

20
23

Summer school



eurada

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

Weekly plan

July

4

5

6

MON

09.30



TUE

11.00



Wed

13.00



14.00

Thu



17.00

Fri

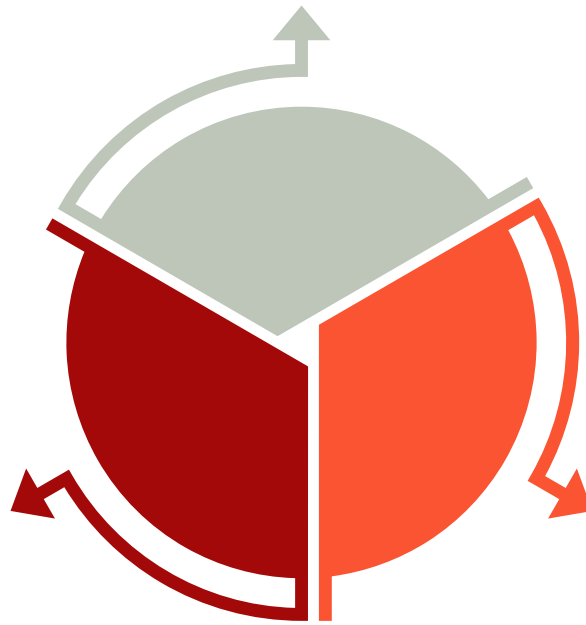


working time



lunch break

Sat



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.

01

PROCESS

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.

www.eurada.org



REGIONAL COHESION AND ATTRACTION
STRATEGIC FORESIGHT

**CRISTIAN
MATTI**

**JOINT
RESEARCH
CENTER**



**KATHRINE
JENSEN**

**JOINT RESEARCH
CENTER**



**CARMEN
SILLERO**

**JOINT RESEARCH
CENTER**



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 I

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
- 

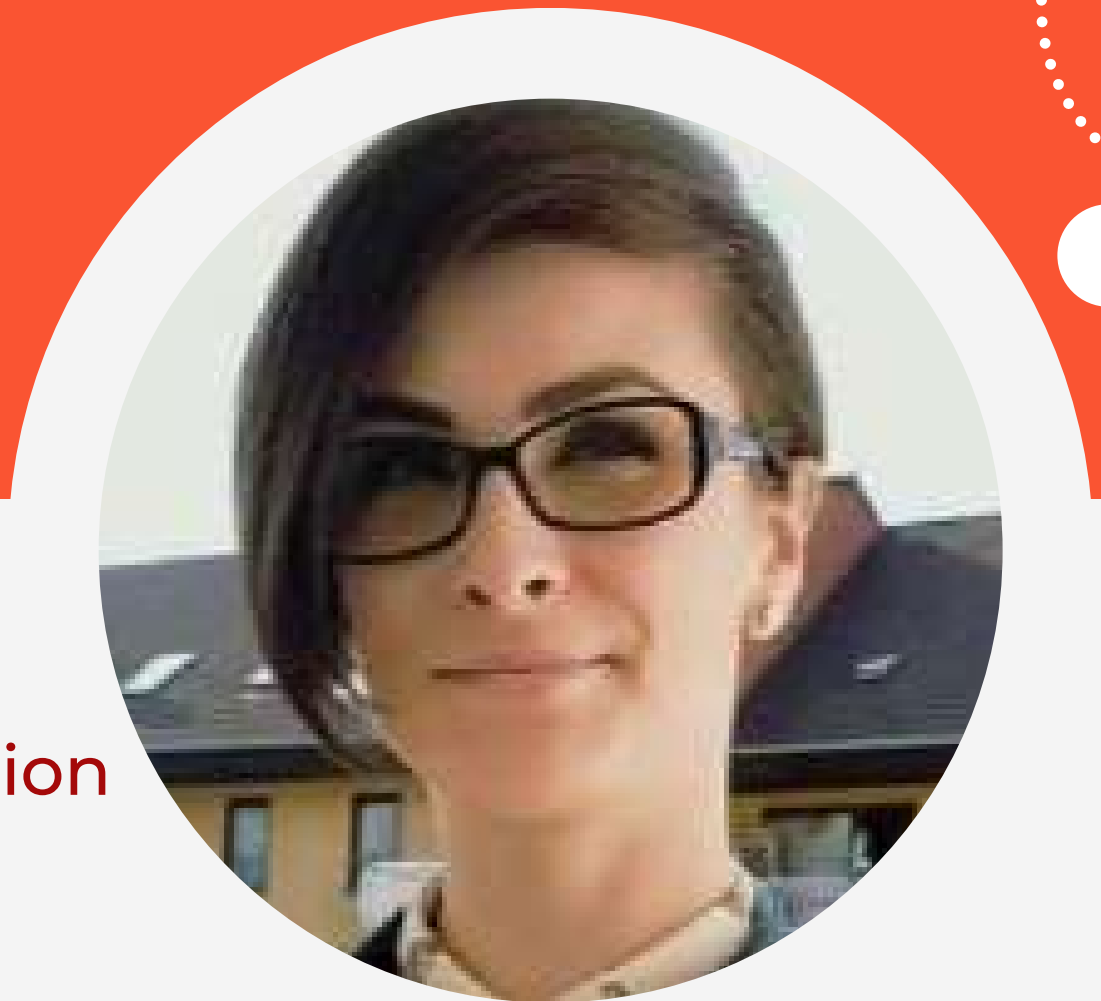
INTERNATIONALIZATION

REGIONAL ECOSYSTEMS FROM WIDENING COUNTRIES & BEYOND

**ANDREEA
LERU**

ADR NORD-EST

120 min - session



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..

