

International EPSA 2009 Knowledge-Transfer Workshop

In combination with the Santcugatribuna on

“The EU 2020 - What Public Management Model for the next Decade”

Sant Cugat - Barcelona (ES), 27-28 October 2010



Introduction

The **European Public Sector Award (EPSA)** (www.epsa2009.eu) brings together the best, most innovative and efficient performers from the European public sector. The EPSA's objective - as the first European learning platform for public administration - is to make these valuable experiences transparent, available and usable. After a long process of assessment and during a spectacular and high-level event in Maastricht, the European Institute of Public Administration (EIPA) handed over the European Public Sector Award 2009 last November in 4 categories:

■ **e-Bourgogne** (France): A regional Platform for e-Services for all which is a time- and money-saving online system that facilitates enterprises to access public markets. This innovative project which has shown to save time and money for business society won the first prize in the theme *Performance Improvement in Public Service Delivery*.

■ The **Cologne Participatory Budget** (Germany) got the first prize in the theme of *Citizen Involvement*. This project created the opportunity for citizens to participate in designing the municipal budget focusing on three areas - playgrounds, streets and sports - by setting up an e-platform. Through this new method a new culture of participation was created based on transparency and ability to activate huge and different target groups in the territory.

■ Award winner in the third theme, *New Forms of Partnership Working*, is the **Oldham Local Strategic Partnership** (United Kingdom) project. This project aims to build a partnership between statutory bodies, third sector agencies and the private sector with the long-term objective of reviving the declining local economy, raising the level of local aspirations and addressing underlying ethnic tensions which went well beyond their statutory obligation to co-operate.

■ In the fourth theme, *Leadership and Management for Change*, the final winner was the project on Management in **Sant Cugat City Hall (Spain) - Budgeting the Strategy**. The traditional expenses culture of this municipality was changed into a cost culture by introducing contracts between politicians and top public managers (*PACTE*). This project achieved that both the politicians and public managers think in the same direction and pursue the same values, therefore making better policies.

All four EPSA 2009 winners' projects were initiated at local and regional level, where the actors are found behind innovative and efficient public performances.

It is in the latter case and location - Sant Cugat - where the **1st EPSA 2009 Knowledge Transfer Workshop** will be organised to present, share, award and inspire the EPSA good practices.

Sant Cugat del Vallès is one of the most important growing economic poles in the area of Barcelona. It is a city with a high quality of life which attracts many young families for which the city has uncommon ratios such as approx. 40% university degree holders and more than 80% internet connection in households. Some leading international companies have established their headquarters or European hubs in the city.

This workshop will be organised in combination with the next **Santcugatribuna** (www.santcugatribuna.cat) which is a regular meeting point created in 2003 in order to build economic, scientific and citizen partnerships, and new platforms (with regular approx. 300 participants) for networking leading to business opportunities in the territory, through the periodic discussions and lectures it host. The topic selected for this debate is the new European "EU 2020" strategy to boost the economic recovery process as well as to sustain the high quality of life in Europe for the next decade. This new European vision (and mission) will be addressed from the public sector perspective, i.e. what administrative model will need to be developed to support the progress and implementation of the EU 2020 agenda as a catalyst for the well-being, competitiveness and success of their society and actors (people, communities and companies).



Introduction

Objectives and methodology

Promoting the exchange of the EPSA 2009 best practice is a valuable mechanism to ensure maximum benefit of lessons learned across Europe. It contributes to a faster adoption of good practices by other public administrations, as well as to better understanding its trends and needs. The EPSA transfer workshop(s) will not be stand-alone activities, but is organised in a way to ensure that the take-up and facilitation of good practice cases are happening on the widest possible scale. It will focus on the promotion of accurate information in the locations where the projects have been implemented and will provide an opportunity for the exchange of experience between the “champions” who have already successfully achieved good results, and those who are in the process of working on this.

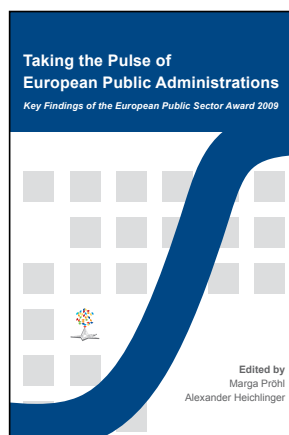
Another essential element is networking. The activity will provide the unique opportunity for participants and experts to meet peers and other decision-makers in the same areas. The workshop will thus provide support for building up a community for future activities or co-operations and to create a common European administrative space. These networks will also offer support for disseminating the results and achievements of EPSA, leading to synergies and customer-centered dissemination.

Target Group

The event is open not only to the EPSA community, but to all levels of European public administrations aiming to reach “public excellence” with their reform and modernisation efforts.

Methodology

The activity will combine a mixture of presentations, discussions, on-site inspection and executive summary notes from the EPSA evaluation process. Participants will receive the full case studies of the selected winners, nominees and best practices of EPSA 2009: samples of the official EPSA 2009 publications (project catalogue and research report) will also be made available. Furthermore, participants will have the opportunity to learn from the EPSA evaluation about the strengths and weaknesses of the rewarded applications (Evaluation Summary Notes). Scientific and practical accompanying comments on the projects and the thematic trends will round up and boost the learning approach.



