

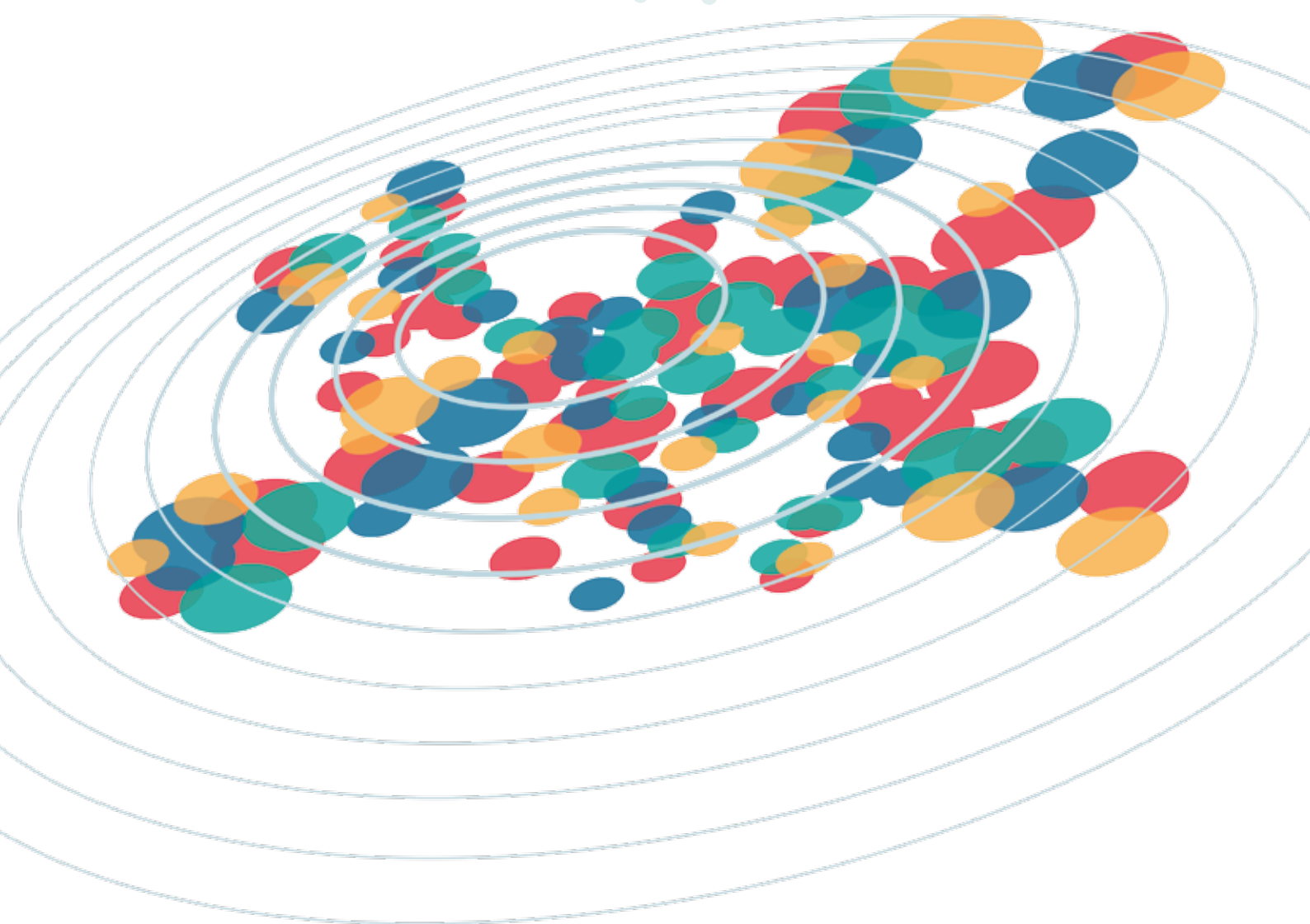
# ANNUAL ACTIVITY REPORT

## 2016



## fedra

Federation of  
Regional Growth Actors  
in Europe





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## A SPECIAL THANKS

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## WORD OF THE PRESIDENT

### Edit Herczog

The history of the European Union is about continuous changes. In the past, two decades the enlargement and deepening of cooperation were the main goal. Although, the financial crisis interrupted some of our opportunities, the targets are valid and we have to find new ways to deliver them.

