



**CENTRAL
EUROPE**
COOPERATING FOR SUCCESS.



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



CENTRAL EUROPE Programme **ANNUAL REPORT 2010 SUMMARY**

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1. INTRODUCTION

Reaching the middle of its implementation phase the year 2010 was a crucial one for the CENTRAL EUROPE Programme that encourages cooperation among the countries of Central Europe to improve innovation, accessibility, the environment and to enhance the competitiveness and attractiveness of their cities and regions. Looking back what was achieved so far but at the other side also glimpsing forward to what will happen until the end of the implementation period were major headlines for most of the activities set.

At the beginning of 2010 the CENTRAL EUROPE Programme, involved 66 projects. 29 out of them, which were approved in July 2008 have already worked for one and a half year and reached some of their main goals in 2010. Most of them started with pilot actions to show the benefits of territorial cooperation on the ground and to test their first findings. 37 additional projects were approved within the second call for project proposals in 2009. These projects have taken up their work, installed proper management structures and provided first results.

At the end of the year 2010 further 28 projects were approved: the Programme has allocated for the current 94 projects more than 83 % of the 231 million Euro budget devoted to projects.

At the same time, not only the projects funded under the Programme, but also the Programme itself was very active. Supporting the projects before and during their implementation was also a major task in the year 2010 as well as making the Programme better known and more visible on EU-, regional and local level.

Additionally, further steps in order to elaborate the concept for a restricted call on strategic projects were taken during the year as well as the search for potential partners on Member State level and the invitation to these partners to be involved in one of the seven chosen topics.

This summary of the Annual Report 2010 gives a short overview on what the CENTRAL EUROPE Programme achieved during the year.

2. ACHIEVEMENTS DURING THE YEAR 2010

2.1. FIRST CALL PROJECTS IN THE MIDDLE OF THEIR IMPLEMENTATION PHASE

For most of the first call projects which were approved in July 2008, the year 2010 marked the middle of their implementation phase. After taking up the first steps of their implementation in 2009, most projects achieved their first results in 2010 and started with testing them on the ground through the implementation of pilot actions. Four of the first call projects were approved under Priority 1 - Innovation -, also four in Priority 2 - Accessibility, eleven deal with Priority 3 - Environment - and ten with the issue of Competitiveness and attractiveness of cities and regions - Priority 4.

A broad variety of outputs and outcomes have already been achieved during the year 2010 by the approved projects.

Some examples:



The Centrope area

In Priority 1 - Innovation - The Central Europe project **centrope_tt** aims to improve knowledge transfer and boost innovation in the area, which was divided into two parts 20 years ago - the Centrope region, which consists of regions in the East of Austria and the west of Hungary, Slovakia and the South of the Czech Republic. Having 36 universities and more than 1000 research institutions in the area the region has high potential but lacks sufficient connectivity in the fields of innovation, research and technology.

Therefore the project established the **centrope_tt** voucher, a tool to increase the possibilities of small and medium sized innovative companies in getting expertise from research and development institutions. The voucher, having a value of 5.000 Euro each, allow SMEs to purchase foreign expertise and knowledge on innovation of products and processes. The success of the voucher shows that SMEs need and gladly receive the support of external experts in order to improve their products, something which they perhaps would not have done due to the lack of financial capacities, human resources or specific expertise.

38 vouchers have been given out so far in all six regions involved in the project. They help to improve the innovation potential of SMEs in a broad range of sectors from the food industry to nano-technology or they help to support the implementation of special tools.

Being innovative and being competitive are key competences for companies not just today. But in difficult economic times this is more important than anytime else. And it is even more essential for small and medium sized companies (SMEs) as they build the back bone of European's economy. Following a European Commission's report 99,8 percent of all enterprises in Europe are SMEs with less than 250 employees. 91 percent of these companies are micro enterprises with less than 10 employees.

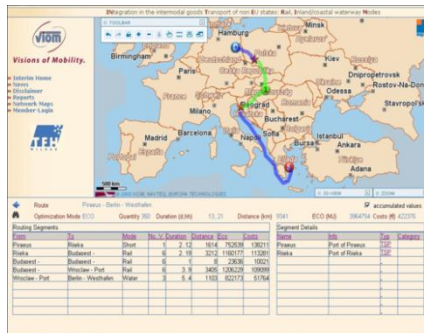
Having these figures in mind the Central Europe project **I3SME** started a benchmarking system in six of the 8 EU Member States within the Central Europe Programme area to find the "Innovative Hidden Champions" in Central Europe. More than 800 small and medium sized companies from Austria, Germany, Hungary, Italy, Poland and Slovenia were therefore evaluated. Key factors as for example customer-orientation, customer benefits, service

orientation, the use of current technologies within the production process, improved materials, efficient purchasing or quality management were taken into account to measure the category competitiveness. The findings about the innovation potential of the companies, strategy, investments and financing, processes and employees potential, research facilities and the output of innovations among others were tested.

The category with less than 10 employees was won by “PB E-bike” a small company specialized in constructing electric bicycles which started with their market entry in 2008. They invented a drive system consisting of two part battery with radio control. In the second category for companies with 10 - 100 employees Hofer medical care showed the best performance. The enterprise focusing strongly on customer relation is working in the field of highly specialized medical products as surgical implants, instruments for accident surgery and neurosurgery. ACC in comparison is a big enterprise employing 700 people constructing chillers for household appliances. In 2008 the first Austrian innovation and technology centre located close to an industrial company was created helping the company to boost its innovation potential.



