



**CENTRAL  
EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



# **CENTRAL EUROPE Programme** **ANNUAL REPORT 2009** SUMMARY

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## 1. INTRODUCTION

At the beginning of 2009 the CENTRAL EUROPE Programme, a European Union 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, involved 29 projects. These projects have started their implementation after their approval in July 2008 and receive around 68 million Euro ERDF.

At the end of the year further 37 projects were approved: the current 66 projects allocated more than 50% of the 231 million Euro budget devoted to projects. Projects approved within the first call in 2008 had a promising start in the meantime.

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 projects' implementation was also a major task in the year 2009 as well as making the Programme better known and more visible on EU-, regional and local level.

Additionally, first steps in order to elaborate the concept for a restricted call on strategic projects were taken during the year.

This summary of the Annual Report 2009 gives a short overview on what the CENTRAL EUROPE Programme achieved during the year.

## 2. ACHIEVEMENTS DURING THE YEAR 2009

### 2.1. FIRST PROJECTS START THEIR WORK

After the approval of 29 projects in the first call in July 2008 the year 2009 was characterized by taking up the first steps in project implementation. Four of them being 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. All these projects started to build up their management structure including the set 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.

#### Examples:

A three day event took place in Tangermünde in Saxony-Anhalt, Germany at the end of February 2009 in order to present the aims of the **RUBIRES** project to the public, but also to instruct and prepare the project partners for their upcoming duties. The highlight was the one day conference, which focused on a topic which at the moment is heavily discussed - the challenges regarding renewable primary products and the coordination of land-use. During the international conference more than 100 experts from Germany, Poland, Austria, Hungary, Slovenia and Italy discussed the already existing experiences in this field.



Picture 1: Kick off Rubires project in the news  
Source: Volkstimme, Salzwedel 25.02.2009, Holger Thiel

and different stage performances gave a harmonized start to the kick-off event but also to the whole project. The speakers, among others Gyula Molnár, mayor of the Local government and Municipality of the 11th district of Budapest, representing the Lead Partner of the project and Katalin Lévai, Member of the European Parliament stressed the importance of the project's topic for Europe as a whole.

Another approach was chosen by the **Q-Ageing** project addressing the issue of an ageing society. A "cultural warm-up" which included visual introduction of participating regions, piano act



Picture 2: Kick off Q-Ageing project  
Source: JTS CENTRAL EUROPE

The project **SoNorA** started its project by introducing already their position in the process of reviewing the TEN-T policy. TEN - T stands for Trans European Networks - huge transport projects connecting Europe. Originally conceived in early 1990s for 15 Member States, and further revised in 2004, it today includes 30 priority axis

connecting Europe. Currently, a review has to be done by the European Commission in order to strengthen the European perspective and to make sure that TEN-T will be more than a sum of single networks of 27 Member States.

As a project connecting regions of Austria, Czech Republic, Germany, Italy, Poland and Slovenia, SoNorA has a strong interest to be visible and heard during the consultation process on the TEN-T revision. That is why the project organised a big event in the premises of the European Parliament in Brussels in March 2009 to present its ideas on this process during a discussion with Members of the European Parliament, European Commission, Committee of the Regions and other political representatives.



Picture 3: Discussion on SoNorA projects' proposals on TEN-T revision in the European Parliament

Source: SoNorA

As a way of reaction to the presented proposals, Member of the European Parliament and the rapporteur on TEN-T Ms. Eva Lichtenberger (European Green Party, Austria) and Ms. Gudrun Schultze, the author of the TEN-T Green Paper, appreciated the SoNorA position paper. In their opinion SoNorA reflects an integrated opinion of different regional, local, governmental and industrial stakeholders from six Member States in Central Europe.

central Europe.

Another form of attracting the relevant stakeholders was chosen by the project I3SME working in the field of innovation and aimed at narrowing the gap between research institutions and small & medium sized enterprises (SMEs).

To foster collaboration between universities, research centres, entrepreneurs, business representative organization and business start-ups the project plans several activities, among them a research cocktail held in Maribor (SI). During this event, the best researcher of the University of Maribor was awarded.

Companies collaborating with the University of Maribor and its faculties on R&D area, were invited to submit the pre-elaborated grading sheet and to award a certain amount of points in favour of the researchers, with whom they were cooperate with. Points were given according to 10 criteria (max 10 points for each criterion), which tackled issues such as innovativeness of offered solutions, accessibility, quality of communication, respect for intellectual property and business secrets, influence of work on company's profitability, etc. The researcher with the most awarded points was declared as the winner of the competition. The winning researcher, Dr. Iztok Kramberger, received points from three young innovative companies, working in the area of electronics, IT and telecommunication.