While the European leaders are about to modernize and fix political and financial imbalances from top to bottom, European actors (citizens, companies, and organisations) are searching for bottom up solutions. **FEDRA wish to play a key role** to contribute to this strategic move.

When the European Parliament in Strasbourg was built, the designers put a huge flower carpet inside the building, to remind politicians about Europe's diverse population, the colourful landscape. FEDRA is about to remind politicians about the same. However, we want more. **Keeping diversity as a key value**, we have to act in many regions parallel to eliminate the inequalities and promote cooperation, to achieve full potential. FEDRA members, the committed team together with our young ambassadors, will deliver this mission.

## WORD OF THE SECRETARY GENERAL

Pascal Goergen



Regional dimension, growth and digitalisation are FEDRA's key words for **bridging the gap** between Europe and the growth actors in the 300 European regions.

Indeed, today it is unreasonable that a single market of more than 500 million consumers still does not thrive in the context of sustainable and inclusive development in Europe. There are these institutional, political, sectorial, and cultural barriers which are also the obstacles to economic growth. Needless to say they impede the development in the social and the educational systems.

As you can imagine, these barriers will not disappear overnight and can only be broken down if we **engage** regional and local growth actors to **build up partnerships**, and to access the information available in the EU sphere.

FEDRA's mission is to, step by step, resolve these obstacles through a **concrete and practical approach** when it comes to local or regional affairs. As an independent and flexible non-profit association, FEDRA will promote **bottom-up projects** and will develop feasible initiatives set up among regional or local growth actors. FEDRA will also guide its members and partners through the European maze: by helping them join an EU programme, by supporting them to interconnect with the right partners through FEDRA's digital platform of growth actors.





## ORGANISATION & VALUES

**FEDRA** is a regional intelligence hub based in Brussels that gathers different types of regional actors from all over Europe (SMEs, enterprises, public bodies, regional agencies, research centres, and academic institutes).

With a pool of regional and thematic experts, the mission of FEDRA is to inform, educate and assist its members and partners to engage in concrete European regional and interregional projects. Its main aim is not only to “fill in the gap” between the EU bubble and outstanding regional actors, but also to **interconnect** 20.000 key regional influencers in more than 300 regions.

### OUR VISION

**FEDRA** aims at developing value creation, revitalising growth and competitiveness in Europe by supporting Regional Growth Actors and their initiatives.

### OUR MISSION

**FEDRA** endeavours to put regions and their Growth Actors on the European map through more and better participation in regional, interregional and international projects.

### OUR VALUES

**Openness** : **FEDRA** is a European federation, which means that it seeks to gather members from all over Europe, may they be part of the European Union or not. Furthermore, FEDRA is not limited to only one sector, but is open to trans-sectorial issues;

**Equality** : **FEDRA** is an independent association. FEDRA's team will act with the same dedication to its members when defending their interests, regardless of their membership fees, their geographical position or their political affiliation;

**Effectiveness** : **FEDRA** seeks to promote and support every regional growth initiative. Our proactive approach and the quality of our expertise are the guarantees of our skills;

**Transparency** : **FEDRA** acts transparently when defending its members' interests and has subscribed to the European transparency register.



## 1 - NeoConnect Digitise your community

Today, European citizens are living in an interconnected world. This is largely due to an increase in the use of interactive digital tools that enable us to more easily share things with each other. Despite that, there is still an important gap between the EU bubble and European citizens as too many European networks are failing to engage with their extended communities and to develop their organisations.

In order to address these issues, FEDRA, Vox Teneo and @Vitam joined forces to launch, in summer 2016, **NeoConnect**, a digital tool designed specifically to :

- Interconnect the networks and expand communities through their own digital platform;
- Create easy links and interactions between their members, best practices, organisations and projects;
- Share their specificities and spread their message across Europe and beyond.



## 2 - FEDRA's Digital Platform

### Be part of the digital revolution

FEDRA will present by the end of 2016 its own digital platform, specifically designed to interconnect growth actors in the European regions and, to create growth across all Europe through digitalisation.

