

7th Conference of European Regions and Cities

"Europe 2020 - Implementation on Regional and Local Level"

Economy meets Politics

Sunday, 18th to Tuesday, 20th September 2011 Linz, AUSTRIA

Patronage:

Johannes Hahn, EU Commissioner for Regional Policy
Mercedes Bresso, President of the Committee of the Regions, Brussels
Michael Spindelegger, Vice-Chancellor and Federal Minister for European and International Affairs, Austria
Reinhold Mitterlehner, Federal Minister for Economics, Austria
Josef Pühringer, President of Land Upper Austria
Franz Dobusch, Mayor of the City of Linz







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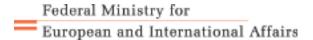


















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The economic and financial crisis posed major challenges to the European Union, including its regions and cities. Major budgetary efforts were necessary to counter this recession.

But now is the time to look forward and to implement structural reforms for sustainable growth. We must use the upcoming months to accelerate our reform agenda. Regional policy can make an important contribution to this by strengthening its investments in our infrastructure and people.

This conference will address some important issues, which are of particular relevance to regions and cities. Modernising our infrastructure, particularly in the fields of urban transport and energy efficiency will play a key role in lifting us from the crisis and laying the foundations for smarter and more sustainable growth.

Particularly in times of economic difficulty we must examine how we use our limited financial resources where they contribute most to strengthening Europe as a whole. Regions and cities are central to this: they are the drivers of innovation and smart developments. And they also have much to learn from each other – recent decades have demonstrated the added-value of sustained exchanges of experience and good practice among European partners and with our neighbours. This is a trend that must continue and be further developed.

Events such as this conference, which brings together representatives of regions and cities in the EU and their Western Balkans neighbours, are to be encouraged and supported, particularly if they succeed in fostering new ideas.

I wish you all a successful and fruitful conference.

Johannes HahnEuropean Commissioner for Regional Policy





Europe's future place in the world depends on our capacities to coordinate the responses we give today to the turmoil in the financial markets, the rise of emerging powers, the effects of climate change and an ageing population.

This is why the European Union has embraced the ambitious "Europe 2020" reform programme. For the Committee of the Regions, it is clear that these plans can only be realised if all levels of government pull in the same direction. Regional and local authorities must not be seen as subordinates or implementing bodies. They account for one third of public expenditure and two thirds of public investment.

Implementing Europe's new strategy will thus require a partnership approach where local, regional, national and EU institutions work closely together. And Europe 2020 needs a ,territorial' dimension, taking into account the specific nature of each region and city. For instance, it is obvious that programmes aimed at strengthening regional research capacity will require different approaches in Upper Austria, the city of London or in North-Eastern Romania.

The Committee of the Regions therefore proposed the introduction of "Territorial Pacts" between local and regional authorities and their national governments. These agreements would help to focus available policy and funding instruments on the Europe 2020 goals. The EU level could support such pacts by removing red tape and more carefully assessing the local impact of new European laws. Although the scope of such pacts might seem ambitious at first, similar agreements have already been established in a number of EU countries: For instance the "territorial employment pacts" in Austria are contractual regional partnerships that integrate labour market and employment policies with other policy areas.

Without such continuous dialogue and without the active involvement of regions and cities, the Europe 2020 reforms will remain a dead letter. And if we fail to reform, Europe's political and economic power will slowly decline.

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Mercedes BressoPresident of the Committee of the Regions

"Europe 2020" sets out a new vision for modernizing Europe and Europe's economy in the upcoming years. The last few years have been marked by the longest and deepest recession in EU history and, at the same time, by an outstanding set of joint, quick and effective actions. The "Europe 2020" strategy launched on March 26 2010, is meant to look ahead: it reflects the huge socio-economic challenges Europe will face within the next decades and focuses on targets in key areas where action is needed to boost sustainable growth and competitiveness in Europe.

During the crisis Austria proved to be stable, innovative, solution oriented and at the same time driven by a spirit of solidarity. This is a supreme starting point for the work to come that we can be proud of.

Regions and the communities are of invaluable importance for the implementation of the EU 2020 strategy at the local and regional level. It will therefore be of utmost importance to exchange views and best practices with experts of the municipal and regional governments and administration who can provide their long-standing experience and expertise in implementing regional and cross border cooperation programs within the framework of EU cohesion policy.

