

Meeting of the INFORM and INIO networks of EU cohesion policy communicators
30 May - 1 June 2018 - Crete, Greece
Venue: Chania, Theater, Square Katechaki

Wednesday, 30 May 2018

Location	Theater "Mikis Theodorakis", Old Customs House, Pl. Katechaki, Chania 731 32, Grèce
14.30	Coffee and registration for INIO members
15.00 – 17.00	<p>INIO meeting (restricted to Social Fund communicators)</p> <p>The challenge of implementing and communicating European Pillar of Social Rights through ESF</p> <ul style="list-style-type: none"> • Aris Peroulakis, coordination of INIO network, DG EMPL/F1 • Loris Di Pietrantonio, Head of DG EMPL/F/1, through registered video <p>How to better communicate the European Pillar of Social Rights</p> <ul style="list-style-type: none"> • Representative of DG EMPL Communication Unit (Elena PASCUAL JIMENEZ) <p>Examples of using ESF to implement European Pillar of Social Rights</p> <ul style="list-style-type: none"> • Representatives from Geo Units of DG EMPL (Estelle ROGER)
16.00	Coffee and registration for INFORM members
17.00-19.00	<p>Plenary session open to all participants</p> <p>Welcome by Georges Alexakis , Deputy Governor of the Cretan region</p> <p>Key updates from the European Commission on "The new reformed cohesion policy"</p> <p>Moderators: Agnès Monfret, DG REGIO, European Commission and Aris Peroulakis, DG EMPL, European Commission</p> <ul style="list-style-type: none"> • Priorities of a simplified, streamlined and more integrated communication post 2020 – The Commission's #EUbudget and legislative proposal on the future cohesion policy • Communication and visibility rules: Omnibus and the new rules proposed post 2020 • Publication of open calls + gathering videos • Pilot action on monitoring and evaluating communication measures – Call for volunteers • Update on on-going activities and campaigns: <ul style="list-style-type: none"> ○ Communication targeted at larger publics: #EUinmyRegion 2018, EU delivers in the regions and Road Trip Project, call for media ○ Communication to stakeholders: 30 years of Cohesion Policy and Local debates ○ 7 Joint Communication Actions one year after • GDPR - General Data Protection Regulation
20.00	Networking dinner in Chania at Zepos restaurant (walking distance)

Thursday, 31 May 2018

Location	Theater "Mikis Theodorakis", Old Customs House, Pl. Katechaki, Chania 731 32, Grèce
9.00-9.30	<p>Introduction: Agnès Monfret and Aris Peroulakis + Welcome and Presentation by Maria Kasotaki, Head of the Managing Authority of Crete Region</p> <p>How to reconnect with citizens though Cohesion policy? Final results of the COHESIFY project by Anna Frankowska, Project Manager, Old-Continent Agency</p>
9.30-11.15	<p>"Country team" discussion</p> <p>Finding synergies and connections between regional, national, EU-wide campaigns</p>
11.15-11.30	Coffee break
11.30-13.00	<p>Parallel sessions of peer-to-peer learning</p> <p>1) Organizing events, open days and open doors What works well, what doesn't work? How can we learn from each other's experiences? Exchanges with participants introduced by short presentations by: Marianne Schrama, the Netherlands; Michal Klusak, Czech Republic; John McCandless, UK; Bože Čolak, Croatia, Eleni Pouliasi, Greece. Moderator: Agnès Monfret, DG REGIO</p> <p>2) Develop a strong digital presence Web site: Presentation of the approaches and experience by Interreg programmes</p> <ul style="list-style-type: none"> • Frank Schneider, Interreg Central Europe Programme; • Eloy Gomez, Interreg Danube Transnational Programme and Laura Pugeiu, Interreg MED Programme • Arkam Ograk – Interact Programme <p>#LookAtYou App - Like Pokémon Go for discovering EU projects</p> <ul style="list-style-type: none"> • Sebastian Witt <p>Video: what to do in 2018?</p> <ul style="list-style-type: none"> • Silva Havlů, Digital communications Teal Leader, DG EMPL <p>Moderator: Alain Vanden Borre, DG REGIO</p>
13.00-14.00	Lunch
	2 Parallel workshops
14.00-15.30	<p>1) Interactive training on audio-visual copyrights, licencing and creative commons By Maarten Zeinstra, Advisor Copyright and Technology at the independent Amsterdam-based think tank Kennisland. Representative for Creative Commons in the Netherlands.</p> <p>2) Interactive training on public and storytelling - Focus on strategy, focus on inspiration, focus on techniques</p> <ul style="list-style-type: none"> • By Georgia-Zozeta Miliopoulou, Ph.D. Full Time Assistant Professor, Deree-The American College of Greece; Professional Trainer, Hellenic Institute of Communication.
15.30 - 15.45	Coffee break

