



REPUBLIC OF SLOVENIA
MINISTRY OF FOREIGN AFFAIRS

INTERact



Občina Izola
Comune di Isola

Interreg



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European Regional Development Fund - Instrument for Pre-Accession II Fund

EUSAIR FACILITY POINT

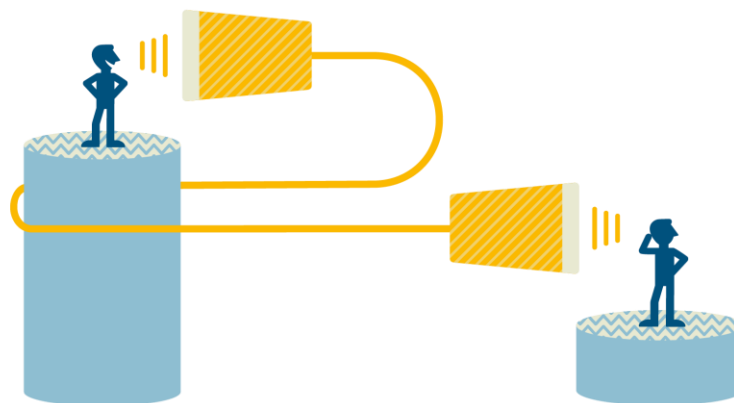
Message in a Bottle: Communication across MRS



18 September 2018

Message in a bottle: How to communicate macro-regional strategies

Kristanov trg 1
Izola, Slovenia



European Regional Development Fund



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Outline

Throughout the implementation phase of the four macro-regional strategies (MRS), a need has emerged to enhance their information flows both in terms of

- Internal communication: Better exchange of information within the governance mechanisms of MRS, and also across MRS;
- External communication: Provide the wider public (citizens, stakeholders, media) with relevant information about the results and aims of MRS, in order to strengthen a common and shared identity related to the respective macro-region.

In addition to this, MRS bear the capacity to communicate policies to the citizens and thereby contribute to European integration on several levels.

Several projects and initiatives have emerged in order to enhance communication flows related to MRS:

- “Let’s communicate” – a project to support the communication of the EUSBSR;
- Horizontal Action “Capacity” of the EUSBSR supporting the communication flows of the EUSBSR;
- AlpGoV – a project of the Alpine Space Programme that supports i.a. the communication of the EUSALP;
- The EUSAIR Facility Point providing tailor-made capacity building workshops for the governance structures and communication activities for the EUSAIR;
- Communication activities implemented by the former Danube Strategy Point and Priority Area 10 “Institutional Capacity and Cooperation” in the framework of the EUSDR.

However, more can be done in order to provide MRS with more publicity. This also concerns the promotion of MRS in Brussels, e.g. in EU-related media.¹

In relation to this, several events were held in the recent past, among others a conference on media and MRS was held in Portorož (Slovenia) in September 2017, and a session on communication was organized in November 2017 in the framework of the EUSALP forum in Munich. A workshop on capacity building across all four MRS in Riga in February 2018 has shown that both internal and external communication can be considered as key component of capacity building in a macro-regional context. In June 2018, strategic communication was discussed in an EUSALP context and narrowed down to concrete steps.

Objectives

Considering these existing initiatives and the joint annual work plan of Interact, it is proposed to develop a stable and sustainable process/platform for communication in the framework of future capacity building activities for all four MRS, or other relevant activities. Moreover, the workshop intends to establish a platform that fosters and streamlines the communication activities across macro-regional strategies and enhances their exchange of experience.

¹ See e.g. the article “Building the next generation of macro-regions”, Euractiv, 8 February 27, 2018, <https://www.euractiv.com/section/economy-jobs/opinion/building-the-next-generation-of-macro-regions-beyond-the-3-n0s/>



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Tuesday, 18 September 2018

08.30 – 09.00 **Registration**

09.00 – 09.15 **Welcome**

Bojana Cipot, B.C., National Coordination of MRS in Slovenia (EUSDR, EUSAIR, EUSALP)
Satu Hietanen, Interact Programme

09.15 – 09.30 **Introduction to the topic**

Jean-Marc Venineaux, European Commission, DG Regio

09.30 – 10.00 **Strategic communication in a macro-regional framework**

Stojan Pelko, expert

10.00 – 10.30 **Coffee Break**

10.30 – 12.00 **Tour de table: Examples for communication initiatives from the four strategies**

- *Baltic Sea – Miitta Eronen, EUSBSR Communication Point*
- *Adriatic and Ionian Region – Maruša Arh, EUSAIR Facility Point*
- *Alps – ERSAF. communication staff*
- *Danube – Eloy Gómez-Girón, Danube Transnational Programme*

12.00 – 14.00 **Official opening of the macro-regional week and lunch break**
Manzioli palace

14.00 – 14.20 **Portal for the Danube Strategy – donauraumstrategie.de**

Florian Setzen, European Centre Baden-Württemberg

14.20 – 14.40 **Translating macro-regional strategies into real life stories on the ground**

Barbara Zrimšek, RTV Slovenia

14.40 – 15.10 **Electronic tools in macro-regional communication**

- *EuroAccess – Sophie Deuer, EU Funding Agency, City of Vienna*
- *Keep.eu, Interreg.eu – Jörg Mirtl, Interact Programme*