Hidden Champions



Online tool to calculate various routings of alternative intermodal logistics chains

In priority 2 - Accessibility - SoNorA is in number of partners and budget the biggest project approved within the 1st call. The project is dealing with better accessibility in the South North direction and in 2010 it worked heavily on better multimodal freight logistic services. In this context the project developed an online tool which provides a possibility to calculate various routings of alternative intermodal logistics chains in terms of minimized time, distance, costs or energy consumption needed. The result is a map listing the different alternatives by showing the used sections per transport mode and values of the routing are given as to the four indicators time, distance, costs and energy consumption.

Another function the tool provides is the answer to the question, how far a transport unit may be transported within a given timeframe, energy budget or amount of money using all possible modes of intermodal transport or just by using some of them disabling single transport modes. The result of the analysis is shown in a map visualizing the reachable area within 33, 66 and 100 percent of the given value.

Last but not least the tool is also able to include planned changes of terminals and networks to find out in which way a new terminal may influence the transport chains. Further, the users receive comprehensive terminal information as for example on the number of gantry cranes, opening hours, special goods, storage options and more.

Kassetts, another project approved under Priority 2 - Accessibility - is working on an ICT network to optimize and improve transnational logistic traffics of manufacturing companies also developed a tool, which improves the calculation of transport costs in order to rationalise transport and logistics efforts for companies. During the Polish Logistics Congress LOGISTICS & EUROLOG 2010 participants had the chance to test the tool and to prove its benefits against the traditional methods. For this reason interested stakeholders calculated their costs via traditional tools and compared it to the newly developed tool by the project Kassetts.



Testing the newly developed tool

In priority 3 - environment - the project **RUBIRES** is dealing with the exploitation of regional potential for renewable energies which will contribute to the strengthening of regional economy, help to reduce the CO₂ emissions and therefore support the European climate protection and mitigation strategies.



Pupils studying good practice examples concerning the use of renewable energies.

Making young people aware of the potentials and necessity of using renewable energy sources is one of the tasks the project wants to achieve. Therefore nine regional school competitions have been organised by the project partners. Pupils were asked to develop interesting, imaginative products. In a second step each region has chosen one winner team, which was invited by the project RUBIRES to participate in a summer school concerning biological resources and its usage in the Bioenergy Region Straubing-Bogen in Germany.

During this three-day summer school pupils got the possibility to visit good practice examples for the use of renewable energy during their visit of the Expert Centre

for Biomass Research Straubing and the Danube harbour (Bio-Cubator) as well as at the Maintenance Services for the Greenery of the City Straubing which has its own wood firing heating. It uses wood chips which accrue by daily activities like cutting down trees and bushes. In the afternoon the participants visited the bioenergy village Ascha, which is energy self-sufficient.

The project **TRANSWASTE** is focused on formal and informal waste collection with a special emphasis on bulky waste being collected by non-authorized people which are in most cases, but not solely, people of the ethnic groups of Roma or Sinti. Wastes are usually transported from countries with higher developed waste management into countries with less developed waste management. As the general project objective is the harmonisation between different nations and contribution to direct integration of informal waste picking activities in the formal waste collection, thus contributing to employment of disadvantaged groups, various approaches were taken by the project. A data inventory on formal and informal waste collection was carried out and, since the formalisation of waste pickers can



Waste picking/transport

only be reached after knowing the current situation, more than 1300 interviews were carried out with concerned stakeholders. In this context the data on quantity of waste collection and waste transshipment were gathered and evaluated, the legal situation on informal waste activities was screened, legal opinions elaborated and a discussion on occurring economic and legal problems took place with several stakeholders at national workshops.

In order to raise awareness of the issue as well as to present project findings in 2010 two newsletters were published in 5 languages and project results were communicated to professionals as well as to the public via conferences, transnational and national workshops held and media appearances.



Eisenerz, a formerly prospering mining city

The project **ReSource**, approved under Priority 4 - Competitiveness of cities and regions - aims at exploring the potential of former mining cities. Among others they worked in 2010 on a new redesign process for the city of Eisenerz in Styria, Austria, which had in the heydays of mining (1950) about 15,000 inhabitants. Today it barely counts 5,000.

As its main focus “ReDesign Eisenerz” competition worked on the adaption of the so called “Bergmannplatz” - a mining square in the heart of the city. As the square is largely untapped and mainly serves as a transit area and

not as a place to stay the main goal of the competition was to functionalize the square and make it a centre of cultural activities. Therefore in the forefront of the competition was not only the design itself but also the ideas how this area could be used in the future had to be taken into consideration.

The winning project’s design is built around the central idea for the square being a rotary disc. Attractive uses of space for Eisenerz ART, an art project that is already underway, summer camps, Granny’s kitchen as a project for all ages, RedBullHome are all long-term impulses.

The municipality of Eisenerz has started with implementing the proposed measures with the museum and the library redesign already underway thanks to financial help of the government of Styria.



Recreation Park for Elderly in Maribor

The project **Q-Ageing** focuses on better conditions to enable active ageing in the Central Europe society. One of their actions took place in Maribor, Slovenia, where a Recreation Park for Elderly was created just outside the city centre. It is located near the facilities for elderly so that the guardianship over the park is provided and the users are nearby. The equipment, designed to provide gentle stimulation to ageing bodies, will be supported by the specially developed training programme and training tutors available for certain time. The individual devices will be equipped with boards containing instructions for

use and description of exercises effects.

