-November 2019)
- First phase of the project – students attend a massive online course on cohesion policy and open data (December 2019-January 2020)
- Second phase – Selection & monitoring of projects (Feb-Apr 2020)
- Dissemination of results (May-June 2020)

### Target group(s)

- High school students

### Member States concerned

PT, HR, EL, BG, ES

### Main results & indicators for 2019

- 7 public organisations (regional or national) participating in the project

### Implementation period

September 2019 – June 2020

### Next edition

The Commission plans to prolong the project into 2020-2021

### Web

[https://ec.europa.eu/regional\\_policy/en/policy/communication/inform-network/asoc](https://ec.europa.eu/regional_policy/en/policy/communication/inform-network/asoc)

## Citizens' Engagement with Europe Direct Information Centers

4

### Objective

The events have a two-fold objective: (a) raise awareness on the benefits cohesion policy brings in each given region by showcasing its results at local/regional level; (b) engage citizens into discussing the added value of cohesion policy in their region and stimulate a debate in an interactive and innovative format. Discussions on cohesion policy priorities for the post-2020 period and the potential of these priorities in the region are also encouraged. The activities should ultimately lead to an increase in the number of people who are aware of and understand the positive impact brought by the EU through cohesion policy into their region.

### Target group(s)

General public in the reach area of the respective EDIC and co-organiser(s).

### Member States concerned

Open call to EU-28; AT, BE, BG, HR, CZ, EE, FI, FR, DE, GR, HU, IT, LT, PL, PT, RO, SK, SL, ES, SE (20 applied)

### Main results & indicators for 2019

- 266 events planned
- +200 events on [map of local events on InfoRegio](#)

### Novelties 2019

First edition of these kinds of events. Terms developed based on 60 local dialogues (branded as Citizens' Dialogues) implemented with the Council of European Municipalities and Regions in 2018.

### Implementation period

May 2019 – October 2019 (until March 2020)

- First wave of events submitted for local map (May)
- Automated monthly reporting system set up by DG COMM (October)

### Next edition

2020 - Open call for EDICS

### Web

[https://ec.europa.eu/regional\\_policy/en/policy/communication/local-events](https://ec.europa.eu/regional_policy/en/policy/communication/local-events)

## Dialogues with Regional Offices in Brussels

5

### Objective

Regional offices based in Brussels are important interlocutors and multipliers for regional policy matters. The community of accredited offices is regularly invited to exchanges with the European Commission's directorate-general for regional and urban policy. From July 2019, this cooperation is organised in two formats – quarterly exchanges between the regional offices and DG REGIO; and annual meetings with the Commissioner for regional policy.

### Activities

- 2-3 July – 1<sup>st</sup> session, new format presented to the regional offices
  - Topic: Commission's cohesion policy proposals for 2021-2027 & state of negotiations
- 25 September – 2<sup>nd</sup> session, hosted by a regional office in Brussels
  - Topic: Cooperation across borders: Interreg, macro-regional strategies and the European Cross-Border Mechanism (ECBM)

### Target group(s)

- Representatives of cities, regions (or their associations) based in Brussels.

### Member States concerned

EU-28

### Main results & indicators for 2019

- Participants: 120 + 100 in the first two sessions
- Very high satisfaction with the quality, relevance and delivery of content

### Novelties 2019

- The format of regular quarterly dialogue sessions has been introduced.

### Implementation period

Since July 2019

### Next edition

- 5 December (tbc) – 3<sup>rd</sup> session
  - Topic: Research, innovation and synergies between funds
- January/February 2020 (tbd) – Annual meeting with the new Commissioner

### Web

[https://ec.europa.eu/regional\\_policy/en/policy/communication/regional-offices/](https://ec.europa.eu/regional_policy/en/policy/communication/regional-offices/)

## European Week of Regions and Cities #EURegionsWeek

6

### Objective

Annual meeting of Cohesion Policy stakeholders. Four days to network with experts, learn best practices and develop new projects.

