



8th European Week of Regions and Cities

Brussels

4 - 7 October 2010

**Information Pack
for potential event partners**

**Objective 2020:
Competitiveness, co-operation and
cohesion for all regions**

www.opendays.europa.eu

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1. OPEN DAYS 2010: Organisers, themes and programme

1.1 Introduction

Since 2003, the OPEN DAYS has become an annual key event at which cities and regions to showcase their capacity for creating growth and jobs, implementing European Union cohesion policy, and proof the importance of the local level for good European governance. Conceived and developed by the EU Committee of the Regions and the European Commission, Directorate-General for Regional Policy, this communication platform regularly enlists loyal support from thousands of local, regional, national and European decision-makers and experts, whose achievements have been manifold in the areas of economic success and social integration, co-operation between regions, fruitful public-private partnerships at local level, and with research centres and universities.

OPEN DAYS 2010 will consist of about 100 sessions such as seminars, workshops, debates, exhibitions, networking opportunities, etc. for about 6,000 participants. The purpose of this information pack is to explain how OPEN DAYS 2010 will be organised and lay out the roles and tasks for the organisers, regional partners and other partners involved in order to create a common understanding and to facilitate the event's management, its quality and its communication.

1.2 Purpose of the OPEN DAYS

The purpose of the OPEN DAYS is multiple: First, it brings together political representatives, decision-makers, experts and practitioners of regional policy as well as stakeholders from business, banking, civil society organisations, academia, EU institutions and the media to discuss common challenges for European regions and cities and debate possible solutions. Second, it provides a platform for capacity-building to those involved in implementing EU cohesion policy and in managing its financial instruments. Third, the event aims at facilitating co-operation and networking among regions and cities on good practice in regional development. And finally, it offers the opportunity to debate the European cohesion policy of tomorrow in a wider context involving recent research as well as views from third countries and international organisations.

1.3 Main themes and context for the OPEN DAYS 2010

The 8th OPEN DAYS will be held between 4 and 7 October 2010, a period during which the debate on the European Union's '2020' agenda, its policies and future budget, will be in full swing.

Regions and cities will play a major role in the discussions on 'EU2020' agenda, on the budget review, and on the future of EU cohesion policy post-2013. The OPEN DAYS are an ideal framework for them to showcase good practice in the field of strengthening regional competitiveness, territorial co-operation and social and economic cohesion, to share experiences with others and to impact on the political debates among EU institutions and Member States.

The 8th OPEN DAYS will concentrate on three key themes - 'competitiveness, co-operation and cohesion' - while presenting best practices from regional development programmes across Europe:

- seminars on 'competitiveness' will focus on innovation, regional development and green economic growth, and results achieved by regions supported by the 'Regional Competitiveness and Employment Objective';
- under 'co-operation', debates about territorial and cross-border co-operation, the European Grouping on Territorial Co-operation (EGTC), and 'macro-regions' will highlight latest developments and enhance exchange among practitioners;
- finally under 'cohesion', discussions will elaborate on the question to what extent convergence is occurring across Europe's regions, on the definition of territorial cohesion; on social cohesion, and on integrated approaches to policies relevant at the local level.

1.4 Event organisers and partners

The event partners are: the organisers, the regional partnerships and other partners. Becoming an event partner includes respecting the rules of participation as laid down in this document and other obligations as communicated by the organisers throughout the process of preparation. The latter have the right to exclude event partners in case rules and obligations are not respected.

- **Organisers:** The OPEN DAYS is co-organised by the Committee of the Regions (CoR) and the Commission's Directorate-General for Regional Policy (DG REGIO). The organisers are responsible for the design, structure and overall programme of the event, the coordination of its preparation and communication with all partners. The organisers provide certain infrastructure within the limits of their possibilities and share the costs in roughly equal parts.
- As during previous events, co-operation with the European Parliament Committee on Regional Policy (REGI Committee) will be continued. The Belgian as well as the Spanish and Hungarian Presidencies will be offered involvement in the OPEN DAYS 2010. The European Commission Directorate-General for Communication will be requested to give visibility, and where possible support, to the local events through its representations in the Member States and information networks. Other Commission Directorate-Generals will be invited to take part in the programme. In doing so, they are requested to liaise with DG REGIO in order to establish thematic links with EU regional and cohesion policy.
- Third countries and international organisations will be invited by the organisers to contribute to a special series of seminars on the international dimension of regional policy.
- **Regional partnerships.** According to the conditions laid down in this document, the organisers invite regions and cities to set up regional partnerships. They will contribute to the programme through events in Brussels and events in their

regions or cities (local events), for which they will be responsible in terms of content, organisation and costs.