FEDRA's Platform will be comprised of :

- **A interactive European regional map** pinpointing regional growth actors and giving them visibility throughout Europe;
- **A profile space for regional growth actors;**
- **A project page** allowing networks & organisation to find partners to communicate on their activities;
- **A secure online payment system**, allowing regional growth actors to have an online shop;
- **A news room** with authentic regional stories, high level interviews and useful information about regional growth actor



# FEDRA's INITIATIVES



## 1 - Young Regional Ambassadors Initiative

FEDRA's Young Regional Ambassador (YRA) Initiative was launched in summer 2015. The Young Regional Ambassadors are regional-minded students or young professionals between the age of 22 and 30 who are interested in interregional cooperation.

This initiative is an opportunity for the ambassadors to develop their professional network by getting access to FEDRA's Community, and gaining concrete visibility at regional and European levels. In exchange, these young regional ambassadors become FEDRA's contact point in their region.

Through this Initiative FEDRA supports and promotes young people's involvement in regional growth. It also helps FEDRA to get closer to European regions and improve the participation of their actors in regional, interregional and international projects.

As the YRA Initiative found great success since its launch, FEDRA created in autumn 2015, the new category of **Young Local Representatives (YLR)**, in order to give even more visibility to local young people. These Young Local Representatives are FEDRA's contact points in their city/town or commune, for regions that already have a

YRA, to help it grow at the European level. In order to promote their city, they work as a team with the Young Regional Ambassadors and the other YLRs in order to highlight the assets of their own city/ town or commune.

### Example of activities in 2015-2016

- Meeting with the President of CoR M. Markkula (February 2016)
- The YRA European Youth Event in Strasbourg (May 2016)
- Interactive session with EU Commissioner Ms Corina Crețu at FEDRA's Regional Growth Session during the European Business Summit (June 2016)
- YRA's articles on growth initiative in their regions. (See our website: "Discover my Region")

### Objectives 2017

FEDRA will continue to support through the YRA and YLR initiative by :

- Growing the YRA community to 300, reaching **150 nominated YRAs** by the end of the year
- Including them in more projects and events.



## FEDRA's INITIATIVES

### 2 - Regional Flavours Initiative

One of the FEDRA's main objectives is to help regional actors place their products and services on the European map, in order to expand their business into other European regional markets.

The Regional Flavours Initiative is a project launched in the winter of 2015 which helps to put different regional culinary products and ingredients on the European map.

Objectives of Regional Flavours is to promote regional agri-food products by :

- Boosting the visibility of the products in Brussels and within **300 European regions**;
- Creating useful connections with EU leaders in Brussels;
- Raising the European media interest in regional culinary stories and successes.

#### **The concept :**

During one week, regional culinary products are made visible in a very innovative manner in Brussels with activities that promote them. The programme of the event in Brussels is based on a modular approach allowing participants to select what is the best of their region. FEDRA helps regional delegation make the best of their presence in the European capital.

#### **Regional Flavours of the year :**

The first Regional Flavours Initiative took place on February 23rd 2016, at the Sofitel

Europe, FEDRA's partner. It was honouring local wines and food from Southern European Regions. It gathered more than 120 participants, comprised of representatives from the European Commission, Members of the European Parliament, Regional offices in Brussels, Embassies and wine and gastronomic journalists.

"FEDRA aims at creating bottom-up growth initiatives which comes directly from regional economic, academic and public actors. The Regional Flavours Initiative is one example of FEDRA's activities to support growth in regions and it will help us to bridge the gap between regional actors and European leaders." announced Pascal Goergen, FEDRA's Secretary General. The 2nd Regional Flavours took place during the European Business Summit. It was a "thematic regional flavours" event as it highlighted regional chocolates selected among 100 regional chocolatiers from more than 40 regions.

The 3rd Regional Flavours Initiative will take place on the 30th of November, highlighting the products of the Vrancea region (Romania).

#### **Objectives 2017 :**

FEDRA will continue to promote regional agri-food products by :

- Organising more Regional Flavours events;
- Boosting European media interest in regional culinary stories and successes;
- Helping regional actors place their products and services on the European map.



