



REPUBLIC OF SLOVENIA
MINISTRY OF FOREIGN AFFAIRS



REPUBLIC OF SLOVENIA
GOVERNMENT OFFICE FOR DEVELOPMENT
AND EUROPEAN COHESION POLICY

September, 2017

EU MACROREGIONAL STRATEGIES CONFERENCE ON MEDIA AND COMMUNICATION

KNOW THY NEIGHBOUR

20 - 22 September, 2017

Portorož, Slovenia

The **EU MACROREGIONAL STRATEGIES CONFERENCE ON MEDIA AND COMMUNICATION – KNOW THY NEIGHBOUR** is aimed at bringing together media people, practitioners, academia, general public and interested stakeholders from the four EU macroregional strategies (Baltic, Danube, Adriatic-Ionian and Alpine) to discuss how to improve the visibility of macro-regional strategies in the public sphere and how to strengthen the media support to macro-regional endeavours.

Globalisation has made countries more interdependent, and problems must now be addressed across borders. This calls for a reflection on how macro-regions, as new functional areas, can contribute to improving the implementation of EU policies.

The emergence of macro-regional strategies (MRS) has been driven by a number of EU countries and regions as a complement to traditional national policies on territorial management. The aim of a macro-regional strategy is to mobilise new projects and initiatives thereby creating a sense of common responsibility. They provide regional building blocks for pursuing EU-wide policy, marshalling national approaches into a more coherent implementation at the EU level.

But without proactive communication, no effort is really seen from the outside, by EU citizens and stakeholders. During the *Mediterranean Coast and EU Macro-Regional Strategies Week* organised under the Slovenian presidency of the EU Strategy for the Alpine Region (EUSALP) in September 2016, a proposal to create a single horizontal pillar for all 4 EU macro-regional strategies was presented – **"the media/communication" pillar** – that would be of help in creating sufficient visibility for macro-regional strategies' joint endeavours and understanding, and support for the exchange of ways of thinking and acting within the MRS.

In its conclusions on the implementation of the EU macro-regional strategies (April 2017), the General Affairs Council noted that all four strategies could be further developed, notably also regarding communication, and invited the Commission to continue supporting the implementation.



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In this common challenge, the media play a crucial role. As the macro-regional strategies address a functional area that is bigger than regional and national areas, and smaller than the EU, the visibility and recognition of macro-regional effects crucially depend on access to all media communication channels in the region. The event will address the following questions: What kinds of media address the macro-regional level? Are the media interested in common actions by neighbours or only in open issues and disputes? How are macro-regional efforts affected by the role of the media, media owners and trends, editorial policies, employment policies, in particular for young journalists, use (and abuse) of social media, participants in the media landscape, multimedia and the use of modern technologies?

How can macro-regional issues become more understandable and interesting to the media? How can specific target groups be reached at the local, national and macro-regional levels?

Can macro-regional strategies contribute to improving the media landscape, which would in turn strengthen their visibility and recognition by the general public?

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Day 0 – Wednesday, 20 September 2017

Lunch (*following the official opening of the Mediterranean Coast and EU Macro-regional Strategies Week 2017*)

12.00–14.00 **Registration**

14.15–14.30 **Welcome address: Andreja Jerina**, National Coordinator for EU Macro-regional Strategies, Ministry of Foreign Affairs, Republic of Slovenia

14.30–16.30 **Plenary session: Media in today's society**

Media impact and media value, multimedia and the use of modern technologies (social networking), use and abuse of social media, adjustment to multimedia/the need to adjust or lack thereof, 'fake news'.

Young participants in the media landscape (inclusion/exclusion of young media workers, integration processes in the media, added value of young journalists, exploitation and labour market), what do we need to know to understand the functioning of the media in today's society to ensure open access and constant interest in macro-regional issues?

14.30–14.50 **Introduction – Keynote speaker Marko Milosavljević**, Associate Professor, Faculty of Social Sciences, University of Ljubljana, IMC-International Media Centre

14.50–16.30 **Round-table discussion**

Moderator: Boris Bergant, Senior EBU consultant, former Vice President, European Broadcasting Union

Panel members:

Tjaša Slokar Kos, Pop TV, TV channel of the multimedia company PRO PLUS d.o.o., Slovenia

Sonia Delesalle-Stolper, Liberation, France

Vanja Gligorović, Young media representative, member of the Ekstravisor, Slovenia

Nikos Lampropoulos, EUrActiv, Greece

Inoslav Bešker, Jutarnji list, Croatia

17.00–18.00 **Site visit – guided bicycle tour "Sečovlje salt pans"** (optional, subject to on-site registration)

19.00 **Networking dinner**

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Day 1 – Thursday, 21 September, 2017

8.30–9.30 Registration

9.30–10.00 Welcome addresses

Alenka Smerkolj, Minister for Development, Strategic Projects and Cohesion,
Republic of Slovenia

Tamara Vonta, Director General of the Media Directorate, Ministry of Culture,
Republic of Slovenia

Dana Spinant, Director of Budget, Communication and General Affairs, European
Commission, DG REGIO

10.00–12.00 Panel 1: The role of the media and macro-regional strategies

The role of the media in today's society; where are we going and how this is affecting our common endeavours at the macro-regional level; how to make growth, employment, mobility, environment and climate-related issues and common challenges more interesting to the media; current media development trends, including the privatisation of media, media freedom, social media and growing nationalism; is this a new opportunity or a threat to our common territorial efforts; can macro-regional strategies participate in shaping the media landscape, and how?

