



(Original in English)

Europe: So close yet so far?

Best Practice Conference on Communicating Europe

May 22nd and 23rd, 2008

Representation of the Land Hessen, 19, avenue de l'Yser, Brussels (B)

PROGRAMME

(last update: 20.05.2008)

- 13:30 - 14:00 Arrival of participants
- 14:00 - 14:15 Welcome speech by Friedrich von Heusinger, *Head of the Representation of the Land of Hessen, Brussels*
Welcome note by Klaus Klipp, *AER Secretary General*
- 14:15 - 15:00 Communicating Europe to its Citizens by Marios Camhis, *Advisor, Directorate A - Strategy, DG Communication*
Questions & Discussion
- 15: 00 - 15:45 **Success stories: Kärnten, Sisak-Moslavina**
Presentations by winners of the 1st AER Communicating Europe Award and discussion
- **Europa in Kärnten**, Josef Martinz, *Landesrat, Kärnten, A*
 - **Youth Building Path to Europe**, Tatjana Puscaric, *Head of Administrative Department for Management of Accession and Incentive Funds, Sisak-Moslavina, HR*
- 15:45 – 16:00 **2nd AER Award Communicating Europe**
Launch of the 2nd AER Award *Communicating Europe*, Klaus Klipp
AER Secretary General
- 16:00 - 16:30 **Best Practice Gallery and Coffee Break**
- 16:45 - 18:15 **Europe in the regional press: Bridge or Blockade?**
Discussion round: moderated by Giuseppe Zaffuto, *European Journalism Centre*

In many countries of Europe regional media constitutes the primary source of information for citizens, and is thus an ideal bridge to communicate European politics to citizens. However, regional press often puts aside European politics in favour of regional issues, despite the fact that 70 percent of European Union legislation is implemented at local and regional level. Is the regional press a blockade? And how could the regions contribute to raising awareness of Europe in the regional media?

José Maria Cruz *Press and Communications Officer,
Representation of Extremadura in Brussels*
Willy Haslitzer *Director Austrian Broadcasting Corporation /
Radio and Television, Landesstudio Kärnten*
Patrik Oksanen *EU Correspondent from 2006-2007 for SVT
(Swedish Television)*
Jean Lemaître *Coordinator at IHECS, School of Journalism,
Brussels*

19:00-20:00 *Reception at the representation of the Region of Hessen on the kind
invitation of Volker Hoff, Minister for Federal and European Affairs*

Friday, May 23rd

8:45 – 9:00 Welcome by Friedrich von Heusinger, *Head of the Representation of
the Land of Hessen, Brussels*

9:00 - 9:30 **The role of the regions in Plan D**
Key note Speech, Danuta Hübner, *Commissioner for Regional Policy*

9:30 – 9:45 **Reconnecting Europe with its citizens – The role of the regions**
Moderated by Brad Watson *OBE - Cabinet Member for
Communications, West Sussex County Council, GB*

9:45-10:00 **Subsidiarity is a word movement**, Richard Medić, *Director of Press
and Communication at the AER*

10:00-10:15 **Success Story: Extremadura**
1st winner of the AER Award Communicating Europe
Extremadura in Europe, Miguel Martin, *Counsellor of the European
Academy of Yuste Foundation, member of REINE*

10:15 - 10:30 *Coffee Break*
Parallel Workshops in three conference rooms
In each of the following workshops participants will discuss how the
Lisbon Treaty can best be communicated to the citizens.

10:30 **Engaging regional media on European issues**
Workshop I Moderated by Richard Medić, *Director of Press and Communication at
the AER*

10:30 **Educating children and young people about Europe**
Workshop II Moderated by Brad Watson *OBE - Cabinet Member for
Communications, West Sussex County Council, GB*

10:30 **How can Europe Direct help to communicate the Lisbon Treaty?**
Workshop III Moderated by: Paavo Palk, *Head of Unit Europe Direct, European
Commission*

11:45-12:15 **Lessons learnt:** Moderators report back into plenum

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