Public spaces and open space in urban areas are in the focus of the project **URBSPACE**. Its intention is to promote, among others, the involvement of stakeholders - being not only local authorities, urban planners or experts, but also local communities living in the area - in the process of planning and re-shaping of the urban space.

Within this project thirteen partners are looking for ways on how to better plan, implement and promote the rehabilitation of the urban spaces, especially in the smaller urban areas taking into account environmental, participation, gender, security, accessibility and design aspects.

Among others, for the rehabilitation and re-design of urban spaces in Slovakia altogether 6 pilot actions are being implemented. Five actions were chosen in the open competition organised by the project itself. One of the activities took place in the residential area of the City of Prešov. The chosen area is a typical example for a neglected area without relevant functions. Here, the participation of the local community started with questionnaires, competitions for children drawings and organisation of participatory meetings where three options on the final look of the neglected square, designed by students of the Technical University in Vienna, were presented and discussed. To gain more visibility to this action and participation of local inhabitants the project has also introduced a blog informing about the recent developments on the site where votes for one preferred design can be given.



Participation of the local community in finding new solutions for public spaces in neglected areas

2.2. SECOND CALL PROJECTS TAKE UP THEIR WORK

After the approval of 37 projects in the second call in November 2009 the year 2010 was characterized by taking up the first steps of project implementation for these projects. Twelve of them being approved under Priority 1 - Innovation -, eighth in Priority 2 - Accessibility, twelve deal with Priority 3 - Environment - and five with the issue of Competitiveness and attractiveness of cities and regions - Priority 4. All these projects started in 2010 to build up their management structure including the setting up of Steering Committees and the appointment of project managers, finance managers and communication managers. After the first months of working all approved projects held their kick off meetings, using very different formats and structures.

Some examples:



Signing the Declaration for Electric Trolleybus Mobility

The project **TROLLEY**, approved in Priority 2 - Accessibility - for example is working on the promotion of electric public transport in Central Europe used the occasion of their first project meeting to officially undersign a "Declaration for Electric Trolleybus Mobility" by the TROLLEY partners which took place to demonstrate the awareness of the potential of electric public transport in European cities and the commitment to support the TROLLEY Project. The declaration highlights the intent of the undersigning representatives coming from Salzburg, Brno, Eberswalde, Gdynia, Parma, Szeged, Leipzig and Gdansk to promote the vision of effective trolleybus transport and to support

sustainable urban mobility.

During the event the European Commission's Head of the Unit "Clean Transport, Urban Transport & Intelligent Transport Systems" Ms. Magda Kopczynska said: "I am glad that the Central Europe programme is funding a project like TROLLEY, as trolleybuses are an intelligent, efficient and environmentally-friendly transport mode. Best-practice transport solutions should come from Europe. If the TROLLEY project could achieve that the awareness for trolleybuses as an option for public transport in European cities is rising, this would be a great success!"

CIRCUSE, a project approved in Priority 4 - Competitiveness and attractiveness of cities and regions - is dealing with land use management on an eco-friendly basis in urban and peri-urban areas brought together twelve partners from ten regions met in Piekary Śląskie, Poland for their kick off meeting. During the meeting project partners already got the chance to explore of the pilot sites. In this area a re-naturation is planned, which will be done with the help of the project. This is only one of the examples the project will



The Piekary site

do in order to develop a policy mix which pools existing and new instruments in the field of planning, information, organisation and cooperation, funding and budgeting, marketing and dispositions.

In their key speeches the Director of Economic Department of Marshal' Office Mr. Tadeusz Adamski and Director of Environmental Protection Department of Marshal' Office Mr. Jerzy Ziara presented the concept of the Silesian region of brownfield management. Mr. Adamski explained that Silesia is one of the regions with the highest number of brownfields due to its economic profile, which exists out of many closed down coal mines, metallurgic plants, steel mills, other large production plants and also areas under the effects of this past activity such as dumping sites.

2.3. NEW PROJECTS COME UP

The third call for project proposals was opened on 15 March 2010. Potential applicants were able to submit their project ideas until 7 May 2010. All together 136 project proposals were submitted. Out of them, 52 of them targeted the thematic priority innovation, 13 accessibility, 34 environment and 37 competitiveness and attractiveness of cities and regions.

A total of around 1.250 Project Partners were involved in the submitted project proposals. The breakdown of the project partners according to the CENTRAL EUROPE area countries was the following: Italy 270, Germany 176, Slovenia 166, Hungary 152, Poland 145, the Czech Republic 130, Austria 119, and the Slovak Republic 79. Furthermore, the received applications also involved project partners from other EU countries: 4 from Belgium and 1 partner each from the United Kingdom, Estonia, Spain, and Malta. Additionally, the project proposals also included 5 partners from Ukraine.

As far as the origin of Lead Partners is concerned, Italian applicants were the most active. While 52 project proposals were prepared by Italian Lead Partners, German applicants were actively involved as Lead partners in 24 projects. Further 10 Lead Partners were coming from

Austria, 13 from the Czech Republic, 16 from Hungary, 9 from Poland, 2 from the Slovak Republic and 10 from Slovenia.

After the proposals' assessment, the Monitoring Committee (MC) of the CENTRAL EUROPE Programme decided, during its meeting on 2 December 2010, to approve 28 projects for funding with a total co-financing amount of 55 Million Euro ERDF. 8 out of these 28 projects were approved under priority 1 - innovation - 4 under priority 2 - accessibility - further 9 under the priority 3 - environment - and 7 under priority 4 - competitiveness and attractiveness of cities and regions. The approved projects will work in a broad field of topics.

