



# 6 Ps Towards Sustainable Cities and Regions

AGORADA 2023  
EURADA event 

Brussels, 6 June 2023 – 9:00 to 18:00 CEST  
European Committee of the Regions

AGORADA provides a unique opportunity to highlight EURADA's role in:

- *Analysing and anticipating **Policy** trends for territorial development, which are key to Regional Development Agencies, and to create the conditions for anticipating policy developments and sharing information on funding opportunities;*
- *Monitoring, mentoring and facilitating **Processes** within RDAs and in their territories regarding smart specialisation strategies, innovation valleys, clusters, etc.;*
- *Enhancing the **Performance** of RDAs through the exchange of tools for policy implementation, monitoring, data collection and impact evaluation;*
- *Supporting **Project** development with links to the identified missions and activities;*
- ***Positioning** RDAs and their territories on important issues and consultations;*
- *Creating solid **Partnerships** between RDAs and other relevant actors at European level such as the JRC, OECD. In addition, AGORADA brings together high-level experts from development agencies, local and regional authorities, businesses, academia, civil society, the European institutions, international organisations, and think tanks.*

This year's edition will be centred on **Sustainable Cities and Regions** tackling:

- **talent attraction, upskilling & retraining;**
- **urban regeneration;**
- **territorial innovation, interregional value chains & strategic foresight**

# Agenda

## 9.30 – 10.00 Registration and Welcome Coffee

## 10.00 – 10.30 Opening Remarks

- **Bogdan CHELARIU**, President, EURADA
- **Tanya HRISTOVA**, Mayor of Gabrovo and President of the Commission for Social Policy, Education, Employment, Research and Culture (SEDEC) of the European Committee of the Region

## 10.30 – 12.00 1<sup>st</sup> Session – Harnessing Talent, Upskilling & Retraining

Europe is affected by many drastic transformations. One of them is the demographic changes that will strongly affect many European regions. The overall age of the population is increasing, leading to a decrease in the share of the labour force. Furthermore, many regions suffer from retaining talent and the departure of young and skilled people. In addition to the challenges posed by the twin transitions (green and digital), these developments require regional responses and actions to attract young talent, upskill the existing workforce and retrain workers currently employed in the economic sectors most affected by the green transition.

**Moderation: Carmen CARVALHEIRA**, Vice-President, Regional Coordination and Development Commission, CCDR Alentejo

- **Gabriele MARZANO**, Senior Executive, Emilia-Romagna Region
- **Virginie LAYE**, Director, PwC
- **Karen MAGUIRE**, Head of Division, Local Employment, Skills and Social Innovation, OECD Centre for Entrepreneurship, SMEs, Regions and Cities

### Contributions from the audience:

- **David JEPSON**, Director, ACH

## 12.00 – 13.30 Lunch Break

## 13.30 – 15.00 2<sup>nd</sup> Session – Urban Regeneration

Urban spaces are growing and rapidly transforming as they seek to adapt to the changing needs of their citizens and today's social and environmental challenges. Digitalisation, social inequalities and climate change are just some of the challenges to which urban spaces must respond. Innovation, capacity-building and cooperation – within Europe and beyond – will be the key to success in transforming today's urban spaces into the sustainable areas needed in the future. Here, rethinking current governance models will be particularly important.

**Moderation: Ronald HALL**, Senior Advisor, DG REGIO, European Commission

- **Anne WETZEL**, Director Europe Department, Hauts-de-France Region
- **Jonas PETERSON**, Chair, International Economic Development Council
- **Alberto RUIZ CARMENA**, Architect of European Programs Service, Malaga City Council

## 15.00 – 15.30 Coffee Break

## 15.30 – 17.00 3<sup>rd</sup> Session – Territorial Innovation, Interregional Value Chains & Re-Thinking Innovation through Strategic Foresight

Innovation – changing the way we do things – is of paramount importance in today's world, which is characterised by super wicked problems. Place-based approaches that harness the endogenous potential of territories have become increasingly important over the last decade; the prominence of Smart Specialisation Strategies (S3) is vivid evidence of this. However, interregional cooperation remains crucial to counteract the risk of an innovation divide between regions. Moreover, strategic foresight is an effective but underused tool for regional policymakers to define innovation needs by anticipating future developments with serious consequences for their territories.

**Moderation: Lucia HUERTAS SUANZES**, Head of Brussels Office, INFO Murcia

- **Bert KUBY**, Deputy Director, Strategic planning, Foresight and Inter-institutional relations, European Committee of the Regions
- **Christian MATTI**, Policy Analyst, JRC Competence Centre for Foresight, European Commission
- **Christian SAUBLENS**, Expert on innovation and interregional cooperation and former Director and founder of EURADA
- **Anna SOWA-JADCZYK**, Deputy Director, Department for Innovation and Business Development, Małopolska Regional Development Agency
- **Zsolt PATAKI**, Head of Service at the Scientific Foresight unit (STOA), European Parliament

## 17.15 – 17.30 Closing Remarks

- **Roberta DALL'OLIO**, Director, EURADA

## 17.30 Networking Cocktail