### Target group(s)

- Cohesion policy stakeholders (Programme, projects, journalists, academia, politicians, EU institutions)
- Citizens and specially youth

### Member States concerned

EU-28

### Main results & indicators for 2019

- Participants: +9300 (approx. +30% than 2018 where we had +6700)
- Speakers: +1300 (approx. +80% than 2018 where we had +700)
- Journalists: +300 (approx. +30% than 2018 where we had +200)
- Sessions: 333 (approx. +50% than 2018 where we had 214)
- Stands and regional tastings: 53 ( approx. +140% than 2018 where we had 22)

### Novelties 2019

- Registration features improved and overall green event concept
- Tasting and Afterwork/evening programme in general
- Citizens Dialogs and facilitation of accessibility to general public
- Visual identity and graphic declinations

### Implementation period

- Evaluation EU Survey (Closed, October 2019)
- Potential partners meeting (January)
- Proposals deadline (March)
- Selected partners announcement and meeting (May)
- Registrations (July)

### Next edition

- #EURegionsWeek (12-15 October 2020)

### Web

<https://europa.eu/regions-and-cities/>

## Road Trip Project

7

### Objective

The Road Trip Project aims at generating awareness and engagement about EU action in the regions. On the road young travellers hop on a van for a journey across Europe and explore a variety of EU-supported projects and activities. They share their experiences through videos, photos and blog posts on social media platforms. Their Road Trip stories form a wealth of inspiring information about Europe and what it has to offer.

### Target group(s)

- Young Europeans aged between 18-30, with a specific focus on 18-24

### Member States concerned

All EU member states with a specific focus on countries that the travellers crossed on their journey: Finland, Sweden, Denmark, Germany, Belgium, Luxemburg, France, Spain, Ireland, UK, Czechia, Poland, Slovakia, Hungary, Romania, Bulgaria, Cyprus.

### Main results & indicators for 2019

- Total reach: 60 million
- Social media: A total of 21.220 000 videos views on FB, IG & YT. Currently 19.2k followers the dedicated Instagram account
- Traditional media: More than 180 placements in positive tone of voice
- Influencers: Partnerships with 6 influencers in 6 countries reached more than 1,000,000 people in our target audience
- Website: 218 000 page views
- Results do not yet include the results of the partnerships with VICE and Konbini

### Novelties 2019

- The season saw new traveller profiles and routes.
- Partnerships with media platforms Vice (DK, HU, IE, DE, SE, GR, CY, NL, ES, PL) and Konbini (FR), specifically reaching out to young audiences.

### Implementation period

June-December 2019

### Next edition

Before the possible next edition is launched, an evaluation will be conducted.

### Web

[www.roadtripproject.eu](http://www.roadtripproject.eu)

## EU Delivers in the Regions

8

### Objective

The objective of the campaign is to provide an opportunity for regional populations to reach a more informed view of the EU, by showcasing and branding EU delivery on the ground in a personalised way using proximity communications. This campaign is about picturing the relation between people and places (playing with the emotions that go with it) while relating to the EU and what it enables on the ground. Each featured project, in each region, becomes a unique place in Europe.

### Target group(s)

The primary audience for this campaign is local population segments who have low awareness of the EU and EU action in their region.

### Member States concerned

- Austria (5 Regions)
- France (9 Regions)
- Greece (8 Regions)
- Italy (7 Regions)
- Sweden (5 Regions)

### Main results & indicators for 2019

27 regional campaigns completed

- 643 million contacts generated (digital + outdoor + press)
- 1 million clicks generated (on digital ads)
- 18 900 sessions created (with the interactive billboard on site)
- Around 400 000 visits on the website
- Partnership with 16 local media and 19 influencers

### Implementation period

November 2018 – December 2019

### Next edition

Possible extension with new countries for 2020

### Web

[https://ec.europa.eu/regional\\_policy/en/policy/communication/euinmyregion/regional\\_campaigns/intro/](https://ec.europa.eu/regional_policy/en/policy/communication/euinmyregion/regional_campaigns/intro/)

## Support for information measures relating to the EU Cohesion Policy

9

### Implementation period

April 2019 – May 2020 (2<sup>nd</sup> call) and June 2020 – June 2021 (indicative implementation period for 3<sup>rd</sup> call).

### Objective

The main aim is to provide support for the production and dissemination of information and content linked to EU Cohesion policy. With two calls for proposals published respectively in 2017 and 2018, the Commission selected 44 beneficiaries for the implementation of information measures. The EU reimburses up to 80% of the total costs of the actions, with grants varying from EUR 70.000 to EUR 300.000.