- **Companies, banks, European associations and organisations** as well as individual regions and cities can become event partners in the 'Meeting Place' through the provision of sessions, exhibitions and networking activities.

1.5 Target audience

The OPEN DAYS and its seminars, workshops, debates, exhibitions target a specific audience and namely the categories listed below:

- national, regional and local politicians;
- Members of the Committee of the Regions, the European Parliament and of the European Economic and Social Committee;
- officials of European, national, regional and local administrations and experts in the field of managing and evaluating Cohesion Policy programmes;
- representatives of private companies, banks, and European and national associations and organisations;
- journalists from European, national, regional and local media.

1.6 Events in Brussels

The OPEN DAYS 2010 events in Brussels between 4 and 7 October will consist of:

- 1) the Opening Session on 4 October coinciding the CoR Plenary Session and a meeting of the European Parliament's Regional Development Committee;
- 2) a programme of 100 seminars, workshops and debates between 5 and 7 October;
- 3) the Meeting Place including sessions, exhibitions, and networking opportunities on two specific topics: A 'Green Village' will highlight public-private partnerships in the field of greening regional economies, while under 'Territorial Co-operation' the focus will be on good practice in co-operation among regions and cities;
- 4) a media programme organised namely for journalists from regional media;
- 5) a number of social networking events.

4 October: Opening Session in the EP (incl. REGI meeting/CoR Plenary)

Regional Partners' seminars (20-30) <i>taking place in regional offices</i>	DG REGIO seminars (20-30) <i>taking place in Commissions buildings</i>	Meeting Place Seminars and exhibitions (20-30) <i>taking place in the CoR building</i>	OPEN DAYS University (15) <i>taking place in a separate building</i>
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5 October: "Regional competitiveness and Green Growth" Day"

6 October: "Territorial Cooperation" Day

7 October: "Territorial and Social Cohesion" Day

- The 20-30 sessions proposed by the **regional partnerships** will provide an opportunity to exchange experience and good practice and to facilitate co-operation and networking. While respecting thematic priorities, format and quality standards defined by the organisers, regional partners are independent as regards logistics and costs of their sessions.
- **DG REGIO's** 20-30 sessions will focus on all three thematic aspects of the OPEN DAYS 2010. DG REGIO will coordinate contributions to the programme made by other Commission DGs.
- The **CoR** will contribute another 20-30 sessions to the programme and will coordinate contributions made by representatives of companies, banks, regions, cities and other in the context of the 'Meeting Place'.
- Finally, all event partners are invited to contribute to a set of seminars forming the '**OPEN DAYS University**'. In this context, a selected number of academics from different European countries specialised in urban and regional studies will be invited to hold about 15 joint lectures and seminars.

Between 4 and 7 October, daily highlight events will be selected to elaborate on the key themes of the OPEN DAYS.

Each session has to address one of the three thematic priorities and to produce conclusions. The latter will feed into the overall conclusions of the OPEN DAYS. All event partners cooperate and contribute to safeguarding the quality of the OPEN DAYS 2010. To this end, the event partners ensure presence at the preparatory meetings on organisational and other aspects.

OPEN DAYS 2010 will also be the opportunity to showcase successful projects co-financed by the European cohesion policy. Participating regions are encouraged to invite local and/or regional politicians to come to Brussels to present the practical experience gained by developing Structural Funds co-financed projects on one or more of the themes of OPEN DAYS.

1.7 Local events: Europe in my region (city)

In an effort to get the messages of the OPEN DAYS closer to the citizens, each participating region and city is requested to organise at least one local event on their home ground to be held between September and November 2010 under the label and graphical chart "**Europe in my region (city)**".