Five projects within the Priority Innovation deal with the issue of **improving the framework conditions for innovation**: CENTRALAB, CLUSTERCOOP, INNOPLACE, NANOFORCE and SMARTFRAME. Two projects are tackling **SME support and the internationalisation of SME activities**: FORT and PLASTICE. Additionally one project takes up the issue of **knowledge development**: RE-TURN.

In the frame of accessibility (Priority 2) one out of four projects within this second call deals with the issue of **Sustainable urban and regional transport**: CENTRAL MEETBIKE. The projects EMPIRIC and LOGICAL will work in the field of **Logistics and intermodal systems** and the project SPES will work on **improved E-services for patients**.

Two projects located in the field of environment (Priority 3) will work on **better air quality for Central Europe**: UHI and UFIREG. GREENNET will **improve the ecological network**. **Renewable energy** is tackled by four projects: COP, ENERGYREGION, MANENERGY and VIS NOVA. Finally CERREC is fostering **environmentally friendly technologies**.

In Priority 4, competitiveness and attractiveness of regions and cities one project will act in the theme of improving the **attractiveness of former socialist towns**: RENEWTOWN. **Demographic Change** is tackled by CE-AGEING PLATFORM and EURUFU, while ETNOFOLK, CCC and TRADITIONAL AND WILD are working in the field of **preserving the cultural heritage** within the Central Europe area.

2.4. FURTHER STEPS ON THE WAY TO STRATEGIC PROJECTS

In 2010, the Programme has reached its half-life implementation stage. In consideration of the leading approach of the Programme, addressed to effective results and durable impacts, the new challenge for 2010 consisted in making a qualitative leap in its implementation, allowing transnational cooperation to become even more an engine for local concrete actions on sustainable development.

The Operational Programme (OP) of the CENTRAL EUROPE Programme explicitly foresees the possibility to develop strategic projects with the view of strengthening the Programme visibility and focusing efforts and resources. The process of developing strategic projects already started in 2009, when an in-detail desk analysis was performed and a questionnaire was distributed among Member States of the Programme. As a result the following topics were identified as having on an average the highest relevance in all eight Member States:

Priority 1
Strengthening the clustering of innovative strategic industrial sectors in key competence areas of transnational relevance as biotechnology, nanotechnology, creative industries, etc
Promoting enterprises innovation in CENTRAL EUROPE in energy and environmental technologies sectors
Priority 2
Optimizing European transport corridors, and their connections to national and regional networks, promoting intermodality and interoperability of transport systems for sustainable, energy efficient and competitive transport modes (also with the application of ICT solutions for transport management)
Priority 3
Implementing common policies, strategies and practical actions for increasing the share of renewable energy resources (wind, water, solar energy, geo-thermal) and improving energy efficiency in order to mitigate air pollution and climate change - with special reference to metropolitan areas and energy efficiency of buildings
Priority 4
Promoting actions tackling demographic changes and impacts on the development of urban and rural areas, also by strengthening the existing social and technical infrastructures

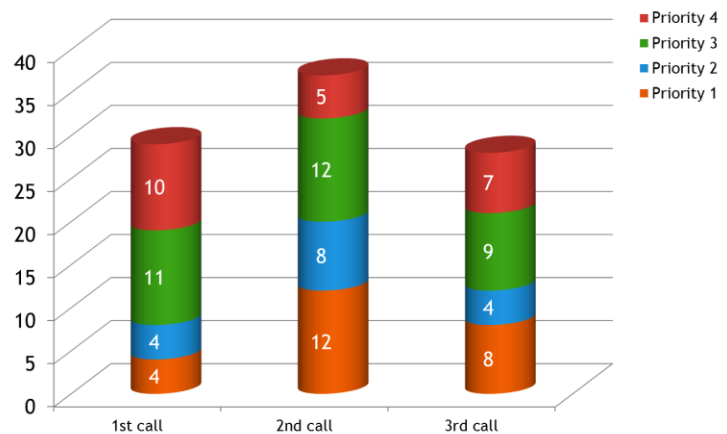
In 2010 further concrete steps were taken to find potential project partners in the eight Member States and to launch a dedicated call.

As a first step a restricted call for potential project partners to be involved in seven project concepts (being further defined for the identified topics) was opened by the Central Europe Programme between July and September 2010. More than 270 institutions applied during this step at the Central Europe National Contact Points and the Joint Technical Secretariat in Vienna. All seven project concepts were tackled by at least one organisation from every Member State of the Central Europe Programme. Adequate partners for all seven project concepts were found in all eight Member Countries of the Central Europe Programme area.

192 out of these organisations were invited to a meeting in Vienna in November 2010 in order to work on future partnerships and the content to implement the project concepts. Invited institutions then had the opportunity to start with the preparation of their project proposals and to apply for one of the seven concepts of the restricted call which was opened to invited institutions in November 2010 and closed in February 2011.

3. IMPLEMENTATION BY PRIORITY - FACTS AND FIGURES

The Programme Monitoring Committee (MC) approved 29 projects in July 2008 along the 1st call for proposals. In November 2009 the MC approved a further 37 projects out of 179 project proposals, which were received during the second call. In December 2010 the MC approved further 28 projects out of 136 projects submitted within the 3rd call. Therefore at the end of 2010 the Programme has all together approved 94 projects out of 410 project proposals received.