INTERNATIONALIZATION

GLOBAL GATEWAY EUROPE

MARTA SERRANO
ROBERTA DALL'OLIO

EURADA



90 min - collaborative
working session

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



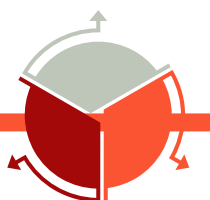
02

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.

www.eurada.org



IP PROTECTION OVERVIEW OF INTELLECTUAL PROPERTY RIGHTS

**ALBERTO
CASADO**

EUIPO

30 min - session



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...

IP PROTECTION

'IDEAS POWERED FOR BUSINESS' PROGRAMME

**ALESSANDRO
CORRADO**

EUIPO

30 min - session



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!

INNOVATION

REGIONAL INNOVATION VALLEYS

**ERIC
AMARAL GARCIA**

**DG REGIO
PROGRAMME ASSISTANT, SMART
AND SUSTAINABLE GROWTH**



**MAGDA
CYMERYYS**

**DG RTD
POLICY OFFICER, INNOVATION
POLICY AND ACCESS TO FINANCE**



● 60 min - session

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.

INNOVATION

PARTNERING FOR REGIONAL INNOVATION

**CARMEN
SILLERO**

**JOINT RESEARCH
CENTER**



● 30 min - session

Experiences and learning in inter-territorial cooperation:
A practical approach to interregional cooperation in
Partnership for Regional Innovation (PRI).

INNOVATION

NEW DEMAND-DRIVEN BUSINESS INNOVATION MODEL

RAFAEL

ATAZ

INFO MURCIA

● 90 min - session



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)

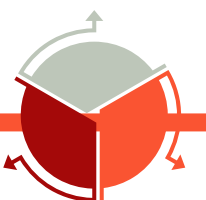


03

PEOPLE

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..