These events target the general public, potential beneficiaries of the Structural Funds and expert audiences. They can be organised within the framework of the communications plans of cohesion policy programmes 2007-2013. Local events can also be organised in conjunction with the launch of Structural Funds projects or in the framework of annual information actions which are required by the Structural Funds' regulations.

Beyond the regional partners, other interested regions, cities or organisations will also be invited to propose local events in the framework of the OPEN DAYS 2010. Local organisers other than those proposed by the regional partnerships will have to apply separately including a description of the events planned. All local events should be clearly linked to the OPEN DAYS themes.

In the context of local events, regional partners and other organisers are requested to co-operate with the European Commission's representations or delegations and communication networks in their respective countries/regions. In addition, special efforts should be made in order to raise awareness of regional and local media as well as inviting Members of the Committee of the Regions, the European Parliament and local and regional politicians to participate in the events.

Final information about the local events including title, description in both English and native language(s) including target groups and speakers, dates, times and venues has to be provided by the regional partnerships and other partners to the organisers by 1 June 2010.

2. Conditions of participation for event partners

2.1 Introduction

The Committee of the Regions (CoR) and European Commission's DG for Regional Policy (DG REGIO) invite Europe's regions and cities to apply for participation in the OPEN DAYS 2010. The 8th OPEN DAYS will be prioritising on:

- the quality of content and contributions to sessions held in Brussels aiming to facilitate networking among partners and participants;
- the active involvement of partners from public, business', and banking sectors and other to foster exchange on public-private partnerships in the field of regional and local development;
- the quality of the local events held either by the regional partnerships or other regional and local institutions and organisations.

The OPEN DAYS 2010 aim at involving about 200 regions and cities organised in regional partnerships and a limited number of companies, banks and other engaged in the 'Meeting Place'. The objective is to produce a programme of about 100 sessions held in Brussels and between 200 and 300 local events all over Europe.

Event partners will be included in promotional activities and technical support conducted by the organisers. They may use the label 'OPEN DAYS 2010–8th European Week of Regions and Cities' including the logo of the event for all their communication during 2010. Event partners will receive free promotional material produced by the organisers for wide distribution and will be listed on the event's website.

In order to become an 'event partner' of the OPEN DAYS, 'regional partnerships' and other interested parties have to fulfil conditions as specified below.

The organisers retain the right to exclude regional and other partners from the list of event partners in case preparatory tasks will not be fulfilled on time.

2.2 Programme

Each session held in Brussels is to be classified according the 2010 thematic priorities and a typology of sessions. Sessions will form part of the programme that will be coordinated by the CoR and DG REGIO. Partners will be selected based on the evaluation of the quality of the events proposed including their content, speakers and link to the event's thematic priorities.

The 2010 **thematic priorities** are:

- **'Competitiveness'** to focus on innovation, regional development and green economic growth, and results achieved by regions supported by the 'Regional Competitiveness and Employment Objective';

- **'Co-operation'** where contributions will be made on territorial and cross-border co-operation, the European Grouping on Territorial Co-operation (EGTC), and 'macro-regions' to highlight latest developments and enhance exchange among practitioners;
- **'Cohesion'** to elaborate on the question to what extent convergence is occurring across Europe's regions, on the definition of territorial cohesion, on social cohesion, and on integrated approaches to policies relevant at the local level.

The **typology of sessions** is the following:

- **seminars** present information and offer training, in particular related to implementation of cohesion policy and the management of its financial instruments;
- **workshops** present experience and good practice and facilitate co-operation and networking with ample opportunity for contributions from the audience.
- **debates** touch upon specific aspects involving a group of experts and a moderator while avoiding presentations and speeches and instead building on the expertise of an informed public.

The programme of sessions will run for three days, starting on 5 October, 9:00 in the morning and ending on 7 October, 13:00. The sessions would fit into the following **timeslots**:

- between 5 October and 7 October, one or two morning sessions of 1:45 could be organised respecting the following timing: 9:00-10:45 and 11:15-13:00;
- on either 5 or 6 October, one afternoon session can be held with flexible timing between 14:30 and 17:00.

