2023
Summer school
Brussels | 4 - 5 - 6 July
EURADA, Rue Montoyer 24
July

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- Working time
- Lunch break
We will use a comprehensive approach to organizational improvement focusing the three key areas of **process**, **product** and **people**.

By taking a holistic view of these three areas development agencies staff and other professionals can identify opportunities for improving and developing strategies to maximize their performance.

A three-day learning programme supported by experience sharing methods and topic discussion.

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Vision, policies, strategies, procedures, services... are they all part of and coherent with a well defined regional strategic plan?

Together we will analyse some of your main assets and values. Make your stakeholders confident with the success of interregional and international cooperation programmes and position yourself at the top range of European regions.
An interesting journey on strategic foresight for regions and cities which will drive us towards a practical exercise based on the current developments of the PRI Playbook and of the Strategic Foresight Report 2023

90 min - session

Part 1
Strategic foresight and regional perspective
- Briefly intro on Strategic foresight
- Insights on regional perspective for foresight and Partnership for Regional Innovation

Part II
Exploring EU 2050 from a regional perspective
- World café format in groups
Andreea together with a few colleagues will offer an introduction to the concepts and skills needed for local authorities and RDAs to build an internationalization strategy in widening countries and beyond...
Global challenges, from fighting climate change, to improving health systems, and boosting competitiveness and security of global supply chains. Our collaborative working exercise will be inspired by the recent research: "Global Gateway: Strategic governance & implementation" carried out upon request of the European Parliament.
PRODUCT

All about ensuring you have something that’ll turn your region a profit... What is your unique "selling" proposition that’ll make it stand out from other regions in Europe? Industry, products, services, culture, nature, quality, a holistic way of living...

You’ll need to create systems for making your region and business more and more worldwide-oriented, attractive and competitive. Let's talk together about innovation assets and company support actions.

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OVERVIEW OF INTELLECTUAL PROPERTY RIGHTS

IPRs such as patents, trademarks, copyright are means for inventors and creators to reap commercial benefits from their creative efforts or reputation. We will discuss on how to apply for them, when and what for...
Creators can obtain EU funding for IP costs with the SME Fund, free personalised consultations for IP questions, as well as training, tools and the best route to registration for your EU trade mark and designs. Come and discover!
European Commission colleagues will walk you through the Regional Innovation Valleys initiative. They will be presenting respectively the European Innovation Ecosystems co-fund (Horizon Europe) and the Interregional Innovation Investments (I3) Instrument (Cohesion policy) calls for proposals, jointly launched under the common New European Innovation Agenda policy framework to bridge the innovation divide in the EU.
Experiences and learning in inter-territorial cooperation: A practical approach to interregional cooperation in Partnership for Regional Innovation (PRI).
Reinventing business... We will show how through the EU-funded inDemand and inDemand-RCT projects we explore and test a new demand-driven business model based on co-creation patterns between customers (challengers) and SMEs (solvers)
Help your stakeholder organisations to recruit, hire and retain good people from diverse backgrounds to reach their goals. Offer your people opportunities to learn new skills and advance their careers. Create a positive work environment that encourages people staying and investing in your region. Insist on accountability and monitor individual and team performance. Think about the huge potential of migrants and women in charge...
WOMEN EMPOWERMENT IN BUSINESS

ALFREDO COPPOLA
PROSPERA WOMEN

90 min - session

An exciting best practice on how to equip female entrepreneurs with the skills and resources needed to grow beyond local markets and to succeed on a global scale.
Inclusion

Talent Attraction, Upskilling & Retraining

David Jepson

ACH

90 min - session

We will analyse policies, reflect on processes and performance and observe good practices inspiring new projects to support migration as a tool for regional development.
AND... SO WHAT?

The stakeholder alliance for a successful regional strategy where process, product and people support economy and social growth

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MANAGING NETWORKING WITH STAKEHOLDERS

Live facilitated session with the Learning Networks for First Movers Approach, engaging the practical wisdom of the participants, and aiming to bring about change

https://luminspino.eu/learning-networks-for-first-movers/
INFO AND REGISTRATION

https://ec.europa.eu/eusurvey/runner/EURADASummerSchool_2023

PARTICIPANT FEE:
150€  | eurada members
250€  | non-eurada members

Bank transfer to: ASSOCIATION EUROPEENNE DES DE DEVELOPPEMENT ASBL IBAN BE06 3101 2604 5122 BIC BBRUBEBB