Europe 2020 is therefore also a key topic at the communal and regional level, when discussing the future of EU regional support, development opportunities for municipalities in the European context, and the exchange of experiences with neighboring regions. Austria welcomes the proposal of the Commission to extend eligibility for cohesion policy to all EU regions in the future as well and to focus on the alignment of the cohesion policy with the EU 2020 Strategy targets (climate protection and ecological aspects, innovation, social dimension and demographic developments).

I would therefore like to thank President Schausberger and the Institute of the Regions of Europe for their initiative to organize this year's Conference of European Regions and Cities conference on the "Europe 2020" Strategy and wish all participants an interesting conference and many inspiring debates!

Michael Lindy

Michael Spindelegger

Vice-Chancellor and Federal Minister for European and International Affairs, Republic of Austria

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2011 is a period full of strategic and complex tasks to address. We have to make economic growth sustainable and recovery from the crisis irreversible, by effectively implementing the Europe 2020 Strategy and concentrating on job creation.

The Ministry of Economy, Family and Youth has recently started an initiative focusing on small and medium-sized businesses to convert the latest upward trend into a continuing and sustainable recovery of the Austrian economy. The Triple-I Strategy - boosting innovation, supporting investments and promoting internationalization - strongly promotes structural changes and strengthens the international competitiveness of Austrian companies.

The "fitness-package" for innovative small and medium-sized enterprises shall provide the basic conditions for an innovative, integrative and sustainable economic growth. The "investment-, technology-, and innovation-cheques" are directly focused on supporting the basic targets of this initiative.

Success in achieving Europe 2020 goals will in large part depend on decisions taken at local and regional level. In Austria as in many EU countries, the regional or local authorities are responsible for policy areas linked to the Europe 2020 Strategy such as education and training, entrepreneurship, labour market or infrastructure. Dialogue between national, regional and local stakeholders will bring the EU's priorities closer to people, strengthening the feeling of ownership needed to get everyone involved in moving Europe towards the 2020 targets.

This year's conference topics are about energy infrastructure and energy efficiency at regional and local levels - issues that have an immediate environmental, economic and energy security benefit including huge job-creating potential.

It is crucial that all levels of governance be aware of the need to implement effectively the Europe 2020 Strategy on the ground so as to achieve smart, inclusive and sustainable economic growth, and that each plays its part in introducing the necessary changes.

I would like to wish the organizers as well as the participants a successful conference in Linz.



Federal Minister for Economy, Family and Youth





The strategy "Europe 2020" is the joint European answer to the economic crisis of the last two and a half years. After this economically difficult phase, now it is the main concern to return to a self-supporting growth. This is the purpose that "Europe 2020" aims for.

A crucial contribution to sustainable growth and wealth can be made in the fields of infrastructure and energy. To develop innovative technologies and intelligent systems for both of these fields is an important step towards a competitive, but resource-efficient Europe.

As in many other topics, regions and cities can adopt a leading role here – Upper Austria for example focuses on the development of Green Technologies and could, according to a recent study, have as many as 115.000 so-called "green jobs" by the year 2020.

Therefore I am particularly glad that the IRE is holding the 7th Conference of European Regions and Cities with these highly topical issues in Linz. I wish the conference the best success, a fruitful exchange between all participants, and many practical, useful results for the European regions and cities.

Coping with the financial and economic crisis is a significant challenge for regions and cities in Europe. Opinion exchange about chances and possibilities is therefore a very important issue. The Conference of European Regions and Cities, taking place in Linz for the first time, is an excellent opportunity to nourish that dialogue. Subjects like sustainable and integrative growth, ecologically friendly traffic systems, energy efficiency and intelligent electric supply networks shall be the central issues of the future.

The meeting place Linz is a good choice, as our city can refer to important success stories in many of these fields. Linz, for example, has an innovative and highly efficient community heating supply system with cogeneration plants .in modern gas and steam turbine power plants in one of the biggest distant heating stores of Europe. Since 2005 our city has been supplied to an essential part with electricity and distant heating produced out of biomass. With the new residual material power plant the share of renewable energy in the electricity and community heating production shall be increased to appr. 40 % starting with autumn 2011.

I wish all conference participants interesting and pleasant days in Linz.

