

Central Denmark Region,
The XX/yy-2016



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Roadmap towards the ENCORE conference 20/9 to 22/9-2018, Herning, Denmark.

Introduction:

The 2018 ENCORE conference is going to take place in Herning, Denmark in September 2018. The themes of the conference and the process leading to the conference is described in this roadmap.

The conference is suggested to be centered around three themes where we as regions have common challenges:

1. Climate adaptation and mitigation,
2. Circular Economy including Bioeconomy
3. Ecosystem services

The themes were identified on the market place during the Corinthian conference in September 2016 and is strongly related to the alliances made in Encore work over the decade.

Our wish is to have a more focused agenda for the conference in order to give an easy accessible overview for the politicians.

Besides the themes we suggest to identify barriers and success's within the three themes. E.g. where do we have challenges and where do we have success

The decision around themes and how we will work follows after an open discussion on the Steering group meeting the 1'st to the 3'rd of February 2017 in Bavaria.

Barriers and successes

Barriers should be defined as obstacles towards a common successful implementation of new standards or solutions within the defined themes. Barriers can e.g relate to legislation, political attention, tax systems, citizens awareness, technical constraints etc.

By defining and understanding common barriers across different regions we can identify platforms for future corporation on political and administrative level to support EU applications and affect the policy on EU level.

Successes can be good examples from individual regions that can form inspiration to other regions. Successes can be a well defined platform for politicians to be seen and heard before and during the conference.

The division between barriers and success's will also allow politicians and administrators to learn and discuss what is giving problems in the different regions and be proud of the good stories to be told from successes.

Further the discussions will form a good basis for future cooperation between the ENCORE member regions.

Steering group meetings

It is suggested that the steering group meetings will contain in depth discussions about the above defined theme. We believe that the meetings will not be prolonged but kept within the same time. Due to exchange of in depth knowledge it can be relevant to bring an extra expert to the steering group meeting in order to support the discussion and on the same meeting keep the political focus.

Video

Before and during the conference in 2018 a video with key-messages regarding the three themes from some of the politicians/regions entering the conference will be collected. The idea is to give an appetizer to the attendees before and during the conference. The video will be recorded in advance of the conference. A suggestion is to provide each region with relevant questions and ask each regional communication team to interview and record the relevant politician. The interview can be supplemented by short scenes or pictures underlining the message.

We will compile the contributions to a common film and message including a speak.

Blue book

As a part of the conference Central Denmark Region will collect and print a "Blue Book" about the participants (incl. photo), their interest and perhaps few words about their concerns or hopes for the future in order to stimulate discussions during the conference. The blue book is focused on the politicians. As for the administration the book will contain the name and working field of the participant.

Youth Core conference (15th September – 21st September 2018)

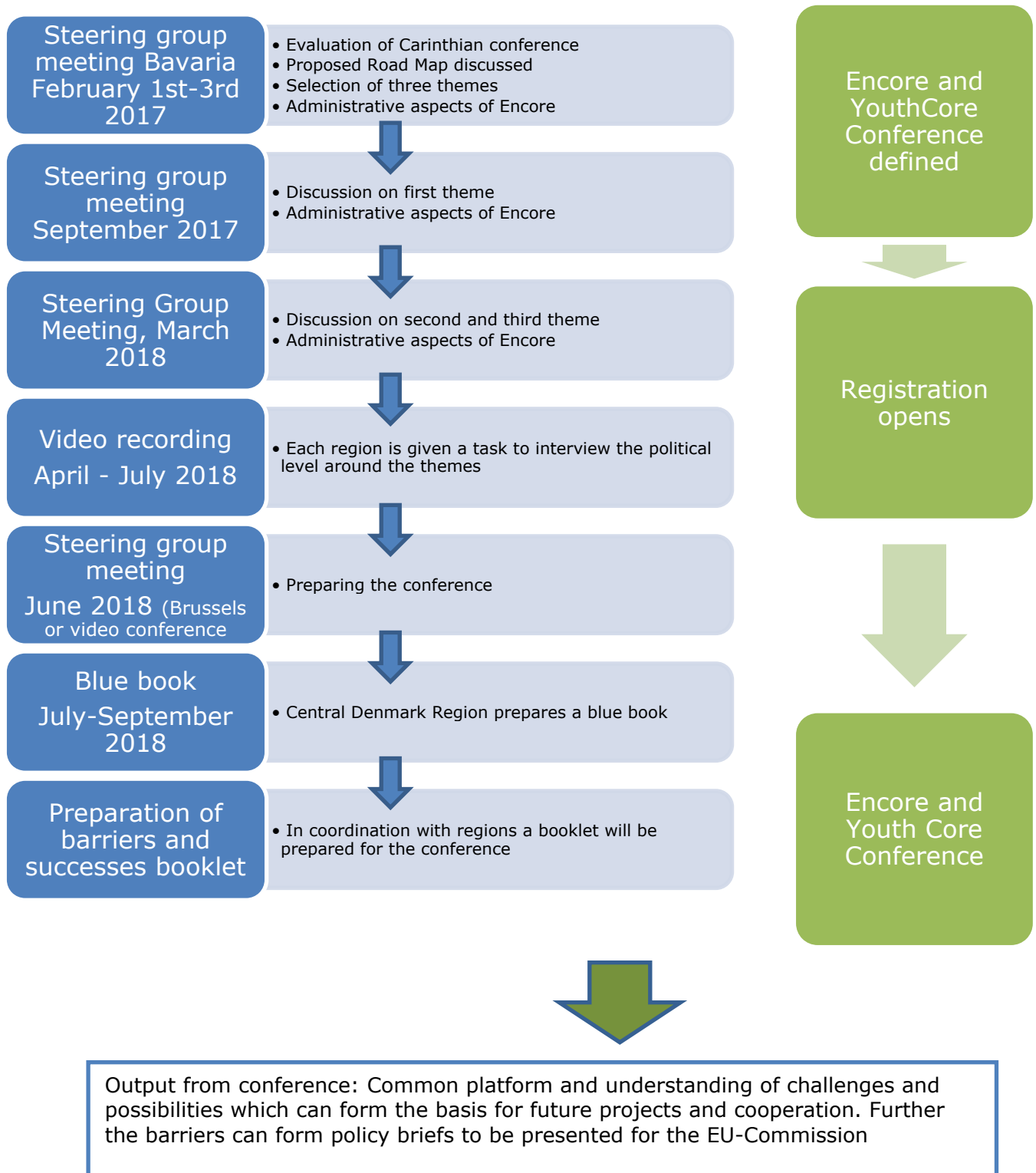
The YouthCore will feed into the three themes before the conference and the members of the YouthCore will be an active part of the conference.

- The Youth Core conference will take departure in the recorded political statements and the analysis in the steering group regarding the three themes.
- The youngsters will give suggestions to brake down barriers and built on the successes.
- Give recommendations on how to communicate with young people to engage them obtaining the political goals.
- Inspiring excursions within the defined themes
- Taking an active part in the Encore Conference (e.g market place, video messages and mingling)

The conference in Herning (20nd- 22th of September 2018)

The Conference will consist of a mixture of

- short key presentations (with target group "politicians"),
- learning's and discussions with a point of departure from barriers and success's described during the thematic Steering group meetings,
- Interactions with the YouthCore
- Bus-excursions to interesting points regarding the three themes,
- The formal aspects of the conference (handing over the presidency, signing the Herning Charter etc.)



Process table for the Encore 2018 conference