

## Draft of the programme

# 'DEVELOPING YOUR CROSS-BORDER AMBITIONS'

*COOPERATION FAIR  
2 SEAS PROGRAMME  
19-20 NOVEMBER 2009,  
OSTEND/BELGIUM*

### "2 Seas, 4 Partners"

The 2 Seas cross-border programme combines old and new partners within an extended geographical area across a maritime border. Although some of the partners share numerous years of experience of cross-border cooperation, this programme is totally new in terms of scale and geographical area.

The 2 Seas cooperation Programme encompasses a new area of cross-border cooperation located at the crossroads of the Channel and the North Sea and involves the coastal regions of 4 Member States: France (Nord-Pas de Calais), England, Flanders and the Netherlands.

### Why this cooperation fair now?

The 2 Seas Programme is at a crucial moment in its evolution. At a time when the need for cross-border cooperation is clearer than ever, it is necessary to stand still, evaluate and set out the opportunities given by the INTERREG 2 Seas Programme once again. This event will focus on giving local actors and existing partnerships the time to reflect on past projects and both their successes and possible difficulties, in order to explore possibilities for the future. Those possibilities will be created and further developed during the event both content wise as well as providing the occasion for the establishment of new partnerships.

### What will happen?

By giving a brief overview of the 2 Seas Cross-border Programme and the period covered so far, it will become clear that there are still many opportunities left uncovered. Being a maritime cooperation Programme, this aspect will receive special attention and cooperation in this field will be further encouraged.

This event will provide participants with an objective picture of the programme area and the impact of

the 2 Seas Programme on the development of the regions concerned, looking at the geographical coverage and sectors involved at this stage of the Programme.

Three simultaneous thematic workshops will be organised per priority. They will first provide attendees with a state of play and testimonies of running projects. Then, participants will be further divided into thematic subgroups by objective within the priority where first steps towards a possible partnership can be taken. Each subgroup will be supported by "experienced practitioners" coming from the IVA sphere.

Therefore the Cooperation Fair will be a very useful opportunity for people to share their ideas and experience and to start the building of a tailor-made cross-border partnership.

This event is "your" event as it should help you to develop your cross-border ambitions!

### Yes, you are concerned!

The main target group are those actors who are directly responsible for implementing cross-border projects at all levels, and those who are responsible for the mainstreaming of the 2 Seas Programme. Looking at the different priorities, the target group contains a wide variety of actors: economical, environmental, social and maritime actors; local and regional authorities/policy makers and institutions; universities and research centres; private sector and NGOs; inhabitants.

### Yes, you have to be a proactive a participant!

The success of this initiative is highly dependent on your active participation before, during and after the event. It is not a "sleeping" seminar.

**At the registration stage:** before the event, please register yourself correctly by sharing your ideas, needs and expectations as indicated in the foreseen sections on the registration form. We also request you to fill in and share your project ideas on the website of the event. On this basis, the JTS will prepare the matching between the participants and organise subgroups with common interests.

**On site:** play an active role in the Cooperation Fair: in the thematic subgroups, in the cooperation corner, wherever you can.

**After the event:** continue to build your partnership, precise your project idea in the database and proceed on your way to a very interesting 2 Seas cross-border project.

## Draft of the programme

### How will you benefit?

- You will get an overview of the current state of play of the 2 Seas cross-border Programme,
- You will get an answer to all your questions, both thematic and practical,
- Your network of potential partners will be extended,
- You will familiarise yourself with the different possibilities within this programme,
- You will exchange knowledge and experience with other participants and running projects.

### Description of the main event components:

#### Two short plenary sessions:

Specific topics, which will give an impulse to other following sessions, have been selected for the opening plenary session. Strategic issues will be treated on three levels: the European, the maritime and the local one. These will be presented by different speakers, such as politicians and researchers, coming not only from the hosting country but also from the other Member States. The closing session will summarise the key messages, including the synthesis of workshops and a vision for the future of the 2 Seas area.

#### Three thematic “step in” workshops:

These thematic workshops will address specific aspects of the 2 Seas Programme’s implementation and will be organised per priority. They will be comprised of smaller groups, preferably not more than 100 people. Each group will be presented an analysis by both the JTS and by those running 2 Seas projects. Afterwards there will be a further division of the priorities into subgroups according to the different objectives in which participants showed interest, in their registration form. An experienced practitioner will accompany each subgroup for the “start up” of the Cooperation Fair.

#### An “on-going” Cooperation Fair:

**First step, first day: “Who is who” and “Who does what”?** : This activity will comprise of the same subgroups as formed in the third part of the workshops. The aim is to exchange and discuss what each participant can offer, what kind of partner he is seeking and the projects he would like to develop in cooperation. At the end of this session, each participant should know if potential partners would be of interest to him.

**Second step, second day: “What can we do together?”** Contacts made during the previous session can be further developed in smaller

groups with one, three or more partners. This will allow participants to discuss in depth the content of their ideas and “Partnership building” can start effectively.