From a budgetary perspective more than 83 percent of the available funds have been allocated following the approval of these 94 projects.

3.1. PRIORITY 1 - FACILITATING INNOVATION ACROSS CENTRAL EUROPE

Priority 1 in the first call attracted 24 project proposals out of which 4 were approved for funding. In the second call 65 project partnerships submitted their project ideas, out of which 12 were approved for funding. 52 project partnerships submitted their project proposals in the third call, out of which 8 were approved.

The approved projects tackle all the Areas of interventions (Aoi) of the programme. Eleven projects - one approved within the first call, five within the second call and additional five in the third call - work in the Area of Intervention 1.1 (enhancing the framework for innovation). Nine projects - three of which were already approved in the first call and five additional projects in the second call and another one in the third call - deal with the issue of Aoi 1.2 (establishing the capacity to diffuse and apply innovation). After the second call the first two projects within Aoi 1.3 (fostering knowledge development) were approved, additional two projects within this Aoi were funded within the third call.

Content-wise the projects within Priority 1 are setting a focus on cluster development, management and governance, both in terms of cooperation between different CE locations as well as by addressing specific topics and sectors such as the automotive industry, nano-technology networks, ICT etc. Further, a significant number of projects concentrate on establishing and promoting links between R&D and SMEs to bring innovative ideas to the market, among others in the medical, the plastics and materials sector. In addition, projects tackle the topic of knowledge development by fostering human capital development in the education and research system as well as addressing brain-drain and re-migration.

Projects within Priority 1 planned to involve a high number of stakeholders (companies, RTD institutions etc.) which were properly addressed with regard in particular to the research/technology development bodies.

The total ERDF contribution for projects approved within the innovation priority represents almost 44 million Euro. 8 million Euro of ERDF were allocated in the first call while 21 million

Euro ERDF have been allocated to second call projects. In the third call 14,5 million Euro were allocated to priority 1.

3.2. PRIORITY 2 - IMPROVING ACCESSIBILITY TO, AND WITHIN, CENTRAL EUROPE

In the first call 10 project proposals were submitted under priority 2 which deals with the issue of accessibility out of which 4 were approved for funding. In the second call 17 project proposals were received out of which 8 were approved. 13 projects were submitted in the third call, 4 out of them started their work after approval.

The approved projects cover all four Aols in this priority. Five projects - three of which in the first call and two in the second call - deal with the topic of Aol 2.1 (improving Central Europe's interconnectivity). One project, which was approved during the second call and two additional ones approved in the third call work on Aol 2.2 (developing multi-modal logistics cooperation). Six projects, five of which approved in the second call and one more in the third call, tackle sustainable and safe mobility, which falls under Aol 2.3. Two projects, one of them approved in the first call and one in the third call work in Aol 2.4 (promoting information and communication technology, as well as alternative solutions for enhancing access).

Content-wise the projects within Priority 2 are targeting the thematic fields of transnational transport infrastructure-corridor projects, logistics and intermodal systems and sustainable urban and regional transport, most of those showing a strong linkage to the policy level.

A significant number of projects is related to the TEN-T network, from their geographical scope either focusing on the Nord-South dimension connecting the Adriatic and the Baltic Sea or the East -West dimension as a gateway to Ukraine, Russia and to the Black Sea and beyond. Those and additional project approaches also integrate aspects of logistics and intermodality.

Further, projects deal with improving the efficiency and sustainability of public transport at regional and urban scale including road safety and environmentally friendly and energy efficient modes of transport.

Projects of Priority 2 in 2010 confirmed their capacity to address all relevant stakeholders in the field of accessibility, with a satisfactory multi-level involvement of public and private sectors, service providers and scientific institutions.

All together almost 38 million Euro ERDF have so far been allocated to projects under priority 2. After having allocated almost 12 million Euro ERDF for the first call projects in this priority, 17 million Euro ERDF were allocated as co-financing support for the eight projects approved in the second call. The four projects, approved in the third call, receive a co-funding of almost 9 million Euro.

3.3. PRIORITY 3 - USING OUR ENVIRONMENT RESPONSIBLY

The highest number of projects was approved so far under priority 3. Within the first call 11 projects out of 31 submitted project proposals were approved, while 12 projects out of 58 project proposals were chosen to be supported in the second call. In the third call nine out of 34 submitted projects were approved.

After three calls 32 projects already took up their work, covering all four Aols within in this priority. Aol 3.1 (developing a high-quality environment by managing and protecting natural resources and heritage) is already covered by nine projects out of which five were approved within the first call, a further three in the second call and one more in the third call. Eight

projects deal with Aol 3.2 (reducing the risks and impacts of natural and man-made hazards). One project was approved in the first call, four in the second call and additional three in the third call. Twelve projects are working on Aol 3.3 (supporting renewable energy and increasing energy efficiency). While three projects were chosen to be co-funded in the first call, five of them were approved in the second call and additionally four in the third call. Aol 3.4 (supporting environmentally friendly technologies and activities) is tackled by three projects, two of them approved in the first call and another one in the third call.

Content-wise the projects within Priority 3 are targeting the full thematic range of environmental protection and risk management as well energy efficiency and renewable energy sources. In particular, projects show a strong focus on ecological/biodiversity and landscape issues and water management including flood protection and improved/harmonised weather forecasting. Adaptation to climate change is in many project also tackled as a horizontal issue. Further, projects are dedicated to soil and waste management, air quality management as well as eco-innovation issues.