Picture 4: Awarded researcher Dr. Iztok Kramberger

Source: I3SME

## 2.2. NEW PROJECTS COME UP

The second call for project proposal was opened on 7 January 2009. Potential applicants were able to submit their project ideas until 18 March 2009. Within this time frame 162 individual

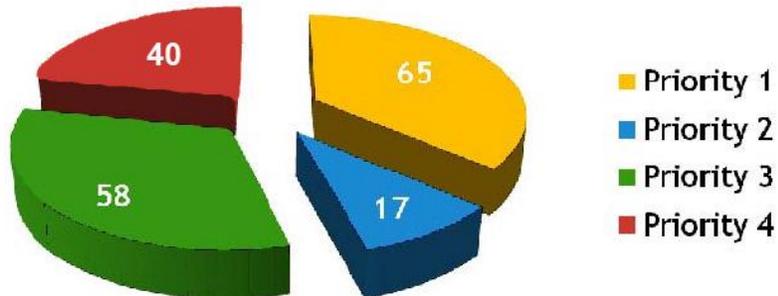


Figure 1: Number of submitted projects according to priorities

40 (22,2%) competitiveness and attractiveness of cities and regions.

consultations were given by Members of the Joint Technical Secretariat (JTS). Additionally more than 700 consultations were given by the Contact Points (CPs).

All together 180 project proposals were submitted. Out of them, 65 (36,3%) of them targeted the thematic priority innovation, 17 (9,4%) accessibility, 58 (32,4%) environment and

A total of around 1600 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 268, Germany 261, Poland 221, Hungary 203, Austria 182, the Czech Republic 171, Slovenia 168 and the Slovak Republic 122. Furthermore, the received applications also involved project partners from other EU countries: 6 from Romania and Belgium, 2 from Denmark and the United Kingdom and 1 partner each from Spain, France, Ireland, the Netherlands and Sweden. Additionally, the projects also included 8 partners from the Ukraine.

As far as the origin of Lead Partners is concerned, Italian and German applicants were the most active. While 44 project proposals were prepared by Italian Lead Partners, German applicants were actively involved as the main partners in 42 projects. So, Italy and Germany were leading 47% of all proposed projects. Further 19 Lead Partners were coming from Austria, 18 from the Czech Republic, 19 from Hungary, 14 from Poland, 8 from the Slovak Republic and 16 from Slovenia.

The Programme was also able to attract a high number of private partners along this second call. 339 project partners were from a private institution. 17 of them were also prepared to act as Lead Partner, which is exclusively possible under priority 1, which was a novelty within this second call.



Figure 2: Approved 2nd call projects according to priorities

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After the proposals' assessment, the Monitoring Committee (MC) of the CENTRAL EUROPE Programme decided, during its meeting on 12-13 November 2009, to approve 37 projects for funding with a total co-financing amount of 72 Million Euro ERDF. 12 out of these 37 projects were approved under priority 1 - innovation - eight under priority 2 - accessibility - further 12 under the priority 3 - environment - and 5 under priority 4 - competitiveness and attractiveness of cities and regions. The approved projects will work in a broad field of topics.

Four projects within the Priority Innovation deal with the issue of **clustering**: CNCB, C-PLUS, CLUSTER-CORD and AutoNet. Three projects are tackling **SME support and the internationalisation of SME activities**: PROINCOR, FLAME and INNOTRAIN-IT. **Technology transfer** is tackled by three projects: ACCESS, CEBBIS and INTRAMED C2C. Additionally two projects take up the issue of **knowledge development**: ET-Struct and IDEA.

In the frame of accessibility (Priority 2) five out of eight projects within this second call deal with the issue of **Sustainable urban and regional transport**: GUTS, TROLLEY, Interregio Rail, BICY and SOL. Two new projects will work on **transnational transport infrastructure**: BATCO and CHAMPIONS. The project FLAVIA will work in the field of **Logistics and intermodal systems**.

Four projects working in the field of environment (Priority 3) will work on **flood management, protection and water resources**: CE-FRAME, INARMA, INCA-CE, EU Lakes. **Energy efficiency of building and environmental friendly technologies** is tackled by three projects: GOVERNEE, ENERCITY and ENSURE. Three projects will focus their activities on **renewable energy**: SEBE, TransEnergy and REZIPE. Another issue is the **protection of natural areas and the use of urban areas** which is in the focus of the projects HABIT Change and Vital Landscapes.