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Josef PühringerPresident of Land Upper Austria

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Franz DobuschMayor of the City of Linz



In order to continue the efforts initiated with the Lisbon Strategy, the European Commission decided to propose a program for the years 2010 to 2020. Europe 2020 is the EU's growth strategy for the coming decade. In a changing world, we want the EU to become a smart, sustainable and inclusive economy. These three mutually reinforcing priorities should help the EU and the Member States deliver high levels of employment, productivity and social cohesion.

Concretely, the Union has set five ambitious objectives - on employment, innovation, education, social inclusion and climate/energy - to be reached by 2020. Each Member State has adopted its own national targets in each of these areas. Concrete actions at EU and national levels underpin the strategy.

The Institute of the Regions (IRE) is convinced that local and regional authorities have to be involved in order to ensure the better implementation of policies linked to Europe 2020 goals. National governments, regions, cities and other public authorities must commit themselves contractually to pursuing shared objectives. The regions and cities as sub-national governments can bring a real added value to reach the planned objectives as regards: social and economic development, education, climate change, research and innovation, social inclusion and fight against poverty.

The program of the 7th Conference of European Regions and Cities is totally focused on the EU strategy 2020 Flagship Initiatives and its implementation on local and regional level:

- The Digital Agenda for Europe as a Chance for Less Developed Regions (IRE-Expert Forum)
- Strategy Europe 2020 Overcoming the Financial and Economic Crisis Implementation on the Local and Regional Level (7th Conference of European Regions and Cities)
- Intelligent, Sustainable and Integrative Growth on Regional and Local Level (Panel Discussion)
- Restoration of Regional and Local Public Budgets
- Intelligent Smart Grid Solutions E-Mobility
- Modernization of Traffic System for a Resource-Preserving-Europe Financing of Infrastructure
- Energy Efficiency in Cities and Energy Performance Contracting
- How to find Additional Financial Resources for Regional Universities (2nd Conference of Regional Universities)

On behalf of the IRE Board of Directors I would like to express many thanks to Land Oberösterreich and City of Linz, to our high ranking speakers, to our sponsors, the members of our Advisory Board and the highly engaged IRE Team for their outstanding support. I wish all participants an interesting and successful conference.

> Franz Schausberger Chairman of the IRF Board

PROGRAMME

Sunday, 18th September 2011

12:30 Welcome-Lunch, Landhaus Linz

IRE-General Assembly (voting for IRE-members only) Conference Venue: Landhaus, Steinerner Saal, Promenade 33, Linz 13:30

Welcome Address:

Viktor Sigl, Member of the Regional Government of Upper Austria responsible for Economy, Industry and Sport, Linz, Austria

Agenda of the IRE General Assembly

Presentation and Information on available EU Funds "Europe for Citizens":

Meena Lang, National Contact Point in Austria, Ministry for Education, Art and Culture, Vienna, Austria

Conference Languages: English, German (further languages if necessary)

Networking Coffee Break

IRE Expert Forum
Conference Venue: Landhaus, Steinerner Saal, Promenade 33, Linz

"The Digital Agenda for Europe as a Chance for Less Developed Regions"

The Digital Agenda is Europe's strategy for a flourishing digital economy by 2020. It outlines policies and actions to maximise the benefit of the Digital Revolution for all. Action is needed at all levels of government - from local to European - and across the private sector. The Digital Agenda can improve the quality of life for citizens if local and regional authorities are sufficiently

The IRE Expert-Forum tries to present the benefits from digital economy for regions, cities and municipalities in different fields: eGovernment, eHealth, eInclusion, eCommerce, eBusiness, eSkills, eSignature etc.

From affordable broadband access in rural and low population areas to reliable and secure online services for citizens, the Digital Agenda touches on some key competences of regional and local authorities. The Expert Forum will therefore analyze the role of regions and municipalities in creating a single digital market, ensuring societal and digital inclusion, promoting broadband for all, improving the quality and efficiency of public services, investing in research and innovation and achieving a low carbon economy.