To ensure that sessions are organised in the most effective and useful manner, event partners have to take the following into account:

- seminars are clearly described, including an agenda and their orientation towards a specific target audience;
- seminars and workshops should consist of not more than four speakers and debates should not involve more than six panellists in order to leave enough time for discussion with the audience;
- speakers and moderators are carefully selected, briefed and supported when preparing their contribution;
- contributions focus on issues transferable to other regions avoiding long project or institutional descriptions;
- all sessions are chaired and moderated in a way, which encourages debate and exchange;
- the number of contributions in each seminar and the time allocated to speakers provides sufficient time for debate with the audience;
- PowerPoint presentations should be limited to 15 slides.

The organisers will provide specific guidance papers for setting up the sessions. In addition, all event partners make sure that chairpersons and speakers receive

appropriate and timely guidance and briefings to ensure agendas for all sessions leave sufficient time for discussion with the audience.

2.3 Conditions for regional partnerships

Individual conditions for **regions and cities** applying as part of OPEN DAYS 'regional partnerships' are the following:

- (1) Participating regions and cities should be involved in the management of Structural Funds.
- (2) They are expected to have a representation office in Brussels.
- (3) Cities must be either (a) a capital of a Member State; or (b) a capital of a NUTS I or II region; or (c) have a minimum of 500,000 inhabitants.
- (4) Regions and cities can only be part of one regional partnership.

In order to establish a **regional partnership**, the following criteria have to be met:

- (1) Regional partnerships are composed of at least five and not more than twelve European regions or cities from at least four different countries.
- (2) Regional partnerships have to be headed by a 'lead office' and a 'deputy lead office' located in Brussels and being responsible for (a) managing the tasks within the regional partnership and (b) acting as contact person towards the organisers throughout the entire period of preparation.
- (3) Regional partnerships will contribute to the OPEN DAYS 2010 programme through sessions, local events, exhibition stands or other activities. They are required to follow the OPEN DAYS 2010 concept as regards the themes, timing, publicity and communication, aiming at delivering an event of high quality.
- (4) Regional partnerships must be in a position to make available one joint venue for the organisation of their session(s). This venue should be located in the European quarter of Brussels and should be able to accommodate at least 90 people.
- (5) All regional partnerships should be represented by their lead and deputy partner offices at preparatory meetings and inform other partners in the regional partnership about the outcomes of the meetings and actions to be carried out.

Each regional partnership is expected to provide the following **contributions**:

- (1) to organise at least one and not more than two session(s) in Brussels between 5 and 7 October 2010 as specified under 2.2;
- (2) to organise at least one 'local event' per partner on their home ground between September and November 2010;
- (3) to communicate interesting projects from their region or city co-financed by the Structural Funds, which can be showcased either in Brussels or in the framework of a local event.

2.4 Conditions for organising local events

Each member of a regional partnership has to organise a programme of local event(s) under the brand **Europe in my region (city)** scheduled between September and November 2010 in their home territory.

Other regions, cities and local institutions and organisations can contribute to the local events of the OPEN DAYS 2009 as well.

Under the heading of the three main themes of the OPEN DAYS 2010, the aim is to attract a wide range of participants including the general public, policy-makers and experts and to raise awareness as regards the impact of Europe on their region and city. The choice of format of the event is free and organisers are advised to:

- involve Members of the European Parliament and seek support of the European Parliament Information Offices in their Member States;
- involve Members of the Committee of the Regions or other regional and local politicians;
- cooperate with the Managing Authorities of the European Social and Regional Development Funds;
- involve representatives of the European Commission;
- work with European Commission representations in the Member States and its delegations in other countries;
- liaise with local Europe Direct Centres;
- cooperate with regional and local media.

The organisers as well as the Europe Direct Centres and Commission's representations and delegations can help provide support in logistics, documentation and promotion but also in finding speakers, experts and EU representatives. Regional media should also be encouraged by the local event organisers to attend and report on the local events.