### 3 - Influencing and Networking

FEDRA is dedicated to promoting regional assets and to influencing the European Institutions for better environment of regional growth actors in Europe. In order to do so, FEDRA participates in consultations and debates with EU officials. As Brussels-based expertise hub, FEDRA has close contacts with the **regional representation offices**, the European regional **networks & European Federations** and maintains good contacts with the **local, regional and European press**.

FEDRA participated this year in the discussion regarding the initiative opinion **on the EU Sustainable Food Policy** which is currently being drafted at the Committee of the Regions (CoR). During the Round Table, FEDRA made a statement about the importance of education in cultivating the values underlying a sustainability-cantered behaviours and brought into discussion the importance of SMEs turning towards digital solutions to increase their performance on the food market. Through several participations in events, FEDRA managed to express its opinion about **Growth, Digital Europe, and Neighbourhood policy** and in particular **the Regional Policy post 2020**.

This year FEDRA was the Regional Affairs Partner for **IPA Missions**. DG Near selected FEDRA to be the regional economic actors experts during its 2016 mission. FEDRA participated to three missions between May and October: Serbia, Albania and Montenegro.



### 4 - Dissemination initiatives

Although Europe is one of the largest global markets with **over 500 million citizens/inhabitants spread over 300 regions**, most communication and Public Affairs & Public Relations leaders are not aware of the assets and the diversity of the European regions and even face difficulties understanding how to engage with regional & local key players.

FEDRA is therefore dedicated to help European stakeholders to better communicate with the local and regional levels. In order to do so, FEDRA has based its activities according to two pillars: a team of Regional Experts from different sectors ready to advise members and, a community made up of regional and local public authorities, policy-makers, media contacts, SMEs, as well as academic and business networks. Our main objective for this Community is to promote sustainable & economic growth as well as to boost projects & initiatives between local/regional players and large

international organisations, notably by using efficient communication tools.

#### Example of activities :

- **More than 100 journalists across 10 regions reached;**
- Press conferences organised at the Press Club Brussels Europe with European journalists;
- Designed and implemented an European dissemination strategy to enhance the cluster's profile on the internet and in the regions ;
- Dissemination of the Regional Chocolate Award and his winner ;
- Communication and dissemination to the regions about their geographical indicators.

#### Objectives 2017 :

FEDRA will continue to :

- Support Communication between European stakeholders and Regional Growth Actors in Europe;
- Boost projects & initiatives between local/regional players and large international organisations;
- Grow its Regional Community through FEDRA's digital platform.



## 5 - The European Business Summit - The Regional Growth Session

On the 1st of June 2016, FEDRA participated to the European Business Summit (EBS) by organising a Regional Growth Session. This Session was composed of **4 conferences**, and attended by **2 Partners, 9 Speakers and 100 attendees**, coming from the private, public and academic sectors.

Through a series of conferences, 5 representatives from the private sector shared their stories and successful initiatives, while 4 other high-level national and European officials explained the importance of regions and cities in terms of strengthening growth across Europe. Among those high profile people were present the **European Commissioner for Regional Policy Corina Cretu**, **Willy Borsus Belgian Minister for the Middle Class, SMEs, Self-employed and Agriculture**, **MEP Andrey Novakov (EPP)**, and **MEP Iskra Mihaylova (ALDE)**.

*"FEDRA is dedicated to supporting and promoting Regional Growth Actors at a European Level."* said **Frédéric Soudain**, FEDRA's Senior Advisor.



### 6 - FEDRA's Partnership with the European Center for Economic Diplomacy (CIDIC)



**The European Center for Economic Diplomacy (CIDIC)** was founded in 2010 at the suggestion of many Diplomats who shared their concern about the need for greater efficiency in establishing economic academic contacts that are nowadays increasingly important in the exercise of their functions. This trend is now called «Economic and Academic Diplomacy».

The efficient side of CIDIC's aims and the triangle «private, public and academic sectors» of FEDRA are common goals that will provide added value for our respective members.

FEDRA has a strong partnership with CIDIC and both organisation participate every six months to the EU Presidency through specific and targeted DEA missions. These visits will give the opportunity for regions to promote their assets and create bonds between themselves, as well as to establish contact with representatives from the country holding the Presidency of the EU Council.