Moderation: Andreas Schiller, Journalist, Real Estate, Urban and Regional Development, CEO: Andreas Schiller Investment Insight, Schiller Publishing House, Bergisch Gladbach, Germany

Participants:

Ilias Iakovidis, European Commission, Acting Head of Unit ICT for Inclusion, DG Information Society and Media, Brussels, Belgium (tbc)

Wolfgang Heufler, Austrian Bar Association, IT Expert, Vienna, Austria

Manfred Litzlbauer, Managing Director Energie AG Oberösterreich Data GmbH, Linz, Austria

Markku Markkula, Espoo City Council Member, Uusimaa Regional Council Member, Member of the EU Committee of the Regions (CoR), CoR Rapporteur on Digital Agenda & on the Role of Regions in Achieving the Objectives of EU 2020, Espoo, Finland

Manfred Moormann, Head of Broadband Entertainment and Services, A1 Telekom Austria AG, Vienna, Austria

Christian Rupp, Head of Department Digital Austria, Austrian Federal Chancellery, Vienna, Austria

17:00 End of Forum

19:30 Traditional Welcome Dinner

Reception given by Josef Pühringer, President of Land Upper Austria Landhaus, Steinerner Saal, Linz

Monday, 19th September 2011

7th Conference of European Regions and Cities "Europe 2020 – Implementation on Regional and Local Level"

Conference Languages:

Bosnian, Croatian, Czech, English, German, Hungarian, Polish, Romanian, Serbian, Slovakian

Conference Venue: Design Center Linz, Europaplatz 1, 4020 Linz, Austria

08:00 Registration, Exhibition Area and Café Lounge open for participants

08:30 **Opening of the Conference** (Europe Hall)

Franz Schausberger, Chairman of the Institute of the Regions of Europe (IRE), Former President of Land Salzburg, Austria, Member of the Committee of the Regions (CoR)

08:40 Welcome Addresses:

Erich Watzl, Vicemayor of the City of Linz, Austria

Josef Pühringer, President of Land Upper Austria, Linz, Austria

09:00 Wilhelm Molterer, Vice President of European Investment Bank (EIB), Luxemburg

09:20 Reinhold Mitterlehner, Federal Minister for Economy, Family and Youth, Vienna, Austria (tbc)

09:45 **Johannes Hahn**, European Commissioner for Regional Policy, Brussels, Belgium

10:15 - 10:45 Networking Coffee Break

A1 Media Corner open for participants (Foyer)

10:30 – 11:00 **Press Conference**

10:45 Panel-Discussion:

"Smart, Sustainable and Inclusive Growth in Regions and Cities"

Moderation: Claus Reitan, Chief-Editor "Die Furche", Vienna, Austria

Participants:

Andrej Horvat, State Secretary, Republic of Slovenia, Ljubljana, Slovenia

Johannes Kopf, Member of the Board of Directors, Public Employment Service Austria (AMS), Vienna, Austria

George Kremlis, European Commission, Acting Director, DG Environment, Brussels, Belgium

Josef Pühringer, President of Land Upper Austria, Linz, Austria

Marek Woźniak, Marshal of the Wielkopolska Region, Poland

12:45 – 14:00 Networking Lunch

14:00 Working Groups (parallel in English) (Venue: Basement of Design Center)

I. Restoration of Regional and Local Public Budgets

Due to the current economical instabilities the last months have seen a continuous deterioration of public budgets in many European countries. As a major consequence, the public administrations are now forced to restore their balances, in order to avoid further indebtedness and the infringements of the Maastricht criteria. The aim of this working group is to discuss possible strategies for regional and local budgets, which are particularly affected by the problem of less financial resources.

Moderation: Alois Steinbichler, Director General, Kommunalkredit Austria AG, Vienna, Austria

Keynote-Speakers:

Pavol Frešo, President of Bratislava Self-Governing Region, Bratislava, Slovak Republic

János Girán, Mayor's Office, Head of Cabinet, City of Pécs, Hungary

Vladimir Moskov, President of the Network of Associations of Local Authorities of South East Europe (NALAS), Skopje, F.Y.R. Macedonia

Pontus Tallberg, Coordinator Trend Analysis, Department of Regional Development, Region Skåne, Kristianstad, Sweden

II. Intelligent Smart Grid-Solutions - E-Mobility

Smart Grids are intelligent electricity networks which support due to a balanced and controlled management an energy and cost efficient future energy system. One of the main challenges is the integration of existing concepts into present and future energy systems. The main priority is to guarantee the security of energy supply of any involved parties. The workshop will debate the present situation and future perspective of Smart Grids in Europe.