Each regional partnership should appoint a lead and a deputy contact person, who are responsible throughout the entire period of preparing the local events and for communicating with the organisers.

Regional partnerships have to indicate their local events by 22 February 2010 while all local events organisers must deliver their detailed description by 1 June 2010.

2.5 Conditions for participation in the 'Meeting Place'

Companies, banks, European associations and organisations as well as regions and cities forming part of a selected regional partnership are invited to participate in the Meeting Place and its seminars, its exhibition and other activities in the CoR premises. The Meeting Place is a networking platform presenting public-private partnerships and projects in the field of regional development including contributions to one of the two thematic exhibitions, the 'Green Village' and the 'Territorial Cooperation' exhibition.

Meeting Place partners have to provide the following **contributions**:

- (1) to organise in the CoR premises one session in between 5 and 7 October 2010 as specified under 2.2;
- (2) to contribute to one of the two exhibitions in particular through projects, which showcase public-private partnerships and the involvement of regional and local authorities;
- (3) to be willing to contribute to networking activities for OPEN DAYS participants in conjunction with their session or exhibition activities.

For each Meeting Place session and contribution to the exhibition, one person must be designated as the main contact point as well as a second person replacing him/her. The latter are responsible to manage all coordination tasks with respective partners including providing requested information on time and active promotion of their events. Contact persons are expected to actively participate in the preparation and organisation and to attend all event partners' and other meetings.

Regions and cities involved in 'regional partnerships' as indicated under 2.3 are invited to contribute to the Meeting Place and should indicate this together with their application by 22 February 2010.

Companies, banks, European associations and organisations should apply no later than the 19 March for both organising a session and indicate their contribution to the exhibition and the way in which they plan to organise networking activities.

2.6 Conditions for participation in the OPEN DAYS University

The organisers will jointly establish the OPEN DAYS University comprising of a series of lectures and moderated panels, which will reflect on the event's thematic priorities and involve renowned academics and researchers in the field of EU cohesion policy and related policy fields.

The 'University' programme will be finalised on the basis of

- (1) Co-operation with international organisations and academic organisations;
- (2) Individual applications by academics and researchers;
- (3) Suggestions put forward by the regional partnerships and other partners.

Individual academics interested in contributing to the OPEN DAYS University should send their CV to the organisers by 22 February 2010.

2.7 Submission of applications

When applying, **regional partnerships** must provide the following items, which will be used for production of promotional tools:

- regional partnerships' application form;
- one photo from each partner region/city (min. 1 MB jpg. file), with a caption in English (for promotional posters etc).

Both items form part of the application and must be submitted in both (a) printed form (on paper) and (b) electronic versions on a CD-ROM (photos must be named according to the partner region/city).

Deadline for regional partnership applications is **22 February 2010**.

Final workshop titles, descriptions of not more than 250 words, and the list of chairpersons and speakers must be submitted for inclusion in the programme by **7 May 2010**.

Applicants to the **Meeting Place** other than regional partnerships have to provide their proposal on a special application form together with logo in high resolution (eps.file **OR** alternatively a 2MB jpg file). Deadline for Meeting Place applications is **19 March 2010**. Final workshop titles, descriptions of not more than 250 words and the list of chairpersons and speakers must be submitted for inclusion in the programme by **7 May 2010**.

Individuals interested to contribute to the **OPEN DAYS University** should submit a CV to the organisers not later than **22 February 2010**. The OPEN DAYS University programme will be completed by **7 May 2010**.

Local events' organisers other than those proposed by regional partnerships should submit proposals on a separate form. Deadline for local event organisers' applications not forming part of a regional partnership is **1 June 2010**.

2.8 Media programme

In co-operation with all event partners, the organisers will offer a special media programme during the OPEN DAYS 2010 to involve journalists from regional media. The programme will include

- press conferences, briefings and other events;
- the production of relevant press material such as documents and audiovisual material;
- the provision of a temporary TV studio and other media facilities.

The organisers may cover travel and accommodation costs for up to 170 journalists. The selection of the latter would respect broad geographical coverage by different type of media based on suggestions by the event partners and other.