Programme

WEDNESDAY, 27 OCTOBER 2010

Arrival of participants on the evening before or in the morning

Venue: Sant Cugat City Hall

10.30 **Official opening and welcome of the participants**
Lluís Recoder, Mayor, Sant Cugat City Council

Venue: Esade Creapolis de Sant Cugat

11.00 **Registration and delivery of workshop kit**

The European Public Sector Award (EPSA)

11.30 **Introduction to the programme: its objectives and methodology**
Alexander Heichlinger, Head of the European Public Sector Award (EPSA); Expert, EIPA-European Centre for the Regions (EIPA-ECR), Barcelona (ES)
Jordi Joly i Lena, Economy Deputy Mayor, Sant Cugat City Council (ES)

11.45 **Innovation in the public sector as a prerequisite for Europeanising the regions and cities**
Seppo Määttä, Managing Director & Partner, TalentHaus Partner Group, Helsinki (FI)

12.30 **The EPSA 2009 in a nutshell: the process, results, key findings and trends**
Alexander Heichlinger

13.15 **Q & A session**

13.30 **Joint lunch in a restaurant**

I. The EPSA 2009 Theme IV – Leadership and Management for Change: The Nominees & Best Practice Case, evaluation notes, trends & tendencies

15.00 **Cultural & Organisational Change in the Mainstream of a Metaethics Approach**
Pierre-Alain Raemy, Replacement Commander, Lausanne Municipal Police, Switzerland (CH) (to be confirmed)

15.40 **From Bureaucracy to Service Provider: The (new) Danish Immigration Service**
Morten Bo Laursen, Head of Division, Danish Immigration Service, Ministry of Refugees, Immigration & Integration Affairs, Copenhagen (DK)

16.20 **Networking coffee**

16.40 **Gender Mainstreaming Happens in a Town!**
Priska Pschaid, Civil Servant, City of Graz (AT)

17.20 **Voices from the EPSA evaluators: executive evaluation summary notes on the nominees' & best practice's projects**
Stefan Friedrichs, Managing Partner, Public One & Governance Consulting, Berlin (DE)

17.45 **End of the first day**

18.00 **Guided walking tour**

THURSDAY, 28 OCTOBER 2010

II. Learn from the best: the Winners of EPSA 2009

09.30 **Theme I: Regional Platform of e-Services for all - e-Bourgogne**
Louis-François Fléri, Director, Grouping of Public Interest (GIP) e-Bourgogne (FR)

10.10 **Theme II: Cologne Participatory Budget**
Ute Stölzle, Project Staff e-Government, City of Cologne (DE)

10.50 **Theme III: The Oldham Partnership**
John Eley, Assistant Executive Director, Oldham Council (UK)

11.30 **Voices from the evaluators: Executive evaluation summary notes on the winners' project**
Tore Chr. Malterud, EPSA Theme Leader "Performance Improvement in Public Service Delivery", Senior Expert and Head of Unit European Public Management, EIPA (NL)

11.45 **Networking coffee**

12.10 **Theme IV: Management in Sant Cugat City Hall - Budgeting the Strategy: A New Deal Between Political Management and Politic Leadership**
Lluís Recoder, Mayor, and Jordi Joly i Lena, Economy Deputy Mayor, Sant Cugat City Council (ES)

12.50 **Morning closure**

Santcugatribuna
"The EU 2020 - What Public Management Model for the next Decade"

Venue: Teatre-Auditori Sant Cugat

13.00 **Accreditation and opening cocktail/aperitif**

14.00 **Joint lunch**

15.00 **Key-note: The EU 2020 - What Public Management Model for the Next Decade**
Prof. Dr Marga Pröhl, Director-General, European Institute of Public Administration, Maastricht (NL)

15.45 **Q & A session**

16.00 **Closure and end of the event**

General Information

Programme

The programme will commence in the Sant Cugat City Hall on Wednesday 27 October at 10.30 hrs. The official registration takes place in the Esade Creapolis de Sant Cugat at 11.00 hrs and the programme will take place from 11.30 hrs until 17.45 hrs and on Thursday from 09.30 hrs until 16.00 hrs.

Seminar venue

Official opening and welcome

**Institut de Gestió Estratègica,
Promoció Econòmica i Societat de la Informació
Sant Cugat Town Hall**

Plaça de la Vila, 1
08172 Sant Cugat del Vallès
Tel.: +34 93 304 67 00
Fax: +34 93 304 67 09
www.santcugatribuna.cat

Workshop

Esade Creapolis

Avenida Torre Blanca 57
08173 Sant Cugat del Vallès
Tel.: 93 554 30 00
www.esadecreapolis.com

Working languages

The seminar will be conducted in English and simultaneous interpretation into Spanish and Catalan will be provided. Please note that interpretation will be subject to a minimum number of participants requiring translation. Please indicate your language of preference on the registration form.