### Target group(s)

Both calls were addressed to media organisations/news agencies, educational institutions, and all other private and public entities at the exception of managing authorities and intermediate bodies.

### Member States concerned

EU-28

### Examples of results of the 2017 call:

- Freedom House (public entity in RO): +/- 419 500 000 views of 293 articles; 1 000 000 listeners reached; more than 120 people attended the public debates; over 60 journalists attended their seminars.
- Agenzia ANSA (news agency in IT): 940 882 persons reached on Facebook; 12 758 507 persons reached on Twitter; 7 409 644 web impressions; 173 406 video views.

### Novelties 2019

A 3<sup>rd</sup> call for proposals was published in October 2019, with a total budget of EUR 4.8 million (including 4 million for all entities apart from managing authorities, and EUR 800.000 only for Universities and educational institutions). The deadline is 10 December 2019.

### Web

[https://ec.europa.eu/regional\\_policy/en/newsroom/funding-opportunities/calls-for-proposal/](https://ec.europa.eu/regional_policy/en/newsroom/funding-opportunities/calls-for-proposal/)

## YOUTH4REGIONS – the programme for aspiring journalists

10

Implementation period: April-October 2019

### Objective

Enable aspiring journalists to specialise in EU Regional Policy and create a pan-European community of journalists interested in the policy.

### Target group

- Journalism students
- Young journalists

### Member States concerned

EU Member States, neighbouring and accession countries

### Main results & indicators for 2019

- Number of applications received: 446 (33 in 2018)
- 33 applicants selected (28 from the EU, 5 from neighbouring and accession countries)

### Novelties 2019

- Applications accepted from neighbouring and accession countries
- The first Megalizzi-Niedzielski prize for aspiring journalists (won by Karolína Šimková from Czechia and Tea Mihanović from Croatia)

### Next edition

Applications for Youth4Regions 2020 will open on 6 April.

### Web

[www.youth4regions.eu](http://www.youth4regions.eu)

# Practical information



## Venue

### Augustijnen Klooster

Academiestraat 1, 9000 Gent

[www.thagaste.be](http://www.thagaste.be)

+32 (0) 473 17 49 00

[info@thagaste.be](mailto:info@thagaste.be)

The venue is an ancient monastery and a 5 minute walk

from the city centre.

## How to get to Ghent?

### By Plane

Ghent is located about 60 km from Brussels airport. From the airport there are frequent trains to Ghent, which will get you there in an hour.

All information about the airport can be found on <https://www.brusselsairport.be/>

You can look up your train ride at [www.belgiantrain.be/](http://www.belgiantrain.be/). Each hour there are 3 trains from Brussels Airport to Ghent Sint-Pieters. Depending which train you take, the train ride takes you between 55 minutes (Direct train) and 1h24 minutes (Change trains at Brussels South Station).

From Charleroi airport (Brussels south) you can take an airport shuttle bus to Ghent Sint Pieters railway station. This will take you about 1,5 hours.

<https://www.flibco.com/en#/booking>

<https://global.flixbus.com/bus-routes/bus-brussels-charleroi>

### By Train

Brussels South station is connected with all the international high-speed trains (Thalys, Eurostar, ICE, TGV). You can find your train at <https://www.b-europe.com>

From Brussels south you can connect to Ghent Sint Pieters via [www.belgiantrain.be/](http://www.belgiantrain.be/)

## How to get from the station to the venue?

### Public transport

Public transport is by far the easiest way to get to the venue. The Public Transport company is called 'De Lijn'. 150 m from the location you can find two tram stops.

Tramline 1 (Tram stop Gravensteen): this is a direct connection between the city centre and the train station of Ghent Sint-Pieters and the most convenient one. There is a connection every 6 minutes.

A ticket costs € 3,00. You can also buy a sms ticket which will cost you € 2,15. To do so, sms 'DL' to 4884 before you get on the tram. Tickets are valid for one hour.

There is an app from 'De Lijn' that looks up the easiest way for you. You're also able to buy a mobile card via the app, which is the cheapest option.

Tramline 4 (Tram stop Lange Steenstraat) Direct connection to 'De Zuid' where many bus and tram connections can be found.

### Taxi

If you prefer to take a taxi. You can contact one of the following companies:

V-tax Gent                      tel. +32 9 222 22 22

Taxi Gent                        tel. +32 9 233 33 33

### Walking

This is always an option.