Media representatives of public authorities will not be eligible for reimbursement by the organisers.

2.9 OPEN DAYS 2010 timeline

11 December 2009	Launch of the OPEN DAYS 2009 and kick-off meeting with regional offices and other partners in Brussels
22 February 2010	Deadline for application by regional partnerships comprising proposals for sessions in Brussels, local events and declaration of interest in the 'Meeting Place'. Regions and cities, which want to participate in the Meeting Place exhibition need to state their interest and briefly explain what project they would want to present in the 'Green village' or under 'Territorial co-operation'. Deadline for receiving CVs from OPEN DAYS University academics
12 March	Results of the selection procedure made public
19 March	Deadline for applications to the 'Meeting Place'
23 April	First event partners' meeting: Presentation of the draft programme
7 May	Deadline for submitting final sessions' descriptions and chairpersons' and speakers' names for the OPEN DAYS programme
28 May	Deadline for regional partnerships and other to nominate journalists
1 June	Deadline for submission of descriptions and details for all local events
25 June	Second event partners' meeting
5 July	Registration opens for individual participants and printed programme overview isn available
15 September	OPEN DAYS detailed programme brochure is available
22 September	Deadline for submitting speakers' presentations and abstracts
4-7 October	OPEN DAYS 2010 in Brussels
Sept.-November	Local events "Europe in my region (city)"

3. Other aspects

3.1 The OPEN DAYS 2010 Conference Secretariat

On behalf of the organisers, the Conference Secretariat provides organisational support to the organisers and event partners, in particular as regards the online programme and registration of participants, speakers' and participants' requests, and the media programme.

3.2 Registration of participants

All event partners have to use the online registration system, which presents the only possibility to register to OPEN DAYS 2010 seminars held in Brussels. All event partners will be trained in using the online registration system during the month of June 2010. Event partners are responsible for accepting registration requests for their seminars and for generating participants' lists.

In case event partners wish to delegate the task of registering participants to the Conference Secretariat, they will be required to provide the Conference Secretariat with clear instructions on the acceptance criteria for their event.

In compliance with the existing legislation on the use of personal data, none of the participants' data may under no circumstances be stored after the event or used for other purposes than for identifying the OPEN DAYS' participants. In particular, no lists of participants may be given to third parties.

Local OPEN DAYS events in the member states will register participants by their own means.

At one central registration point, participants to the OPEN DAYS 2010 will be given just one personal badge when they first arrive, which indicates their name and organisation. They will use this badge throughout the event.

During the OPEN DAYS 2010, the event partners are held responsible for organising the registration and controlling the numbers of participants wishing to enter their sessions.

3.3 Communication aspects

The event partners agree to follow a common communication approach for the event by using the OPEN DAYS logo, website, newsletter and other tools. Due to limited resources, the language used for these tools will usually be English while the use of other languages remains possible. Local events will be described and communicated in the language(s) of the countries concerned and in English.

All event partners are encouraged to use as little paper copies and other material as possible. They are requested to use environmental friendly material for all products produced in relation to the event.

3.4 Media relations

In order to develop media awareness, the organisers will provide regular updates on the event through press releases etc. All event partners are requested to coordinate their media related activities and to use the same information sources such as the event's website and printed material and to ensure coherence of messages.

For media participating in the OPEN DAYS, regional partners are invited to prepare an individual programme of events that includes visits to regional offices, the EU institutions and participation in workshops. During the event, a media centre will offer the possibility for TV productions. In this respect, co-operation will be sought for with European, national and regional media.

3.5 Social events

The organisers will conduct two social events:

- the Opening of the Meeting Place in the premises of the Committee of the Regions on 4 October, 19:00-22:00;
- the Official Reception on 5 October, 19:30-22:30 (venue to be confirmed).

To both events, the organisers will invite all members of the Committee of the Regions, Members of the European Parliament's Committee on Regional Development, and all chairpersons, speakers and accredited journalists provided that addresses are available for the latter.

According to the capacity of the venues, event partners will receive a limited number of invitations for distribution.

4. Contact OPEN DAYS 2010 Organisers

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