<p>15.45- 17.15</p>	<p>1) Interactive training on audio-visual copyrights, licencing and creative commons By Maarten Zeinstra, Advisor Copyright and Technology at the independent Amsterdam-based think tank Kennisland. Representative for Creative Commons in the Netherlands.</p> <p>2) Interactive training on public speaking and storytelling - Focus on strategy, focus on inspiration, focus on technique</p> <ul style="list-style-type: none"> By Georgia-Zozeta Miliopoulou, Ph.D. Full Time Assistant Professor, Deree-The American College of Greece; Professional Trainer, Hellenic Institute of Communication
<p>17.15-18.15</p>	<p>"Cohesion policy" Communication awards <i>Pitch your best communication campaign in 3 mins</i></p> <ol style="list-style-type: none"> 1) Real people. Real story, Eloy Giron Gomez, Danube Transnational Programme 2) Road Show 2017, Peter Malec and Ingrid Šrámková, Slovakia 3) L'Europe et nous, Juliette Cristescu, Brittany, France 4) #cooperationiscentral, Frank Schneider, Interreg Central Europe 5) ESI Funds on the Rock for People festival, Michal Klusák, Czech Republic 6) Inclusive growth? Does anyone care about this, Laura Belenguer and Mercedes Acitores, Interact 7) TalentLab, Domenico Rositano and Yvonne Spadafora, Calabria, Italy 8) Investiamo nel vostro futuro, Valeria Covarelli, Umbria, Italy 9) Lazio Innovatore, Alessandra Tomeo, Lazio, Italy 10) People with disabilities in our society: "How" instead of "If at all", Inita Kabanova, Latvia 11) European Sails 2018 EU investment funds project competition, Sandra Zvirblyte, Lithuania 12) Did you know ..?, Paula Vicente, Portugal 13) EU Project, my Project, Nataša Rojšek, Slovenia 14) School excursion to the programme's projects, Vassilis Galanis, Thessaly, Greece <p>Moderator: Vera Tarnai, DG REGIO</p>
<p>19.30</p>	<p>Networking dinner in Nykterida Departure by bus at 19.30 from the Municipal Market. Return by bus from the restaurant at 23.00, 00.00 or 01.00</p>

Friday, 1 June 2018

<p>09.30-11.30 (1 hour each)</p>	<p>Rotating sessions</p> <p>a) Local ESIF projects visit in old town of Chania: Meeting in front of the Municipal market (Group A-L)</p> <p>Town Art Gallery & Chrisostomos building (Halidon street); Potié street renovation and pedestrian area; restoration of Splantzia square and Saint Nicolas and Saint Titus churches; renovation of Kanevaro street and fire prevention system; refurbishment of Big Arsenal and Old Customs buildings</p> <p>b) Local ESF project presentation</p> <p>Theater "Mikis Theodorakis", Old Customs House Pl. Katechaki, Chania 731 32, Grèce (Group M-Z)</p>
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11.30-12.30	INFORM and INIO looking into the future
12.30-12.45	Greeting of the Mayor of Chania Tassos Vamvoukas + Conclusion, next steps and wrap-up of the meeting
12.45 – 13.45	Sandwich lunch
14.00-20.00	Optional visit by bus to Elafonisi in the south of Crete (Life/Natura 2000 project) Departure Meeting in front of the Municipal Market
