



EUROPEAN COMMISSION
DIRECTORATE-GENERAL
REGIONAL AND URBAN POLICY
Budget, Communication and General Affairs
Communication

**INFORM EU technical seminar on
Communication in the CPR: taking stock, ideas for the future
Visibility and branding**

Bari, Italy, 27-28 April 2023

Draft Agenda

Thursday 27 April

- 14.30 – 18.00 **Study Visits Tersan Puglia** - Gathering in the hall of iH Hotel Bari Oriente, transfer by bus- English interpretation provided
- 19.30 Old Town guided visit (in English)
- 20.30 Networking dinner

Friday 28 April

Venue of the seminar: Presidenza Giunta of Apulia Region, Lungomare Nazario Sauro 33

9.45 – 10.00	Welcome from the European Commission and hosting authorities Alexander Ferstl, European Commission Michele Emiliano, President of Apulia Region
10.00 – 10.10	Introduction – objectives and structure of the workshop, activities foreseen for the day Alexander Ferstl, Gianluca Comuniello
10.10 – 10.40	Visibility requirements in the current CPR: State of play, REGIO tools Gianluca Comuniello, Hanna Soderstrom, Maja Schussler

10.40 – 11.20	Group discussions: EU visibility on the ground- good and bad experiences (participants will be split in four groups)
11.20 – 11.35	Coffee break
11.35 – 12.15	Reporting from group discussions
12.15 – 12.40	Challenges of visibility Miruna Cugler
12.40 – 14.00	Lunch break
14.00 – 14.45	Workshop session part 1: WS 1- Regulatory requirements post 2027- (Groups 1 and 3 of the morning will be merged) WS1 moderators: Vera Fairbrother, Maja Schussler WS 2- Ensuring Visibility in practice- (Groups 2 and 4 of the morning will be merged) WS2 moderators: Miruna Cugler, Hanna Soderstrom
14.45 – 15.30	Workshop session part 2: WS 1- Regulatory requirements post 2027- Groups 2 and 4 WS 2- Ensuring Visibility in practice- Groups 1 and 3
15.30 – 16.10	Reporting from Workshops session
16.10 – 16.30	Conclusions by European Commission