## Useful numbers (organisers)

Matteo Salvai                    tel. +32 472 11 75 33

Anne Verbist                    tel. +32 479 48 79 48

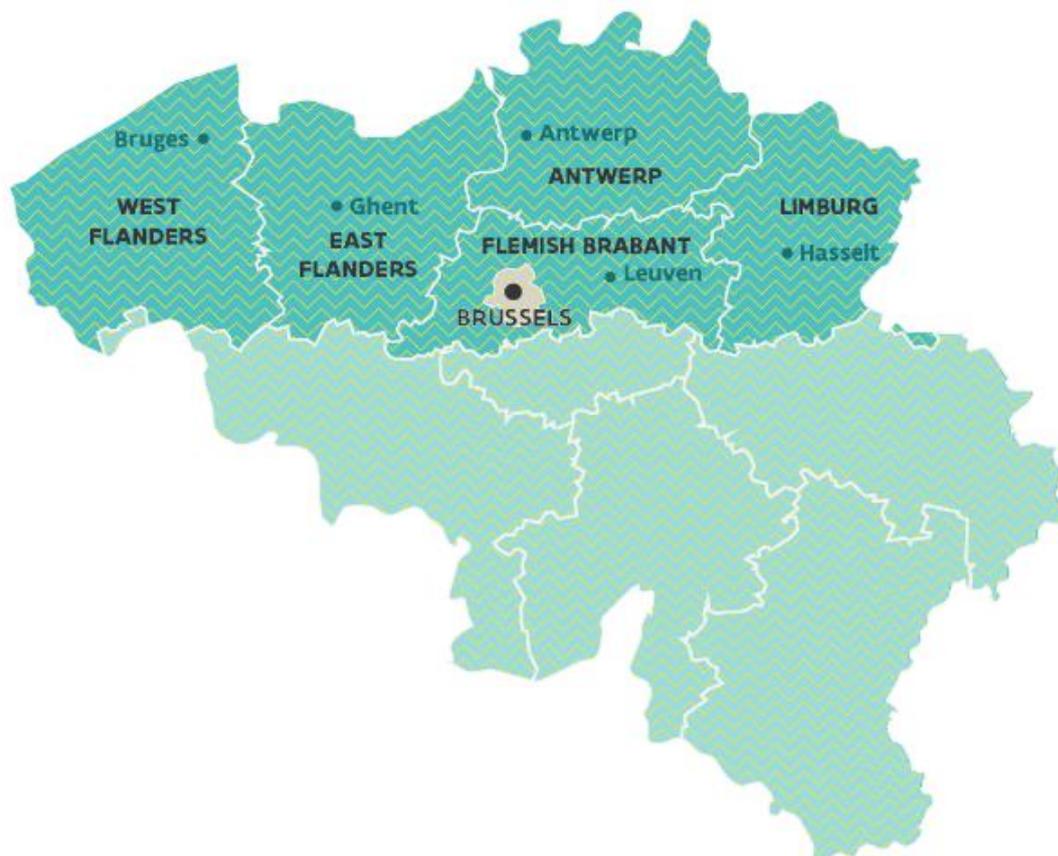
Kim De Paepe                    tel. +32 494 81 46 74

# Background information

## Flanders

Flanders is the northern federated state of Belgium with Brussels as its capital. It covers an area of 13.522 km<sup>2</sup> and has 6.58 million inhabitants. It is a gateway to Europe and is located at less than 500 km from major European capitals. It shares its own capital with the EU, NATO and numerous other international institutions and companies.

Together with the renowned seaports, the extensive railway and road network, the productive and highly educated population, the excellent healthcare and the R&D-friendly climate, this is what makes Flanders unique in Europe.



