

# COHESIFY LAUNCH SEMINAR

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## Connecting with citizens: Challenges for Cohesion policy communication

Brussels, 17 June 2016

This seminar marks the launch of the COHESIFY project (2016-2018) funded by the European Commission's Horizon 2020 programme, which aims to assess the impact of EU Cohesion policy on citizens perceptions of and identification with the EU and how the communication of EU Cohesion policy to citizens can be improved (see annex for a summary). The seminar brings together the project's partners, advisory board members and experts on Cohesion policy and EU communication to discuss the effectiveness and challenges facing Cohesion policy communication with citizen.

Hosted by



Committee of the Regions



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## WORKSHOP AGENDA, FRIDAY, 17<sup>TH</sup> JUNE 2016

9.00 Coffee

09.30 **Welcome by Wolfgang Petzold**  
*Deputy Director for Communication, Committee of the Regions*

09.35 **Session 1: Cohesion Policy, Public Perceptions and European Identity**  
Introduction by **Dr Dirk Ahner**, *Chair of the COHESIFY Advisory Board*

Cohesion Policy, public perceptions and European identity: Project rationale and goals  
**Dr Carlos Mendez**, *European Policies Research Centre, COHESIFY Project Manager*

Communicating Cohesion policy: European Commission perspective  
**Anthony Lockett**, *Deputy Head of Unit, DG Regio*

Communicating Cohesion Policy: Committee of the Regions Perspective  
**Wolfgang Petzold**, *Deputy Director for Communication, Committee of the Regions*

| Discussion |

11.00 Coffee break

11.20 **Session 2: Challenges for Communicating with Citizens in Practice**

Communicating Cohesion Policy: Member State Perspective  
**Marianne Schrama**, *Ministry of Economic Affairs, Netherlands*

Communicating Cohesion Policy: Member State Perspective  
**Sandra Chaignon**, *General Commission for Territorial Equality, France*

Communicating Cohesion Policy: Regional Project perspective  
**Alfredo Corbalan**, *Head of European projects and Urban Marketing at the Urban Development Agency of the Brussels-Capital Region*

| Discussion |

12.50 **Conclusions - Professor John Bachtler, EPRC**

13.00 Lunch