In Priority 4, competitiveness and attractiveness of regions and cities two projects will act in the theme of **brownfield regeneration and land use**: SECOND CHANCE and CIRCUSE. **Demographic Change** is tackled by YURA and QUALIST, while Creative Cities is working in the field of **increasing the attractiveness of cities and regions**.

### 2.3. FURTHER STEPS ON THE WAY TO STRATEGIC PROJECTS

In 2010, the Programme will reach 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 consists 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. As a starting point for CENTRAL EUROPE in the effort of developing strategic projects, the existing framework of needs/interests in the Programme area was therefore the main reference to be taken into consideration.

In general, the strategic projects should have the following characteristics:

- to strengthen the Programme visibility and to focus efforts and resources;
- to consider the geographical and socio-economic distinctiveness of the CENTRAL EUROPE area;
- to promote a strategic response to significant topics in the CENTRAL EUROPE area.

Further steps in the direction of developing the strategic projects were therefore taken during the year 2009. As a first step a desk analyses entitled “Analysis of the macro content environment for strategic projects within CENTRAL EUROPE” was provided by the Joint Technical Secretariat. This analysis included a concise and updated picture of strategic themes on EU, national, regional and local level. Among others, updated communications and directives on EU level on issues like economic growth, accessibility, ICT, climate change, energy, integrated water management and urban development and planning were considered. On national level the Strategic Reference Frameworks were taken into consideration. Furthermore, the ex ante and the SWOT analyses of the OP as well as information on projects which have been approved already within the first call and preliminary information on second call projects enriched the analysis.

On the basis of the data gained, the Joint Technical Secretariat prepared a questionnaire with possible topics of high relevance for the CENTRAL EUROPE area which was sent out to the Members of the MC. The purpose of the questionnaire was to prioritise the framework for the development of strategic projects according to national preferences and to narrow down and elaborate a list of themes to be developed with strategic projects.

Each Member State provided information on the topic of highest relevance for its country. Through a matrix the following topics were detected as having on an average the highest relevance in all eight Member States:

<b>Priority 1</b>
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
<b>Priority 2</b>
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)
<b>Priority 3</b>
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
<b>Priority 4</b>
Promoting actions tackling demographic changes and impacts on the development of urban and rural areas, also by strengthening the existing social and technical infrastructures

Further steps as the elaboration of concrete project concepts and the definition of the partnership would be finalized in the year 2010.

### 3. IMPLEMENTATION BY PRIORITY



After receiving 95 project proposals in the first call the Monitoring Committee (MC) approved 29 projects in July 2008. In November 2009 the MC approved a further 37 projects out of 179 project proposals, which were received. Therefore at the end of 2009 the Programme has all together approved 66 projects out of 274 project proposals. From a budgetary perspective more than 50 percent of the available funds have been allocated following the approval of these 66 projects.

**Figure 3: Approved projects 1st and 2nd call projects according to priorities**

#### 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.

The 16 approved projects tackle all the areas of interventions (Aol) of the programme. Six projects - one approved within the first call and five within the second call - work in the area of Intervention 1.1 (enhancing the framework for innovation). Eight projects - three of which were already approved in the first call and five additional projects in the second call - deal with the issue of Aol 1.2 (establishing the capacity to diffuse and apply innovation). After the second call the first two projects within Aol 1.3 (fostering knowledge development) were approved.

Among others, the projects in this priority deal with cluster policy on a theoretical and practical level, technology transfer from research institutions to SMEs, innovation transfer in specialized sectors such as the medical sector or material science and engineering or the development and diffusion of knowledge.

The total ERDF contribution for projects approved within the innovation priority represents almost 30 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.

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

In the first call ten project proposals were submitted under priority 2 which deals with the issue of accessibility. Four of them were approved by the MC later on. In the second call 17 projects were submitted out of which eight were approved for funding.

The 12 projects cover all four Aols which exist 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 works on Aol 2.2 (developing multi-modal logistics cooperation). Five projects, all of which approved in the second call, tackle sustainable and safe mobility, which is Aol 2.3. The sole project in Aol 2.4 (promoting information and communication technology, as well as alternative solutions for enhancing access) has already started its work after the approval within the first call.

Priority 2 projects will among others, address topics like the Trans-European Network (TEN T) axis, the improvement of the regions accessibility, improved freight and logistics concepts, street safety or the promotion of clean and sustainable transport systems.

All together 28,9 million Euro ERDF have so far been allocated to projects under priority 2. After having allocated 11,8 million Euro ERDF for the first call projects in this priority, 17,1 million Euro ERDF were allocated as co-financing support for the eight projects approved in the second call.