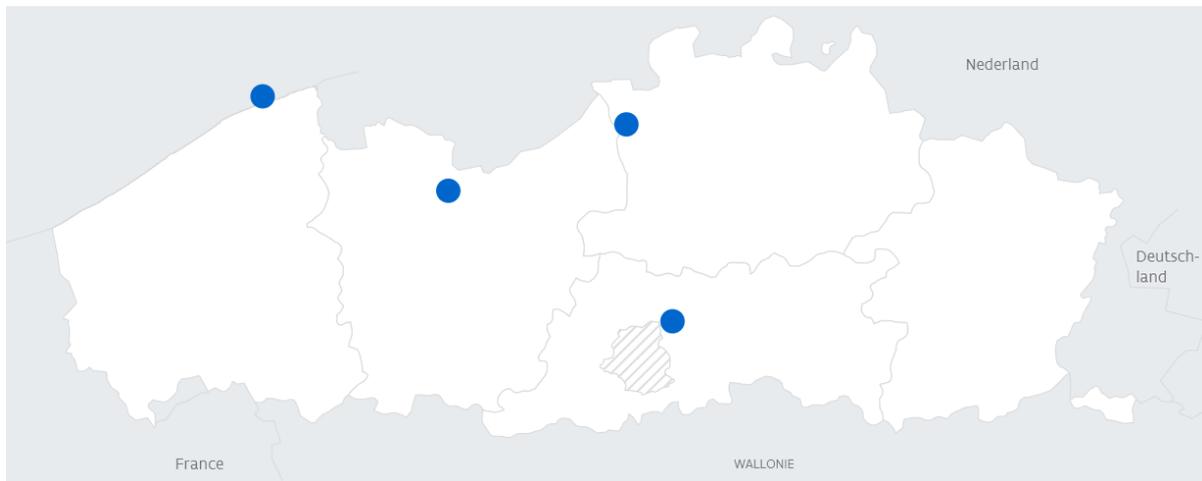
Belgium has been a federated country since the reforms of 1993. The country is divided into three territorial Regions (Flanders, Wallonia and Brussels-Capital Region) and language-based Communities (Dutch, French and German) in line with these language groups, with Brussels as the capital of the federal state of Flanders.

The Region and Community of Flanders have a common Parliament and a Government. This federal state of Flanders has its own legislative and executive powers and is the autonomous northern region of Belgium with broad and exclusive domestic and international responsibilities. Flanders has a unicameral legislature. The legislative and monitoring power rests with the Flemish Parliament, which is directly elected by the people of Flanders every five years.

Flanders enjoys complete autonomy in numerous domains, because the Government of Flanders and the federal government are on an equal footing and their powers do not overlap. Flanders is responsible for economics, foreign trade, healthcare, energy distribution, housing, agriculture and horticulture, the environment, public works and transport, employment, culture and education, science and innovation. Flanders pursues a foreign policy regarding all of its competences and is able to conclude bilateral and multilateral treaties. Its exchange with other countries is promoted not only by its diplomatic representatives worldwide, but also by approximately 100 representatives who specialise in trade and investment promotion, agriculture and tourism.

Flanders consists of 5 provinces, each with its own provincial capital. From west to east:

- West Flanders (Bruges);
- East Flanders (Ghent);
- Flemish Brabant (Leuven);
- Antwerp (Antwerp);
- Limburg (Hasselt).



Flanders is the gateway to Europe. In addition to a productive and highly qualified population and a research and investment-friendly climate, Flanders possesses an extensive rail and road network as well as several large ports.

## Regional Operational Programme ERDF Flanders 2014-2020

### Main objectives

The Programme aims to boost economic growth in the region and to contribute to achieving the Europe 2020 targets for smart, sustainable and inclusive growth. Through investments that will support the knowledge economy, SMEs and the transition towards a low carbon economy, it should create jobs and boost productivity.

### Funding priorities

The programme contains five priority axes and six thematic objectives, namely

- strengthening research technological development and innovation (OT1);
- enhancing the competitiveness of SMEs (OT3);
- supporting the shift towards a low carbon economy (OT4);
- promoting climate change adaptation (OT5);
- preserving and protecting the environment and promoting resource efficiency (OT6);
- promoting social inclusion, combating poverty and any discrimination (OT9).

Major financial effort, namely 90% of the total allocation, goes to RTD, SMEs and low-carbon economy, of which 40% goes to RTD. The remaining 10% of the total financial allocation goes to urban development. Special attention is given to the development of living labs and spreading new innovative technologies through demonstration projects as well as to housing renovation to an energy-neutral level and sustainable urban mobility systems. Social inclusion is targeted with small-scale urban projects in less developed urban districts, that will have an economic leverage effect. An integrated territorial development approach is guaranteed through three integrated territorial investments tools (ITI) which address specific territorial socio-economic problems. The means earmarked for the three ITIs represent 45% of the total allocation.