In addition, a significant number of projects is dedicated to the topic of energy, both related to the improvement of energy efficiency of the building sector and energy action plans as well as to the exploitation of indigenous renewable energy sources.

Priority 3 projects in 2010 showed a high capacity to address all relevant stakeholders, going well beyond the targets initially set in their Application Forms. This is particularly evident for scientific institutions and interested target groups which were highly involved already in the early project's implementation stages.

Following the third call 66 million Euro ERDF are allocated to the 32 approved projects. Projects, which were co-financed under the first call will receive 24 million ERDF while second call projects are supported with an ERDF sum of 24,6 million Euro. Third call projects will receive a co-funding of 17 million Euro ERDF.

3.4. PRIORITY 4 - ENHANCING COMPETITIVENESS AND ATTRACTIVENESS OF CITIES AND REGIONS

Within priority 4, the programme received 116 project proposals in the first, second and third call. After the submission of 30 projects in the first call 10 were approved. Within the second call 39 project proposals were received, out of which 5 were later approved. 37 projects were submitted within the third call, seven of them being approved.

All three Aols are covered through the 22 approved projects. Seven projects - five of them in the first call, one in the second call and one additional project within the third call - were approved under Aol 4.1 (developing polycentric settlement structures and territorial cooperation). Six further projects tackle the topic of Aol 4.2 (addressing the territorial effects of demographic and social change). One project was approved in the first call, two in the second call and three within the third call. The further nine projects of priority 4 deal with the issue of capitalising on cultural resources, to make cities and regions more attractive, which is covered by Aol 4.3. After having approved four projects in the first call the MC decided to approve further two projects in the second call and additional three in the third call for this Aol.

Content-wise the projects within Priority 4 are setting a focus on polycentric development and improved urban and regional cooperation, tackling brownfield regeneration and the utilisation of the potentials of post-mining areas as well as establishing and improving cooperation and governance structures.

In addition, projects are dealing with the issue of demographic change and the ageing of society being an important challenge for Central Europe. Several projects are addressing this issue by either working on the attractiveness of territories for the youth to counteract the consequences of demographic change and brain-drain or by targeting the inclusion of elderly in the labour market.

In terms of preservation of cultural heritage for more attractive regions the thematic focus of projects ranges from the establishment of cultural networks and routes, the exchange on the preservation of heritage and nomination for UNESCO World Heritage to using of culture as competitive advantage such as for example in the frame of creative industries.

Projects of Priority 4 in 2010 showed a high capacity to address all relevant stakeholders already in the early project's implementation stage, going far beyond the targets set in the Application Forms.

By the end of 2010 42,5 million ERDF were allocated to the approved projects under priority 4. Projects funded within the first call will be supported by a sum of almost 23 million ERDF, while second call projects will all together receive 9 million ERDF. Third call projects all together will be supported with a sum of 10,5 million ERDF.

4. INFORMATION AND PUBLICITY

The main communication tasks of the Programme in the year 2010 were to promote the third call for proposals, to raise the awareness of important stakeholders and the public about the Programme as well as to organize the annual Programme event.

Moreover, the Programme has produced a second part of a video, after having published the first part during its Annual event 2009 in Verona (Italy). The latter was elaborated using the material filmed along the Annual Event and contains contributions coming from the relevant invited institutions and the projects themselves.

The website re-launch that included the re-building of the main navigation menu and inclusion of new interactive tools represented also one of the major tasks of the Communication Unit.

4.1. REACHING OUT FOR NEW STAKEHOLDERS - MAJOR EVENT

Being in the middle of the funding period running from 2007 to 2013, the CENTRAL EUROPE Programme used the opportunity to look back on the first half of the programming period but



CENTRAL EUROPE Annual event in Prague, CZ, November 2010

also to give an outlook on the next steps to be taken until 2013 and beyond during its this year's Annual Event in Prague on 23-24 November 2010. As an introduction a short video highlighted the achieved results as well as showed the progressing interaction of regions among each other.

The Annual event had the aim to bring together the project partners from currently running projects and Programme stakeholder, as well as potential beneficiaries to give them the opportunity to discuss their experience with the projects being implemented on one hand and their project proposals on the other hand. Altogether around 300 people participated in

the event.

The event was structured as a mixture of plenary and interactive sessions. The plenary sessions discussed among others the issues what transnational programmes working on strengthening European regions can do to help the EU to overcome future challenges and more concretely on transport and demographic change involving stakeholders from the programme level, as well as from the EU, national and regional level.

Finalising the conference, participants had the chance to visit outcomes of two Central Europe projects and recognise the effects of regional cooperation in a study visit. The project ACT CLEAN working on the improvement of eco efficiency in companies



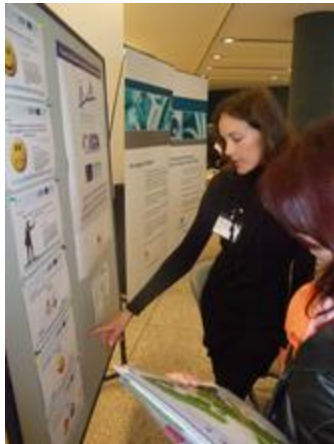
Study Tour with ACT CLEAN project

showed the example of a company improving eco efficiency in offset printing by changing from the use of normal colors to environmentally friendlier colors produced out of organic components. Test showed that the quality of the product stays the same with the new types of color. For the project UrbSpace on the other hand a revitalised open public space was visited which will be revitalised after an in-deep discussion with the local population, including pupils of the nearby school and inhabitants of the neighbourhood.