### 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.

After two calls 23 projects already took up their work, covering all four Aols existing in this priority. Aol 3.1 (developing a high-quality environment by managing and protecting natural resources and heritage) is already covered by eight projects out of which five were approved within the first call and a further three in the second call. Five projects deal with the Aol 3.2 (reducing the risks and impacts of natural and man-made hazards). One was approved in the first call and four in the second call. The same number of projects - eight - 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. Aol 3.4 (supporting environmentally friendly technologies and activities) is tackled by two projects, which were both approved in the first call.

The issue of environmental responsibility is covered by projects which deal, among others, with the revitalization of urban rivers, a comprehensive soil management, the establishment of ecological networks, flood protection, renewable energy resources or cleaner production technologies.

Following the second call 48,8 million Euro ERDF are allocated to the 23 approved projects. Projects, which were co-financed under the first call will receive 24,2 million ERDF while second call projects are supported with an ERDF sum of 24,6 million Euro.

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

Within priority 4, the programme received 69 project proposals in the first and second 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 five were later approved.

All three Aols are covered through the 15 projects. Six projects - five of them in the first call and one in the second call - were approved under Aol 4.1 (developing polycentric settlement structures and territorial cooperation). Three further projects tackle the topic of Aol 4.2 (addressing the territorial effects of demographic and social change). One of them was approved in the first call and two in the second call. The last six projects of priority 4 deal with the issue of capitalising on cultural resources, to make cities and regions more attractive, which is Aol 4.3. After having approved four projects in the first call the MC decided to approve a further two projects in the second call for this Aol.

Projects approved under priority 4 work on topics such as brownfield redevelopment, potentials for former mining areas, improvements for an ageing society, tourism or the development of a strong creative industry in Central Europe.

By the end of 2009 32 million ERDF were allocated to the approved projects under priority 4. Projects funded within the first call will be supported by a sum of 22,7 million ERDF, while second call projects will all together receive 9,3 million ERDF.

## 4. INFORMATION AND PUBLICITY

The main communication tasks of the Programme in the year 2009 were to promote the second 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 video, which was realized in two parts. The former was finalized in 2009 and presented along the Programme Annual Event which took place in Verona (Italy) beginning of December 2009. The latter was elaborated using the material filmed along the Annual Event. The latter contains contributions coming from the relevant invited institutions and the projects themselves.

The start of 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

The Programme Annual Event took place in Verona (IT) on 3-4 December 2009. 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 440 people participated in the event.



Picture 5: CENTRAL EUROPE Annual event in Verona, IT, December 2009

The event was structured as a mixture of plenary and interactive sessions. As an input for the plenary session tackling the issues about how the public benefits from the Programme the JTS commissioned the production of the video: “CENTRAL EUROPE TOUR - listening to the citizens” in close cooperation with the Contact Points. The video was used as an opener for the plenary session and encouraged the further discussion.

The interactive part of the event consisted of two different types of workshops. Firstly the four Cross - Fertilisation workshops - one per Programme Priority with the involvement of experts and moderation done by the JTS staff. The workshops were aimed at offering a platform for the approved projects to exchange their experience within the project implementation and find synergies for potential joint activities.

Secondly a Partner Search Forum was organised in the view of the 3<sup>rd</sup> standard call for proposals. Within an exhibition area the owners of already elaborated project ideas had the chance to present their project drafts; also the approved projects promoted their first results and outputs.



Picture 6: Exhibition area during the Annual event 2009

## 4.2. SUPPORTING PROJECTS IN THEIR KICK OFF PHASE

### 4.2.1 *Financial Training - 1<sup>st</sup> call project partners*

For all the partners from the approved 1<sup>st</sup> call projects a specific Financial Training was organised, that took place in Vienna on 30 January 2009. 270 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.

### 4.2.2 *Communication Training - 1<sup>st</sup> 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 1<sup>st</sup> call projects. The training took place on 14-15 May 2009 in Vienna. 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 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.



Picture 7: Communication Training for 1<sup>st</sup> call projects in Vienna

### 4.2.3 *Lead Partner Seminars - 2<sup>nd</sup> call for Lead partners*

After the approval of the 2<sup>nd</sup> call project proposals, two Lead Partner Seminars took place in Vienna 19-20 November and 17 December 2009. Lead Partners of approved projects were invited in order to get first relevant information on the steps to be taken in view of the negotiation process and of the project start-up on financial, legal and communication matters. The Lead Partners were additionally briefed on their specific responsibilities to prepare the ground for successful project management and efficient and effective co-operation with the Programme bodies.

