

Get ahead with our training sessions!



Summer School 2023

EURADA event

Brussels | 4 - 6 July

EURADA Summer School 2023

Brussels, 4 | 5 | 6 July – rue Montoyer 24

We will use a comprehensive approach to organisational improvement focusing on 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 maximise their performance.

We offer a three-day learning programme supported by experience-sharing methods and topic discussion.

Scope of the event

During the 3 days of EURADA's Summer School, regional practitioners will acquire knowledge, valuable contacts and skills to identify opportunities for improving and developing strategies to maximise their performance.

During this full-immersion in-person Summer School, experienced speakers and the EURADA secretariat will utilise a comprehensive approach to organisational improvement focusing on the three key areas: **Process, Product, and People**.

The Summer School will consist of a three-day learning programme supported by experience-sharing methods and topic discussion on **International Cooperation, Green Transition, Intellectual Property Protection, Regional Cohesion Policies, Strategic Foresight, Internationalisation of Local Authorities and Regional Development Agencies, Talent Attraction and Women Empowerment in Business**.

Approach

Summer School speakers and instructors are former directors of development agencies, people with ongoing high responsibilities on EU project management and recognised external experts from consultancy companies.



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Structure of the event

4 July - Focus I: 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.

5 July - Focus II: 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 to make your region and business more and more worldwide-oriented, attractive and competitive. Let's talk about innovation assets and company support actions.

5 & 6 July - Focus III: 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 to stay and invest in your region. Insist on accountability and monitor individual and team performance. Think about the huge potential of migrants and women in charge.

6 July - And... what now?

The stakeholder alliance for a successful regional strategy where process, product and people support economy and social growth. Best practice and power competences for a valuable performance.



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Audience

The course is aimed at practitioners and officers of regional economic development agencies. However, it is as well open to any other person working in supporting innovation to companies from clusters, competence centers, industrial associations, chambers of commerce, startups, incubators, etc.

Venue

- EURADA premises
Rue Montoyer 24, B-1000 Brussels

Inclusions

- Admission to the course
- Hand-out documents (also in electronic version)
- Certificate (if the course is attended to completion)
- Coffee breaks, lunches and 1 networking cocktail

Language

The summer course will be held in English

Costs

150€ | EURADA members

250€ | NON-EURADA members

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

Info and Registration

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



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AGENDA of the EURADA Summer School 2023

Tuesday 4 July

9.30 – 10.00

REGISTRATION and WELCOME COFFEE

INTRODUCTION

Welcome and introductory session by EURADA

10.00 – 11.00

EURADA and summer school rationale

Roberta Dall'Olio – Director at EURADA

Summer school programme and working methodology

Marta Serrano – EURADA Summer School coordinator

11.00 – 11.30

Coffee break

Focus I: PROCESS

11.30 – 13.00

REGIONAL COHESION AND ATTRACTION

STRATEGIC FORESIGHT

CRISTIAN MATTI | KATHRINE JENSEN | 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.

Part 1: Strategic Foresight and regional perspective

- Brief intro on strategic foresight



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- Insights on regional perspective for foresight and Partnership for Regional Innovation (PRI)

Part II: Exploring EU 2050 from a regional perspective

- World café format in groups

13.00 – 14.00

Lunch break

14.00 – 16.00

INTERNATIONALISATION

REGIONAL ECOSYSTEMS FROM WIDENING COUNTRIES & BEYOND

ANDREEA LERU - ADR NORD-EST

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.

16.00 – 16.30

Coffee break

16:30 – 18.00

GLOBAL GATEWAY EUROPE

ROBERTA DALL'OLIO – DIRECTOR EURADA

MARTA SERRANO - EURADA

Through sustainable and trusted connections that work for people and the planet, we will tackle the most pressing global challenges, from fighting climate change, to improving health systems, and boosting competitiveness and security of global supply chains.



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Wednesday 5 July

9.00 – 9.30

WELCOME COFFEE

Focus II: PRODUCT

10.00 – 10.30

IP PROTECTION

OVERVIEW OF INTELLECTUAL PROPERTY RIGHTS

ALBERTO CASADO - EUIPO

IPRs such as patents, trademarks, and copyrights 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.

10:30 – 11.00

'IDEAS POWERED FOR BUSINESS' PROGRAMME

ALESSANDRO CORRADO - EUIPO

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 trademark and designs. Come and discover!

11.00 – 11.30

Coffee break

11.30 – 12.30

INNOVATION

REGIONAL INNOVATION VALLEYS

ERIC AMARAL GARCIA - DG REGIO, Programme Assistant, Smart And Sustainable Growth



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MAGDA CYMERYS - DG RTD, Policy Officer, Innovation Policy And Access To Finance

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.

12.30 – 13.00

Partnering for Regional Innovation. Experiences and learnings in inter-territorial cooperation

CARMEN SILLERO - Economic and Policy Analyst at Joint Research Centre

A practical approach to interregional cooperation in Partnership for Regional Innovation (PRI).

13.00 – 14.00

Lunch break

14.00 – 15.30

NEW DEMAND-DRIVEN BUSINESS INNOVATION MODEL

RAFAEL ATAZ - INFO MURCIA

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).

15.30 – 16.00

Coffee break



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Focus III: PEOPLE

16.00 – 17.30

GENDER EQUALITY

WOMEN EMPOWERMENT IN BUSINESS

ALFREDO COPPOLA – PROSPERA WOMEN

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.



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Thursday 6 July

8.30 – 9.00

WELCOME COFFEE

9.00 – 10.30

INCLUSION

TALENT ATTRACTION, UPSKILLING & RETRAINING

DAVID JEPSON - ACH

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.

10.30 – 11.00

Coffee break

AND... WHAT NOW?

11.00 – 13.00

REGIONAL STRATEGY

MANAGING NETWORKING WITH STAKEHOLDERS

RALUCA CIBU-BUZAC - Luminspino

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/>).

13.00 – 14.00

Lunch