### Expected impacts

- Increase the share of SMEs with innovative products, processes, marketing or organisations from 62 to 70% of total of SMEs
- Increase the share of turnover due to new or innovative products or services from 7.5% to 10%
- Increase the Entrepreneurial Employee Activity (EEA) from 9.40% to 12%
- Reduction of Greenhouse gas (GHG) emissions from housing with 5.3 ton CO<sub>2</sub>-eq and reduction of GHG emission in transport with 1 ton CO<sub>2</sub>-eq
- Renovate 1300 m<sup>2</sup> of public domain in less developed urban areas

### Financial information

- Total budget: 435,508,941 € - EU contribution: 175,592,099 €  
[www.efro.be](http://www.efro.be)

## Regional Operational Programme ESF Flanders 2014-2020

### Main objectives

The (OP) aims to complement the existing Flemish employment and social inclusion initiatives and encourage innovative social measures and transnational cooperation. The programme – which is worth over EUR 1 billion in total – will also support a number of focused actions that target entrepreneurship, the social economy, poorly skilled young people and Roma.

### Funding priorities

There are several priorities in the OP for Flanders:

1. Promoting projects for sustainable, high-quality jobs and worker mobility; and investing in education, training and lifelong learning. These areas will attract some 60% of total funding and complement the Flemish career management policy which seeks a more effective labour market. In particular, ESF projects will focus on the important transition points in individual career paths.
2. Some 20% of funding will support social inclusion, equality and anti-poverty projects. Projects will target the pathways into work and society for the most at-risk groups, such as Roma.
3. Structural measures to encourage older people to continue working, or take up a new job, will be promoted at Federal and Flemish levels. ESF projects for ‘active ageing’ will complement these, helping companies create attractive environments for older workers.

In addition, the ESF will drive existing efforts for transnational cooperation and innovation – further developing and professionalising these priority activities. Overall, the Flanders OP is expected to help some 250 000 people to find a job, start a company or take up education and training opportunities.

### Financial information

Total budget: 1,024,665,509 €

EU contribution: 398,502,847 €

[www.esf-vlaanderen.be](http://www.esf-vlaanderen.be)

## Other Cohesion policy programmes covering Flanders (2014-2020)

<b>Programme</b>	<b>Fund</b>	<b>Web</b>
Interreg Vlaanderen-Nederland	ERDF (Interreg)	<a href="https://www.grensregio.eu/en">https://www.grensregio.eu/en</a>
Interreg France-Wallonie-Vlaanderen	ERDF (Interreg)	<a href="https://www.interreg-fwvl.eu">https://www.interreg-fwvl.eu</a>
Interreg Euregio Meuse-Rhine	ERDF (Interreg)	<a href="https://www.interregemr.eu/home-en">https://www.interregemr.eu/home-en</a>
Interreg North Sea region	ERDF (Interreg)	<a href="https://northsearegion.eu/">https://northsearegion.eu/</a>
Interreg 2 Seas	ERDF (Interreg)	<a href="https://www.interreg2seas.eu/fr">https://www.interreg2seas.eu/fr</a>
Interreg North West Europe	ERDF (Interreg)	<a href="https://www.nweurope.eu/">https://www.nweurope.eu/</a>
Interreg Europe	ERDF (Interreg)	<a href="https://www.interregeurope.eu/">https://www.interregeurope.eu/</a>
URBACT	ERDF (Interreg)	<a href="https://urbact.eu/">https://urbact.eu/</a>
Interact	ERDF (Interreg)	<a href="http://www.interact-eu.net/">http://www.interact-eu.net/</a>
ESPON	ERDF (Interreg)	<a href="https://www.espon.eu/">https://www.espon.eu/</a>





# MEETING OF THE INFORM-INIO

The Networks of Cohesion Policy Communicators

**26 → 28 NOV**  
2 0 1 9

**G H E N T**

**V E N U E :**  
**AUGUSTIJNEN KLOOSTER**  
**ACADEMIE STRAAT 1**

*#EUinmyregion*

**#SocialRights**

In collaboration with:



Vlaanderen

**gent:**

***#EUinmyregion***

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[ec.europa.eu/info/region](https://ec.europa.eu/info/region)  
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