www.eurada.org

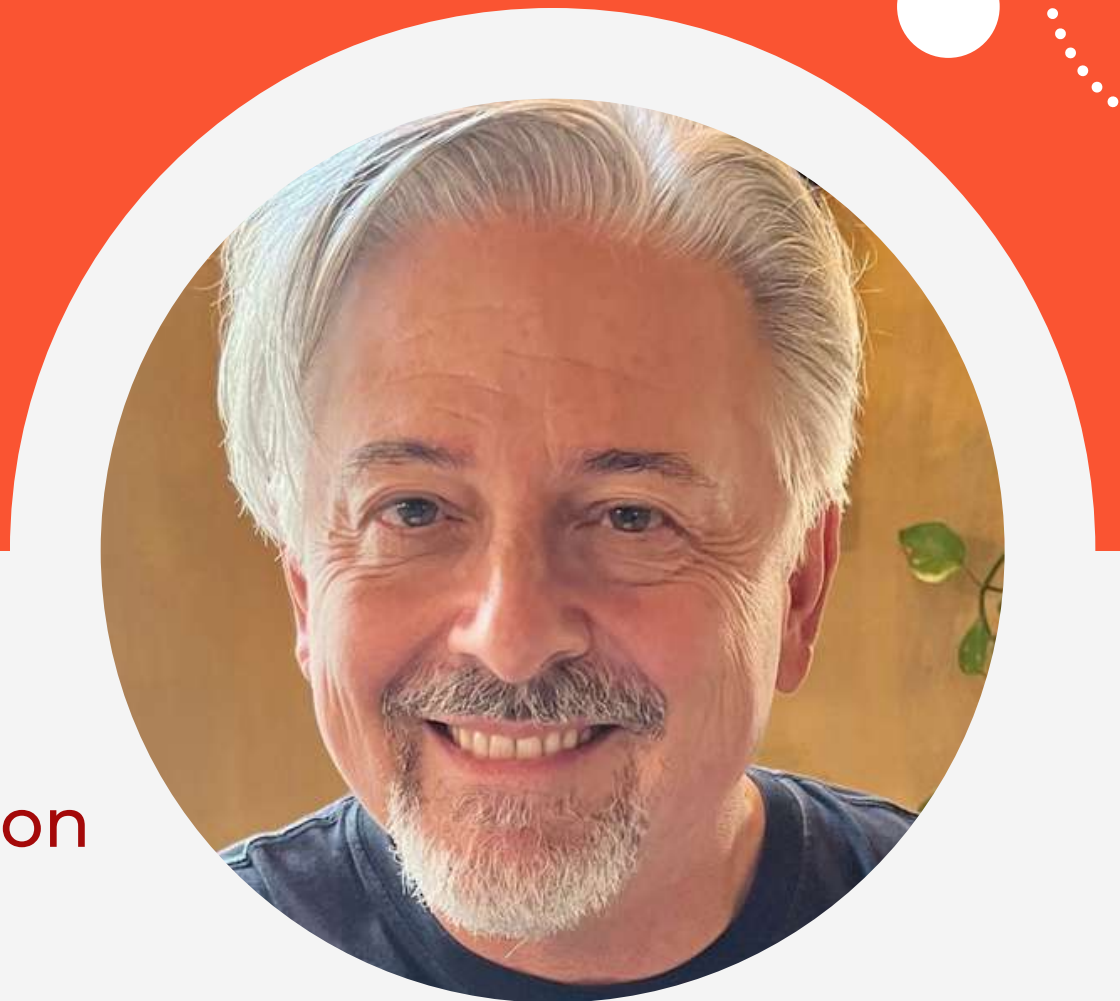


GENDER EQUALITY

WOMEN EMPOWERMENT IN BUSINESS

**ALFREDO
COPPOLA**
**PROSPERA
WOMEN**

● 90 min - session



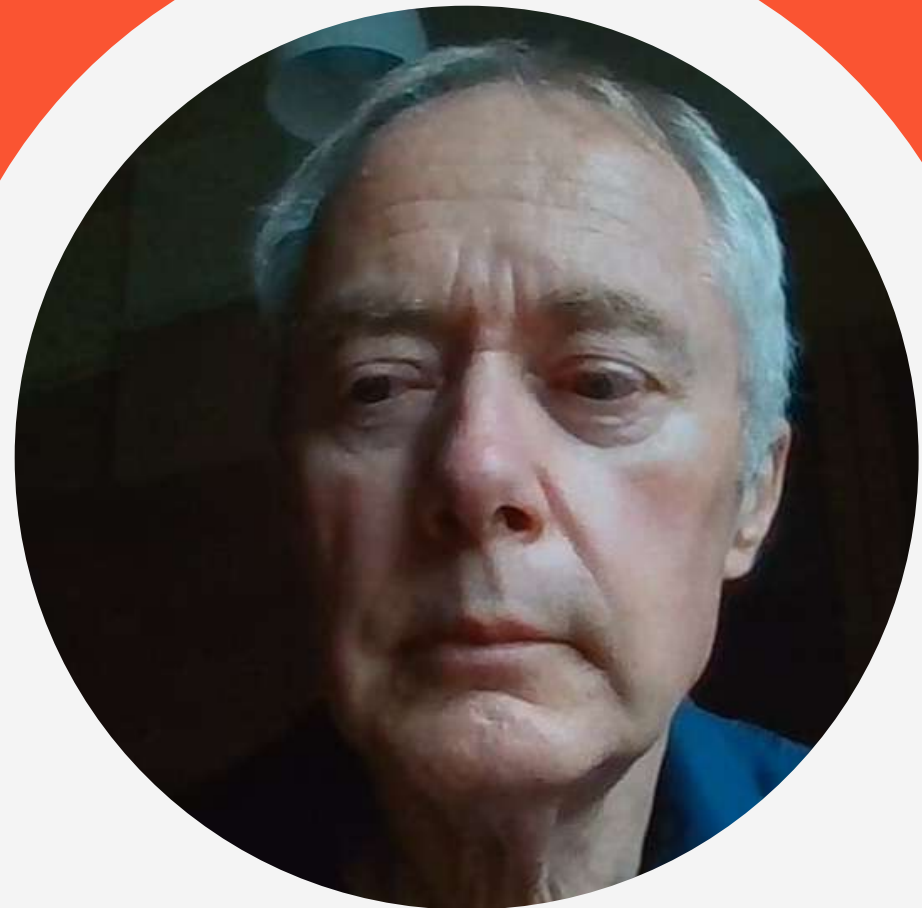
An exciting best practice on how to equip female entrepreneurs with the skills and resources needed to grow beyond local markets and to succeed on a global scale

INCLUSION

TALENT ATTRACTION, UPSKILLING & RETRAINING

**DAVID
JEPSON**
ACH

● 90 min - session



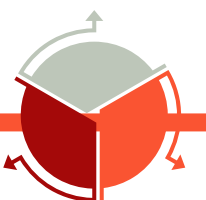
We will analyse policies, reflect on processes and performance and observe good practices inspiring new projects to support migration as a tool for regional development.



04

AND... SO WHAT?

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



REGIONAL STRATEGY

MANAGING NETWORKING WITH STAKEHOLDERS

**RALUCA
CIBU-BUZAC**
LUMINSPINO



120 min - session

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