The conference also offered approved projects working in thematic issues of accessibility and competitiveness of cities and regions to find common solutions and related topics in which cooperation is necessary, but also networking opportunities between project partners during Cross fertilization activities.

Cooperating in Europe - Innovation Congress in Stuttgart

Innovation is a key factor for competitiveness of enterprises, research facilities and regions within the European Union. Therefore the CENTRAL EUROPE Programme, together with the Enterprise Europe Network Baden-Württemberg, Steinbeis-Europa-Zentrum and the Ministry of Economics Baden-Württemberg, organised the public congress “Strategies for Innovation and Competitiveness in Europe” on 14 and 15 April 2010. Two different perspectives of innovation were tackled within this event:



Innovation Congress in Stuttgart

- the transfer of knowledge from research to business practice and
- the transfer of innovation within a region and between European regions.

More than 400 people followed the invitation and gained insight into theoretical and practical work on innovation and possibilities the EU offers the strengthen innovation on regional, national and transnational level.

The congress consisted of a plenary session and workshops which should give practical input into the discussion. Two of the workshops were organised by the Central Europe Programme dealing with a regions view on innovation and innovative angles in transnational programmes involving experts from the EU Commission, European Parliament, universities and regional agencies as well as approved projects coming not just from the Central Europe Programme but also from North West Europe, Alpine Space, and Baltic Sea Programme.

Additionally a cross fertilization seminar for approved projects in priority 1 - innovation - was held during the congress in order to exchange information between the projects and to find common solutions for challenges.

Euregia 2010

CENTRAL EUROPE Programme also participated in the Euregia 2010, the international congress and fair on local and regional development, held biannually in Leipzig, Germany. This year the overall topic of the event was the “Climate change” - one of the key words on the EU agenda of today.

The CENTRAL EUROPE Programme was present at the event with the Programme stand, visited among others by Commissioner Hahn, two workshops organised by the CENTRAL EUROPE Joint Technical Secretariat in cooperation with other three transnational cooperation Programmes namely Alpine Space, Baltic Sea and South-East Europe as well as numerous CENTRAL EUROPEAN projects that took the opportunity to present their achievements at their projects' stands and to exchange with other important stakeholders on their progress and future plans.

The CENTRAL EUROPE public workshop held on 27 October (morning session) fitted thematically to the overall topic of the Euregia 2010 and discussed together with experts and project partners how the transnational cooperation can help to combat the climate change.

During the workshop the CENTRAL EUROPE Programme, together with experts and partners involved in projects debated two major issues:

- How can the energy efficiency and use of renewable energy be better promoted and help to combat the climate change?
- What can cooperation projects do in order to enhance the water resources management and help the risk prevention?



Euregia 2010

After key note speeches by the Executive Director of the Buildings Performance Institute Europe based in Brussels and the Executive Director of the International Commission for the Protection of the Danube River, project partners discussed on the added value of transnational cooperation in the field of energy efficiency and risk prevention through the exchange of good practice examples and experience. A cross fertilisation workshop for projects approved in priority 3 - environment - was held in the afternoon after the workshops.

4.2. SUPPORTING PROJECTS IN THEIR KICK OFF PHASE

4.2.1 *Financial Training - 2nd call project partners*

For all the partners from the approved 2nd call projects a specific Financial Training was organised, that took place in Vienna on 23 February 2010. 220 participants were provided with first hand information on the requirements concerning financial issues when implementing their projects. The event was divided into two parts. The first part was dedicated to overall rules and procedures and was coordinated by the Joint Technical Secretariat, in the afternoon session workshops were held in national languages by the First Level Control bodies for Austrian partners and partner from the Czech Republic.

4.2.2 *Communication Training - 2nd call project partners*

As communication issues play a significant role for the dissemination of outputs and results of transnational cooperation projects, the Joint Technical Secretariat also organised a training session for Lead Partners and specifically communication managers of the approved 2nd call projects. The training took place on 15-16 June 2010 in Gdansk, Poland. During the mainly interactive workshops participants were trained on how to prepare the valuable communication strategy, how to deliver a successful event and how to deal with media. The



Communication
Training for 2nd call
projects in Gdansk

participants also worked in groups to identify stakeholders of their projects, to fine-tune the news angles of their project stories and to find the right communication channel for their PR activities.

4.3. GUIDING PROJECTS TO A SUCCESSFUL SUBMISSION

4.3.1 Lead Applicant Briefings- - 3rd call for project proposals

Following the launch of the 3rd call for proposals the JTS organised two Lead Applicant Briefings (LABs) for project promoters and provided prospective applicants with individual consultations. The aim of these briefings was to give a general overview on the expectations of the programme regarding the call for project proposals as well as to help applicants to avoid frequent mistakes. Additionally, they enabled the JTS to get an overview about what was being prepared in terms of project submissions and to help improve the overall quality of project submissions. The LABs also provided applicants with the opportunity to present and discuss their project submissions in Individual Consultations with JTS staff upon prior appointment.

The two events in Cracow (PL) (25-26 March 2010) and Bratislava (SK) (15-16 April 2010) attracted around 190 participants.