- DEA-Days in Bratislava (Diplomatic, Economic and Academic) during the EU Slovak Presidency on 11,12, 13 October 2016;
- DEA-Mission in Den Haag (Diplomatic, Economic and Academic) during the EU Dutch Presidency on 10, 11 and 12 May 2016;
- On the 25-26 November 2015, CIDIC, organised a successful Diplomatic, Economic and Academic mission in Luxembourg, holder of the EU Presidency for the last semester of 2015.



# YOUR MONTHLY INSIGHTS ON EUROPEAN REGIONS' GROWTH INITIATIVES & ACTORS

September 2016

FEDRA has put in place efficient communication tools in order to better promote the added value of regional growth actors. This allows us to have customised communication solutions for our community, partners and sponsors.

### **FEDRA's Communication tools are :**

- **A Monthly Newsletter** dedicated exclusively to our community;
- **A News Room on our website** with specific sections highlighting best regional initiatives, practices :
  - **Interviews;**
  - **Discover my region;**
  - **Press Room;**
  - **From the region...;**
  - **Regional success stories.**
- **Social Media Communities** (Facebook, Twitter and LinkedIn), to engage with your target audience;
- **A YouTube Channel "FEDRA's Regional TV"**, dedicated to high-level interviews and more.



## FEDRA's EVENTS GALLERY







# FEDRA's COMMUNITY

## 1 - FEDRA'S EXECUTIVE BOARD



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Edit  
HERCZOG



Vice-President  
Jean-Marie  
GASPAR



Secretary General  
Pascal  
GOERGEN



Treasurer  
Frédéric  
SOUDAIN

## 2 - ADVISORY BOARD



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BAERDEMAEKER  
Legal Strategies  
(Koan Lorenz)



John  
STUYCK  
European Media  
& Expats  
(Ackroyd Group)



Colette  
MALCORPS  
University College  
Business/Marketing  
(Ephec)



Ernest de  
LAMINNE DE BEX  
Economic Forum  
(CIDIC)

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Philippe  
**HOUSIAUX**  
Sport at Local  
& Regional Level



Claire  
**NAUWELAERS**  
Technology  
& Innovation Policy



Roland  
**GUEBEL**  
Space Technologies  
in the Regions



Marc  
**THOULEN**  
Regional Governance  
& Capacity Building



Stephane  
**SOMSSICH**  
International  
Projects Director



Julia  
**BRETHENOUX**  
Project Manager



Giorgio  
**MAGISTRELLI**  
Corporate  
& Project Manager



Caroline de  
**MEESTER**  
Sustainable  
Development &  
Digital Revolution



Antonio  
**BUSCARDINI**  
Regional Press  
Expert



Stephanie  
**RAFFO**  
International Bid  
& Project Manager



Florence  
**STEENACKERS**  
Digital Marketing  
& Communication  
Advisor

# FEDRA's COMMUNITY

## 4 - HONORARY COMMITTEE



**Danuta Maria  
HÜBNER**

Mep  
(Mazowieckie  
Poland)



**Yoomi  
RENSTRÖM**

Member of the  
Committee of the  
Regions  
(Ovanker Kommun  
Sweden)



**Iskra  
MIHAVLOVA**

Mep  
(Pazardzhik  
Bulgaria)



**Hans Martin  
TSCHUDI**

Former Minister of  
Justice & Foreign  
Affairs of Switzerland



**Karl-Heinz  
LAMBERTZ**

Vice-President of  
the Committee of the  
Regions  
(Wallonia - Belgium)



**Markus  
FERBER**

Mep  
(Bayern - Germany)



**Markku  
MARKKULA**

President of the  
Committee of the  
Regions  
(Uusimaa - Finland)



**Mercedes  
BRESSO**

Mep  
(Piemonte - Italy)



**Lambert  
VAN  
NISTELROOIJ**

Mep  
(Noord-Brabant  
Netherlands)



**Jean-Luc  
VANRAES**

Member of the  
Committee of the  
Regions  
(Brussels-Capital  
Belgium)



**Louis  
MICHEL**

Mep  
(Wallonia - Belgium)



**Raffaele  
CATTANEO**

Member of the  
Committee of the  
Regions  
(Lombardia - Italy)