Moderation: Stefan Eder, Partner, Benn-Ibler Rechtsanwälte GmbH, Vice Chairman of the IRE, Vienna. Austria

Keynote-Speakers:

Andreas Abart, Team Leader Power Quality & Smart Grids, Energie AG Oberösterreich Netz GmbH. Linz, Austria

Martin Faulstich, Professor, Advisor of the German National Government in Environmental Affairs, Institute of Resource and Energy Technology, Technical University of Munich, Germany

lan Shearer, Project Office Climate and Air, ICLEI – Local Governments for Sustainability, European Secretariat, Freiburg, Germany

Robert Tesch, Head of Energy Automation and Smart Grid, Siemens AG Austria, Vienna, Austria

15:30 - 16:00 Networking Coffee Break

16:00 – 17:30 **Working Groups** (parallel in English, Venue: Basement of Design Center)

Modernization of Traffic System for a Resource-Preserving Europe – Financing of Infrastructure

The targets of the Europe 2020 strategy for sustainable growth include the reduction of greenhouse gas emissions by 20% compared to 1990 levels by 2020. The EU is prepared to go further and reduce by 30% if other developed countries make similar commitments and developing countries contribute according to their abilities, as part of a comprehensive global agreement. To achieve this target it is necessary to modernize the traffic system in a resource-preserving way. The European Commission has to concentrate on the worsening traffic situation in and around our cities. A transsectoral approach that combines infrastructure, logistics and ecology is needed.

Moderation: Werner Weihs-Raabl, Head of Group Infrastructure Finance & Group Public Sector, Erste Group Bank AG, Vienna, Austria

Keynote-Speakers:

Jörg Arndt, Senior Adviser, Infrastructure, Transportation, Finance Concessions, Erste Group Bank AG, Vienna, Austria

Walter Hecke, Vice President Österreichische Gesellschaft für Straßen- und Verkehrswesen (GSV), Vienna, Austria

Roman Himmler, Sales Manager, Kapsch TrafficCom AG, Vienna, Austria

Magdalena Kopczynska, European Commission, Head of Unit, DG Mobility and Transport, Brussels, Belgium (tbc)

Alberto Preti, Institute for Transport and Logistics (IT), Bologna, Italy

Tomas Ulehla, Vice President of Euroregion "Bílé-Biele Karpaty" (CZ/SK), Vice Chairman of the Committee on Environment in the Czech Parliament, Member of the Committee for Strategic Development in the City of Zlin, Czech Republic

II. Energy Efficiency in Cities and Energy Performance Contracting

Energy efficiency is a top actual topic for cities in context with climate and environmental issues, cost reduction and energy autarchy. Main aim of this working group is the discussion of possibilities, issues and best practice examples. Successful examples for an energy saving and cost reducing measure is public lighting in Bratislava and the financing model energy performance contracting developed by Siemens.

Moderation: **Herwig A. Reininger**, Head of Energy Consulting, TPA-Horwath Unternehmensberatung GmbH, Vienna, Austria

Keynote-Speakers:

Andrei Ioan Chiliman, Mayor of the City of Bucharest, Sector 1, Bucharest, Romania

Roman Doubrava, European Commission, Director, DG Energy, Unit C.3. – Energy Efficiency of Products & Intelligent Energy, Brussels, Belgium

Karl Helm, Head of Business Unit Building Automation, Siemens AG Austria, Vienna, Austria

Viera Kimmerlingova, 1st Vice Mayor of the City of Bratislava, Bratislava, Slovak Republic (tbc)

Marcel Lauko, Director of Energy Center-Bratislava, Key Expert of The Union of Towns and Cities of Slovakia and CITENEGRO Association; Richard Procik, Center of Competence Public Lighting Siemens Slovakia; Martin Svantner, Center of Competence Public Lighting Siemens Slovakia, Bratislava, Slovak Republic

Alexandra Vogl, Managing Director TINA VIENNA Urban Technologies & Strategies GmbH, Vienna, Austria

17:30 End of Conference

19:30 Evening Programme and Gala-Dinner at Stahlwelt, voestalpine, Linz Dinner Speech by Robert Ottel, Member of the Management Board and CFO voestalpine AG



Scientific IRE-Symposium

2nd Conference of Regional Universities

"How to find Additional Financial Resources for Regional Universities"

Tuesday, 20th September 2011 in Linz

Conference Venue: Energie AG Oberösterreich, Böhmerwaldstrasse 3, 4020 Linz, Austria PowerTower, Room: Power Center, 1st floor

Conference Languages: English, German (further languages if necessary)

Consequences of the economic crisis have a huge impact on research and science policies in all European countries. Necessary cuts in public budgets imply financial cuts for many universities. Most of them are forced to look for other funding sources. Some universities are very successful in this. With this scientific symposium the IRE wants to have representatives of regional universities explain their financial situations, inform about best practice examples and other possibilities how to solve financial problems. The participants of the scientific symposium will also talk about their cooperation with private companies, especially with research and innovation oriented businesses.