## 4.3. GUIDING PROJECTS TO A SUCCESSFUL SUBMISSION

### 4.3.1 *Lead Applicant Briefings- - 2<sup>nd</sup> call for project proposals*

Following the launch of the 2<sup>nd</sup> call for proposals on 7 January 2010 the JTS organised three 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 three events in Venice (IT) (9-10 March 2009), Budapest (HU) (16 - 17 March 2009) and Stuttgart (DE) (24-25 March 2009) attracted around 310 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](http://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 2009 approximately 138.000 website visits has been

REGIONAL INFORMATION:  
MORAVSKOSLEZSKO / CZECH REPUBLIC

Population: 1.249.600  
Area: 5.535,4 km<sup>2</sup>  
GDP (PPS per inhabitant): 15.300  
GDP Index EU 27: 64,6

Main economic activities:  
Mining Industry (regeneration of brown fields), Automobile manufacturing, Agriculture

External picture gallery:  
<http://verejna-sprava.kr.moravskoslezsky.cz/sprochadky/index-en.html>

Official Website:  
[www.kr.moravskoslezsky.cz](http://www.kr.moravskoslezsky.cz)

PROJECTS AND PARTNERS FROM THIS REGION:

PRIORITY: 1 - INNOVATION

<b>ET-STRUCT</b>	<b>ECONOMIC EDUCATIONAL TERRITORIAL - STRUCTURE</b>
	Regional partner(s): Statutory City of Karlova
<b>AUTONET</b>	<b>TRANSNATIONAL NETWORK OF LEADING AUTOMOTIVE REGIONS IN CE</b>
	Regional partner(s): Moravian-Silesian Automotive Cluster

PRIORITY: 2 - ACCESSIBILITY

<b>CHAMPIONS</b>	<b>IMPROVEMENT OF CE REGIONS' ACCESSIBILITY THROUGH AIR TRANSPORT INTERCONNECTIVITY</b>
	Regional partner(s): Ostrava Airport, a.s.
<b>BALCO</b>	<b>BALTIC-ADRIATIC TRANSPORT COOPERATION</b>
	Regional partner(s): The Union for the Development of the Moravian-Silesian Region

Picture 8: Regional Profiles on the CENTRAL EUROPE website

counted. 2800 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 2<sup>nd</sup> call for project proposals, the website also underwent some significant changes. Information on approved projects was 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.

Two new interactive elements were also created. The moderated forum, allowing the website members to have an open discussion on themes like project-generation, project implementation and recent policy developments in each of the Programme Priorities has introduced new quality and added value into the website offering more interaction for both people with experience on project implementation as well as those planning a project for

the future.

The key visual of the CENTRAL EUROPE Programme area, the map with all 62 EU regions and 5 Ukrainian regions, became interactive. By clicking on the map accessible from the main page of the Programme website the respective regional information is provided. Besides the key facts about each CENTRAL EUROPE region that was prepared by the JTS in close collaboration with the network of the Contact Points, the regional profile also provides information on projects and partners coming from the selected region.

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

Around 150 million citizens live in the Central Europe area, having a very diverse background and different expectations in relation to the European Union. To find out about these expectations was the aim of the video "CENTRAL EUROPE TOUR - listening to citizens, which was produced in autumn 2009. 150 interviews were performed during a 5000 kilometer long trip through eight cities in the eight countries. Citizens in Dresden (Germany), Hradec Králové (the Czech Republic), Vienna (Austria), Bratislava (Slovakia), Budapest (Hungary), Katowice (Poland), Ljubljana (Slovenia) and Venice (Italy) raised their hopes in what could be improved in

the future through the cooperation of European countries and regions. Be it a better transport system, sustainable environment, more parks in urban areas or better conditions for SMEs.

The video was shown for the first time during the Programme's Annual Event in Verona as a starting point for the plenary discussion with stakeholders coming from the European, national and regional level on how the public can benefit from the Programme.

A second video which was recorded during the Annual Event in Verona will be finalised in spring 2010.



Picture 9: Video: The CENTRAL EUROPE TOUR

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

The second issue of the CENTRAL EUROPE newsletter "CENTRAL EUROPEAN" was published in June 2009 focusing on "Environment". 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 EU environment goals for the year 2020, the regional contribution in this respect, best practice examples coming from various regions and the description of the already approved projects dealing with environmental issues.



Picture 10: The CENTRAL EUROPEAN

For the first time The CENTRAL EUROPE Newsflash was published in 2009. 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 four newsflashes produced, a special edition on the 5<sup>th</sup> anniversary of the biggest enlargement of EU's history was issued.

Picture 11: CENTRAL EUROPE in the media



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

Within the media work in 2009 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.