During these two steps, experienced practitioners will stay at the disposal of the participants to help them in networking and project building.

#### An open cooperation space:

During the event, all the free space will be devoted to the Cooperation Fair and will allow the participants to meet each other. On display, will be the project ideas registered before the event and there is also a possibility to add new project ideas on site, for appointments to be fixed etc. JTS, Programme partners and experienced practitioners will stay at the disposal of the participants for giving guidance on request. A specific help-desk will be designed to facilitate this.

**Do not forget to register yourself before the 16/10/09!**



## PROGRAMME – DAY ONE

### OPENING SESSION, WORKSHOPS AND COOPERATION FAIR

19<sup>TH</sup> NOVEMBER 2009

12.30 – 13.00

Registration and handout of seminar documents:

Newcomers

13.00 – 13.45

#### Newcomers session and registration for other participants

Newcomers to the Programme will be given a brief introduction with a thematic overview and possibilities to set up cross-border projects which are encouraged by the 2 Seas Programme.

Registration and handout of seminar documents: all others

14.00 – 15.30

#### Opening plenary session

*Moderator:*

14.00 – 14.20

- Welcome by the hosting country *by*
- Objectives and organisation of the conference *by the Managing Authority, the Region Nord-Pas de Calais*

14.20 – 14.40

State of play and perspectives of the 2 Seas cross-border Programme *by the JTS*

14.40 – 15.15

- Points of view: Challenges/Issues on the area
- European perspective *by the European Commission*
  - Maritime perspective *by*
  - Local perspective *by*

15.15 – 15.30

Introduction to the workshops and the Cooperation Fair *by the JTS*

15.30 – 16.00

Coffee break, visit of the cooperation space and networking

16.00 – 17.30

#### Workshops

During the workshops, participants will be divided into three groups, according to their interest in the priorities of the 2 Seas Programme as indicated on their subscription form. Each group will be discussing the same topics and therefore the only difference between the sessions will be the priorities presented. The aim of this partition is to reduce the size of the groups and to enable interactive discussions.

Participants will first be provided with a state of play for their priority by the JTS, followed by a testimony by key players within this field. Afterwards participants will be given the opportunity to get to know each other by forming subgroups per objective within each priority. An “experienced practitioner” will be attributed to each subgroup and then the Cooperation Fair can start!

Priority 1: Creating an economically competitive, attractive and accessible area	Priority 2: Promoting and enhancing a safe and healthy environment	Priority 3: Improving quality of life
1. State of play <i>by JTS</i>	1. State of play <i>by JTS</i>	1. State of play <i>by JTS</i>
2. Two “real-life” experiences: <i>by IVA Priority 1 projects</i>	2. Two “real-life” experiences: <i>by IVA Priority 2 projects</i>	2. Two “real-life” experiences: <i>by IVA Priority 3 projects</i>
3. And you?	3. And you?	3. And you?
<u>Rapporteur:</u> <u>Moderator:</u> JTS	<u>Rapporteur:</u> <u>Moderator:</u> JTS	<u>Rapporteur:</u> <u>Moderator:</u> JTS

17.30 – 19.00

#### Cooperation Fair : First step “Who is who?” “Who does what?”

Guided by an experienced practitioner, you will get to know each other’s interests within these objectives and lay the first steps towards a possible partnership. Each participant will present himself and his expectations in the Cooperation Fair. The aim is to exchange and discuss what each participant can offer, what kind of partner he is seeking and the projects he would like to develop in cooperation. At the end of this session, each participant should have potential partners to choose from within the chosen priority and objective, which will be the basis of the second part of the cooperation fair on the beginning of the second day.

19.00 End of day one



## PROGRAMME – DAY TWO

### COOPERATION FAIR, WORKSHOPS AND CLOSING SESSION

20<sup>TH</sup> NOVEMBER 2009

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**9.00 – 10.00**

#### **Cooperation Fair : Second step “What can we do together?”**

This second step in the Cooperation Fair aims at further developing contacts made on the first day of the conference. Participants can discuss their project ideas in more detail either guided/accompanied with an “experienced practitioner” or on their own, according to their wishes. They can continue building their partnership in the existing subgroups, in even smaller ones or one by one.

The aim of this part is to bring similar actors together to discuss the submission of projects, the development of partnerships and the future steps to undertake to transform their idea into a project application.

**10.00 – 10.30**

Coffee break, visit of the cooperation space and networking

**10.30 – 12.00**

#### **Closing plenary session**

Moderator:

**10.30 – 11.30**

Some first results of the cooperation fair :

- *Rapporteur Priority 1:*
- *Rapporteur Priority 2:*
- *Rapporteur Priority 3:*

Followed by a questions/answers session: and now what can we do more?

**11.30 – 12.00**

Concluding words: What else in the future?

- *JTS*
- *Institutional point of view*
- *One or two external regards!*