15.10 -15.30 **The Cultural Routes of the Council of Europe, catalysts for a joint identity across borders**

Denise de Roux, Routes4U Project, Council of Europe

15.30 – 16.00 **Coffee Break**

16.00 – 17.00 **Group discussion: Developing elements of a communication platform across macro-regional strategies**

17.00 – 17.30 **Report from the group work**

Katalin Czippan, IUCN

17.30 – 17.45 **Conclusions of the meeting**



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19.30 Networking dinner

Moderation: Jörg Mirtl, Interact Programme

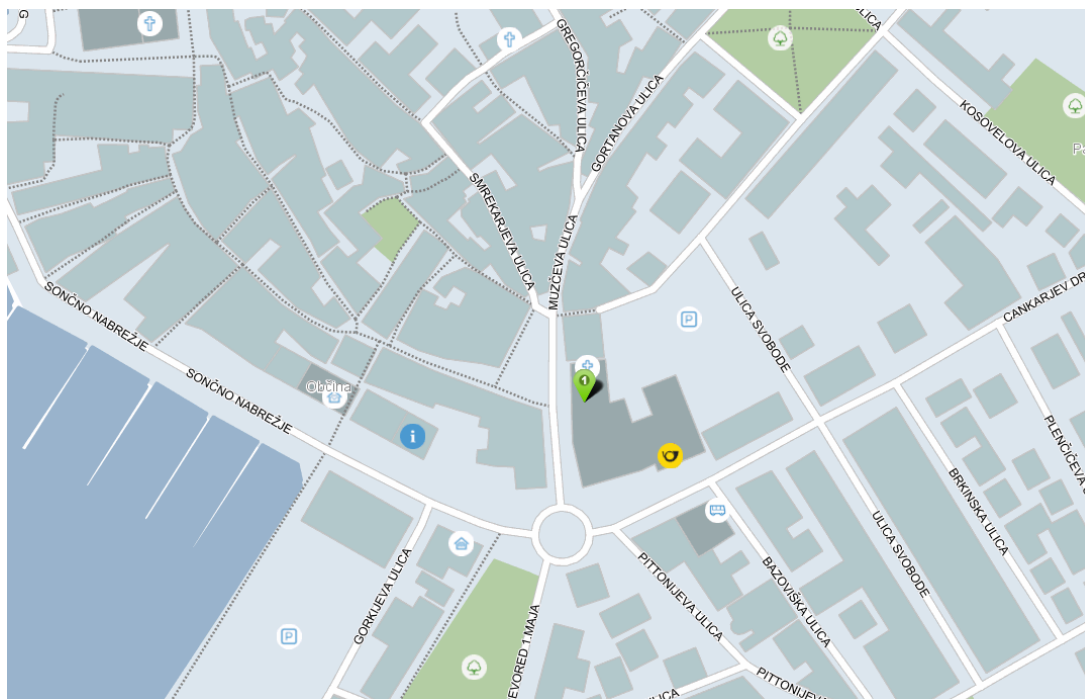
Practicalities

Please register via the following link: <https://apps.interact-eu.net/interact/events.nsf/registrationform.xsp?eid=3E4A>

In order to register, it is required that you have already signed up to [the Interact database](#).

Venue

Kristanov trg 1, 63100 Izola



Accommodation

Participants conduct travel arrangements on their own. Recommended hotels:

- **Hotel Marina:** <http://www.hotelmarina.si/en/>, info@hotelmarina.si, +386 5 66 04 100 In the center of Izola.
- **Hoteli San Simon:** options: Hotel Haliaetum/annex Mirta and Annexes San Simon, <https://www.hoteli-bernardin.si/en/accommodations/san-simon->



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resort_booking@h-bernardin.si, +386 5 690 7000 , 5-10 min walk to the city centre

Getting to Izola

Between all coasts cities there is an intercity bus line. Bus drives daily every 20 min from 5am to 10pm.

Koper-Izola: <http://www.izola.info/avtobus.php?linija=2>

Izola-Koper: <http://www.izola.info/avtobus.php?linija=1>

Local taxis contacts: Taxi1, 0038640 602 602, Taxi2, 0038641 706 777

Price of transfer to Koper or Portorož is 15,00 EUR.

We recommend you to access all events location in Izola by foot. You can use map for orientation. All the locations are within max. 10 min walk.

[MORE ABOUT IZOLA](#)

BY AIR

You can travel to Slovenia by air to the central [Jože Pučnik International Airport \(Ljubljana Airport\)](#). [Adria Airways](#) is the only Slovenian air carrier and it operates most of the flights to Ljubljana.

From Jože Pučnik International Airport to Izola

Shuttle service

[At the airport there are different carriers at your disposal](#). A direct transfers from Jože Pučnik International Airport to Izola is possible via a prior booking of destination at the shuttle service provider.

Rent-a-car

[At the airport, rent a car at one of the rent-a-car providers.](#)

Taxi

Taxis are available to you in front of the airport building

Telephone: ++386(0) 590 60 777

Mobile: ++386(0) 31 216 111E-mail: taxiairport4@gmail.com

Website: <http://airporttaxi.si/En/>

Bus

At the Airport, you can take a [bus to Ljubljana](#), there you have to switch to a [domestic bus operating company](#)