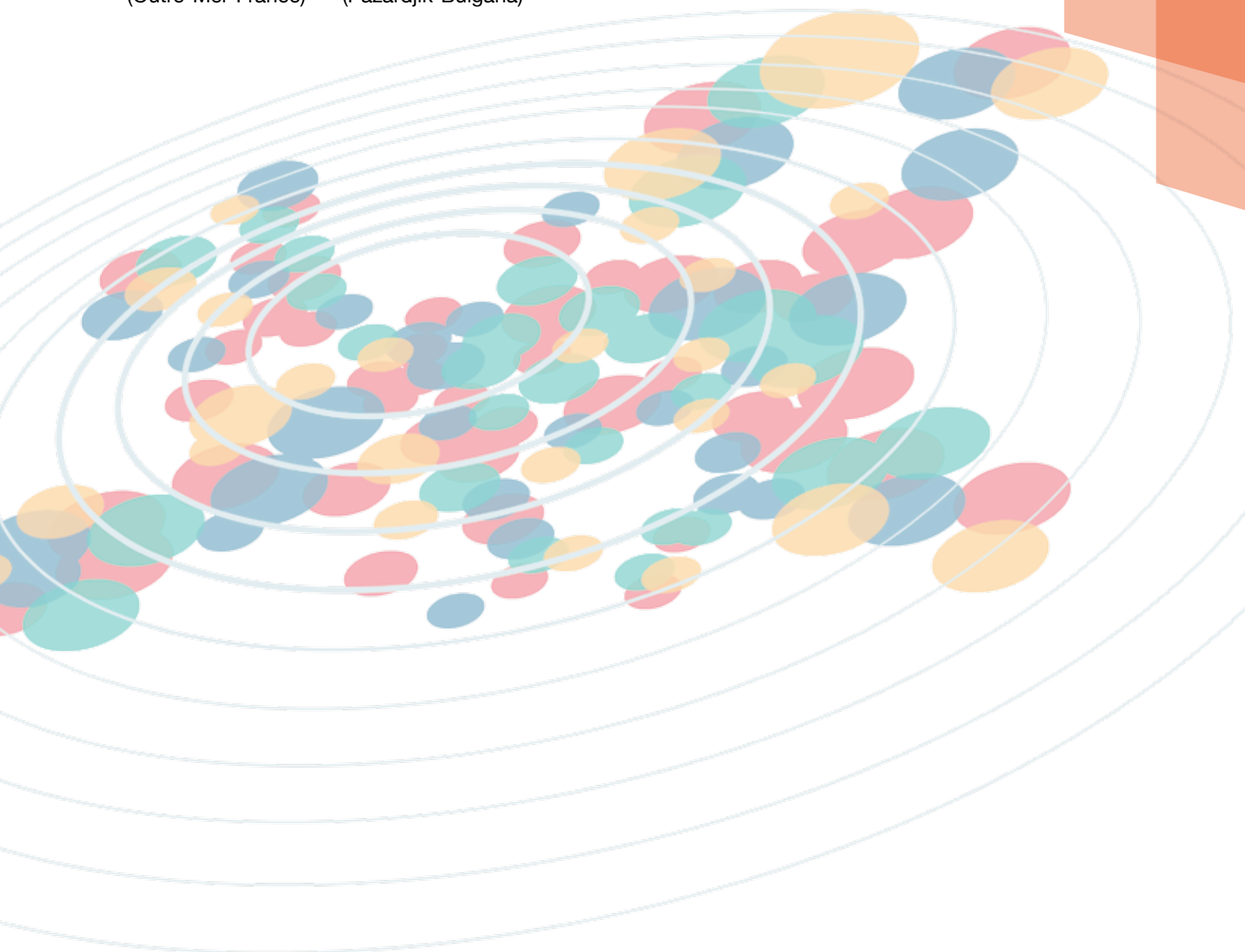
Younous  
**OMARJEE**

Mep  
(Outre-Mer-France)



Andrey  
**NOVAKOV**

Mep  
(Pazardjik-Bulgaria)



# FEDRA's COMMUNITY

## 5 - MEMBERS & PARTNERS



## Year 2016

A special thanks to :





# fedra

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Regional Growth Actors  
in Europe



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