10.00–10.20 Introduction – Keynote speaker Stojan Pelko, Former State Secretary, Ministry of Culture of the Republic of Slovenia, former Spokesperson & Communication Advisor to the EU Special Representative in Kosovo

10.20–12.00 Round-table discussion

Moderator: Barbara Zrimšek, editor-in-chief of Education Programme, Radio-Television of Slovenia

Panel members:

Thomas A. Bauer, University of Vienna, Austria

Rok Hladnik, Primorske novice, Slovenia

Mirella Sidro, Danube connects, Germany

Matteo Salvai, Communication unit, European Commission, DG Regio

Dainius Radzevičius, Chairman of the Lithuanian Journalists' Union

12.00-14.00 Lunch

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14.00–16.00 Panel 2: Communication and macro-regional strategies

All four macro-regional strategies have developed their own specific communication strategies and communication plans. Can we share the knowledge, experience and good practices? What can we learn from each other? Is it possible and reasonable to build synergies? How are media and communication channels involved in the macro-regional reality? What can macro-regional strategies do to improve the media landscape at the macro-regional level? Is this mutually beneficial?

14.00–14.20 Introduction – Keynote speaker Patrizio Fiorilli, Communication advisor to Ms Corina Crețu, EU Commissioner for Regional Policy, European Commission

14.20–15.30 Macro-regional communicators' discussion – round-table discussion

Moderator: Lena Morel, Euranet Foundation France

Panel members:

Maruša Arh, Tina Čuček; EUSAIR – Facility Point

Matija Vilfan; EUSDR – Danube Strategy Point

Anna Giorgi; EUSALP – AlpGov, Lombardy Region

Kirsi Ahlman; EUSBR "Let's communicate!" Centrum Balticum Foundation

15.30-16.00 Experts stock taking on macro-regional communication

Stojan Pelko, Matevž Medja

16.00-16.30 Coffee break

16.30-17.00 Communication is a two-way street - it starts by asking the right questions to uncover your audience

Charlelie Jourdan, Creative Director, Old Continent Communication Agency

17.00-17.30 Conclusions and next steps

Jean Pierre Halkin, Head of Unit, European Commission, DG Regio

Marko Milosavljević, Associate Professor, Faculty of Social Sciences, University of Ljubljana

Andreja Jerina, National Coordinator, Ministry of Foreign Affairs, Republic of Slovenia

19.00 Interactive networking and dinner

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Day 2 – Friday, 22 September 2017; Portorož, Piran, Koper, Škocjanski zatok (boat or bus – limited to max 50 participants)

09.00–15.00 Presentation of macro-regional media projects/good communication practises/project visit

Moderator: Mitja Meršol, Foreign correspondent, editor-in-chief, former member of the National Assembly, IMC-International Media Centre

Lina Marcinkute, Unit Macro-regions, Transnational/Interregional cooperation, IPA, Enlargement, DG REGIO – Success Stories, European Commission

Srečko Trglec, Euranet, European Radio Network

Mitja Bricelj, EUSAIR TSG 3 Environmental quality pillar Coordinator - "Green Corridors" where the Adriatic meets the Alps, Republic of Slovenia

Polona Sirnik & Luka Zupančič, CEF-EUSDR PA 10 – Institutional building and cooperation (2011/16) – Innovative Communications 4 Capacity Development

Irena Šinkovec, EUSALP WHEEL 5200, Museum and Galleries of Ljubljana, Slovenia

Nataša Kogej, Government Office for Development and European Cohesion Policy, Republic of Slovenia – Ensuring the visibility of Cohesion Policy

Marko Starman, Expert EUSAIR/OECD governance review, Slovenia

Bojan Suvorov, Government Office for Development and EU Cohesion Policy, Republic of Slovenia

Jurij Giacomelli, Founder and managing director, Giacomelli Media Ltd, Slovenia

Branko Čermelj, National Institute of Biology, Slovenia

Robert Turk, Institute of the Republic of Slovenia for Nature Conservation

Bojana Lipej, Škocjanski zatok Nature Reserve, Slovenia

Closing remarks:

Mitja Meršol, Foreign correspondent, editor-in-chief, former member of the National Assembly, IMC-International Media Centre

Andreja Jerina, National Coordinator, Ministry of Foreign Affairs, Republic of Slovenia