Besides the promotion of the call on transnational level through targeted events performed by the Joint Technical Secretariat, the Programme was also promoted on national level through the network of Contact Points (CPs) with the provision of National and Regional Info Days as well as Info Seminars. These events took place in all the eight CENTRAL EUROPE countries.

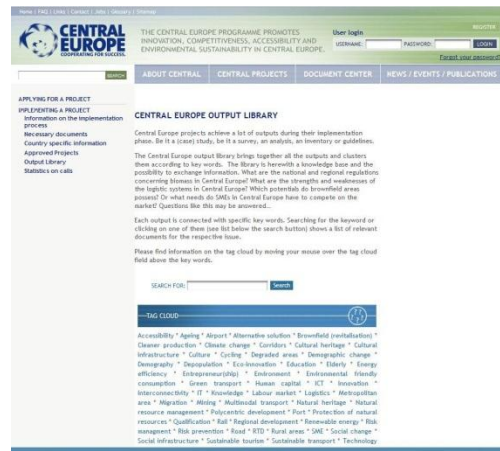
4.4. GETTING MORE INTERACTIVE - THE PROGRAMME WEBSITE

The Central Europe Programme website www.central2013.eu has become the main reference point both for the potential beneficiaries, as well as for the approved projects and the Programme's stakeholders. In the year 2010 approximately 132.000 website visits have been counted. More than 3000 users are registered and updated regularly about news coming from the Programme and relevant policy developments and events.

Besides using the website as a main tool to promote the 3rd call for project proposals, the website also underwent some significant changes. Information on approved projects of the first two calls were put online, providing apart from the information on their partnership and location, content, goals and activities also information about their first achievements extracted from their progress reports.

The CENTRAL EUROPE Programme acknowledged at the same time that the increase of the information volume offered by the website was an obstacle leading to less user-friendliness while navigating the website. Therefore the JTS accomplished its re-launch to ease the navigation as well as to provide more interactive tools for registered website-users and general website visitors. The website reconstruction (including the design, refining of the texts) started in the second half of 2009 and finished by beginning of 2010 and foresaw new interactive elements as well as some design modifications:

- the design was slightly modified due to easier navigability and clearer structure. More possibilities to include banners to promote events or other special features were introduced. Main navigation points as about Central, Central projects, Document Centre and news/events/publications were revised and better structured; Programme relevant information, like news, project ideas and Programme events, is visually more prominent.
- As approved projects started to finalise their first outputs in the year 2010, an output library was created. It brings together all the outputs and clusters them according to key words. The library is herewith a knowledge base and the possibility to exchange information and represents an online user-friendly collection and makes outputs created through CENTRAL EUROPE projects easy accessible and more visible to the actors, experts and stakeholders, as well as to the general public.



The output library

Increasing the website visits and promoting the new look of the website, the Programme started with a puzzle competition short after the re-launch of the website. Players were asked to put all regions on the right place within the Central Europe map. More than 1000 players participated in the game. The winner - the player with the shortest time needed - won a trip to Brussels and a participation in the opening session of the Open Days 2010.

4.5. WHAT DO CITIZENS EXPECT FROM THE EUROPEAN UNION - THE VIDEO



Central Europe Tour and Better quality in central Europe - the videos

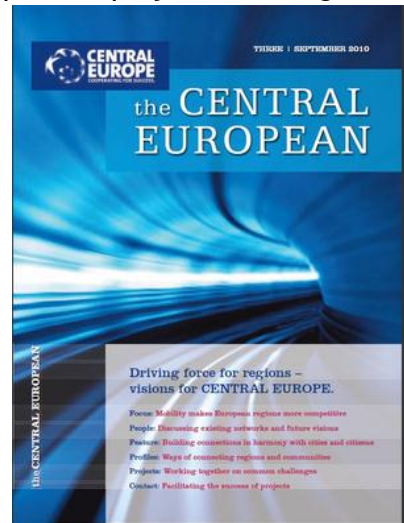
After the production of a video for the annual event 2009 in Verona a second part was filmed during the annual event and produced beginning of 2010. The video consists of answers from EU, national and regional stakeholders on the issue of “What is Central Europe” and “What is special about this area and its potentials” as well as contributions from projects on this. The video was - together with the previous first part of the video - pressed on a DVD including a small booklet with additional information beside the two videos.

4.6. REPORTING ON ACHIEVEMENTS OF THE PROGRAMME AND PROJECTS - PUBLICATIONS

The third issue of the CENTRAL EUROPE newsletter “CENTRAL EUROPEAN” was published in autumn 2010 focusing on “Accessibility”. It was published in 2.000 hard copies and provided as pdf on the website and designed to offer magazine-style reading. It tackled issues like the TEN T networks, logistics, environmentally friendly transport, better ICT connections in rural areas and best practice examples

coming from various regions and the description of the approved projects dealing with accessibility.

After having published it for the first time in 2009, The CENTRAL EUROPE Newsflash was also published regularly in 2010. As a regular publicity tool it contains actual information on the Programme and its area. Each issue is spread electronically to more than 5.000 subscribers. Additionally to the three newsflashes produced, a special edition on the Call for Strategic Projects of the Programme was issued.



The Central European

4.7. BEING NOTICED BY THE PUBLIC - CENTRAL EUROPE IN THE MEDIA

Within the media work in 2010 the Programme focused on disseminating information related to the current funding opportunities, invitations and reports about the major events organised, as well as featuring the project examples and thematic articles.

The CENTRAL EUROPE Programme was mentioned in different regional, national and EU-wide media throughout the year.