Registration & payment

- The participation fee is €360 (18% VAT included) and includes: participation in the seminar, a documentation folder (incl. the full EPSA project dossiers), coffee breaks, lunch in a restaurant, cocktail and special lunch in Sant Cugat Tribuna event and entrance at Sant Cugat Tribuna event.
- As the number of places is limited, please return the completed registration form before 15 October 2010.
- Payment has to be completed after having received the confirmation of your registration and before the seminar. Please indicate the method of payment on the registration form.

For cancellations received after the deadline, we will have to charge an administration fee of €150 unless an alternative participant is nominated.

You can also register on line via www.eipa.eu where you will also find all relevant information on this seminar, or return the completed form to:

**European Institute of Public Administration –
European Centre for the Regions (EIPA- ECR)**
Marta Gràcia and Miriam Escolà, Programme Organisers
C/ Girona, 20 - 08010 Barcelona (ES)
Tel.: + 34/ 93 567 24 00; F: +34/ 93 567 23 99;
E-mail: m.gracia@eipa.eu; m.escola@eipa.eu

Your name and address will be part of EIPA's database for our mailing purpose only. If you do not want to be included in our mailing database, please tick the box on the registration form.

Hotel reservations

The organisation will be pleased to make a reservation for you at a hotel in Barcelona or in Sant Cugat (your choice), where special rates will apply for EIPA-ECR participants:

Barcelona

HOTEL CATALONIA RAMBLAS ****

C/ Pelayo, 28
08010 – Barcelona
www.hoteles-catalonia.com.com
€ 130 Double room for single use, breakfast included
(+8% de VAT)

€ 150 Double room, breakfast included (+8% de VAT)

The hotel is located in the centre of the city. A bus will be available to bring participants from the hotel to Sant Cugat on 27 and 28 October. The same service will be available for the return to the hotel. Schedules to be confirmed. Please note that the bus will not provide any service to the airport.

Sant Cugat - (City located 26 kilometres from Barcelona)

HOTEL SANT CUGAT H&R ****

C/ Cesar Martinell, 2
08190 – Sant Cugat
www.hotel-santcugat.com
€ 119 Double room for single use, breakfast included
(+8% de VAT)

€ 128 Double room, breakfast included (+8% de VAT)

The hotel is five minutes walking distance from the venue of the seminar.

Should you wish to make use of this possibility, please indicate the dates of arrival and departure on the registration form as well as the type of room. Payment is to be made directly and personally to the hotel on checking out. Please note that if you register after the deadline, hotel reservations cannot be guaranteed.

Accommodation and travel costs are at the expense of the participants or their administration.

Please note that your registration is not confirmed until you receive a confirmation e-mail from us.

Registration Form

International EPSA 2009 Knowledge-Transfer Workshop in combination with the Santcugatribuna
Sant Cugat – Barcelona (ES), 27-28 October 2010

Surname:	Title:	M/F
First name:		
Position held:		
Organisation:		
Department:		
Work address:		
Postal code & town:	Country:	
Office tel. no:	Fax no:	
E-mail address:		

Language: English Spanish

INVOICE DATA

Name of the Institution or Organisation:

Department: Fiscal number:

Address:

Postal code & town: Country:

REGISTRATION FEE (See conditions in "General Information")

The fee includes participation in the seminar, a documentation folder (incl. the full EPSA project dossiers), coffee breaks, lunch in a restaurant, cocktail and special lunch in Sant Cugat Tribuna event and entrance at Sant Cugat Tribuna event. **€ 360 (incl.18% VAT)**

METHOD OF PAYMENT

Bank transfer

It is necessary to state the name of the participant and the reference "EPSA WORKSHOP".
IGEPESI, IBAN: ES92 2100 2896 1602 0016 9007 / BIC: CAIXESBBXXX,
La Caixa, Rambla Ribatallada, 20 - 08172 Sant Cugat del Vallès, Barcelona)

Credit card

American Express Card Eurocard/Mastercard Visa Card

Card no.: Expiry date: /

Name Card holder: (in case this differs from above)

Address Card holder: (in case this differs from above)

Postal code: Country: (in case this differs from above)

Card Validation Code: (the last three digits on the BACK of your card)

HOTEL RESERVATION Please reserve hotel for me at:

HOTEL CATALONIA RAMBLAS **** (Barcelona) HOTEL SANT CUGAT **** (Sant Cugat)

Double room for single use Double room

Date of arrival: Date of departure: No. of nights:

No hotel reservation required

MEALS

Lunch day 1: will attend will not attend

Lunch day 2: will attend will not attend Vegetarian: yes Other dietary requirements:

Place and date:

Signature:

As the number of places is limited, please return the completed registration form before 15 October 2010:

Marta Gràcia and Miriam Escolà, Programme Organisers – Tel.: +34/ 93 567 24 00; Fax: + 34/ 93 567 23 99;

E-mail: m.gracia@eipa.eu; m.escola@eipa.eu – www.eipa.eu/regions



Your name and address will be part of EIPA's database for our mailing purpose only.
Please tick if you do not want to be included in our mailing database.