08:45 Registration

09:00 Welcome Addresses:

Franz Schausberger, Professor, Chairman of the Institute of the Regions of Europe (IRE), Salzburg, Austria

Werner Steinecker, Member of the Board, Department Technique, CTO, Energie AG Oberösterreich, Austria (tbc)

Richard Kühnel, Head of the Representation of the European Commission in Austria, Vienna, Austria

45 Katharina Cortolezis-Schlager, Member of the Austrian Parliament, Spokesperson for Scientific and Educational Affairs, Vienna, Austria

10:15 – 10:30 Networking Coffee Break

10:30 Paneldiscussion

Moderator: Gerlinde Pöchhacker, Pöchhacker Innovation Consulting GmbH, Linz, Austria

Panelists:

Davide Bassi, Professor, Rector of the University of Trento, Italy

Wolfgang Hau, Professor, Vice-Rector for International Relations of the University of Passau, Germany

Miladin Jovičić, Professor, Universities of Istočno Sarajevo, Bijeljina and Brčko, Bosnia and Herzegovina

Zdravko Kacic, Professor, Vice-Rector for Financial Affairs, University of Maribor, Slovenia

Robert Matijašić, Professor, Rector of the University of Pula, Croatia

Petr Sáha, Professor, Rector of the University of Zlin, Czech Republic

Gábor Szabó, Professor, Rector of the University of Szeged, Hungary

Michał du Vall, Professor, Vice-Rector for Human Resources and Financial Management, Jagiellonian University of Kraków, Poland

Franz Wurm, Vice Rector for Finance and Resource Management, Johannes-Kepler-University of Linz, Austria

13:00 Networking Lunch

14:00 End of the Symposium

Conference Venues

18. 9. 2011

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19. 9. 2011

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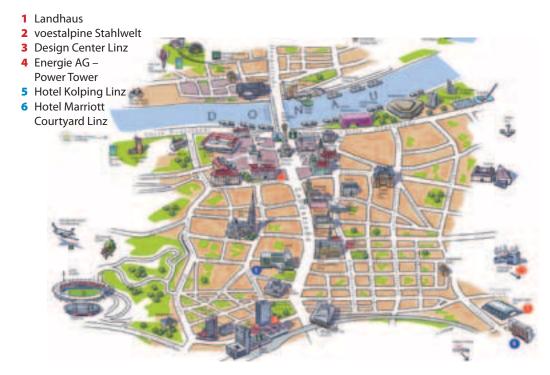
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info@design-center.at, www.design-center.at

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Hotel Reservation:

You can book your hotel directly under the following Conference Hotel links:

Official Partner Hotels:

Marriott Courtyard Linz



IRE Conference Rate for 18 – 20.09.2011 including continental breakfast:
Single Room: EUR 110,75 per night
Double Room: EUR 129,50 per night

Reservation under:

daniela.brunner@courtyard.com

Att. Mrs. Daniela Brunner, Group Coordinator Europaplatz 2, 4020 Linz, Upper Austria, Austria T: +43 (0) 732 / 6959 8404 F: +43 (0) 732 / 6959 8555

www.marriott.de/hotels/hotel-rooms/lnzcy-courtyard-linz/

Hotel Kolping Linz



IRE Conference Rate for 18 – 20.09.2011 including continental breakfast:
Single Room: EUR 78.-- per night
Double Room: EUR 105.-- per night

Reservation under:

manuela.stal@hotel-kolping.at

Att. Mrs. Manuela Stal, Director Sales
Gesellenhausstraße 5, 4020 Linz
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T: +43 (0) 70 / 661 690 – 507 F: +43 (0) 70 / 661 690 – 55 www.hotel-kolping.at

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