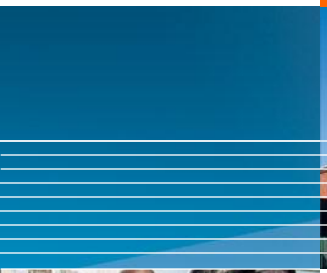
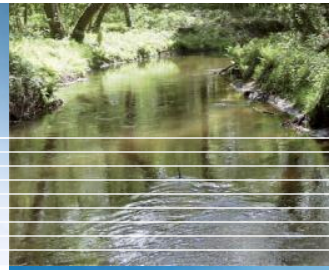
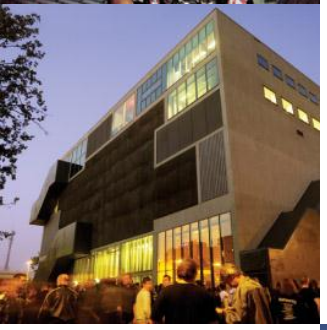
gemeente Eindhoven





Kenniscentrum Vlaamse Steden: How to strenghten EU-affairs in our cities?

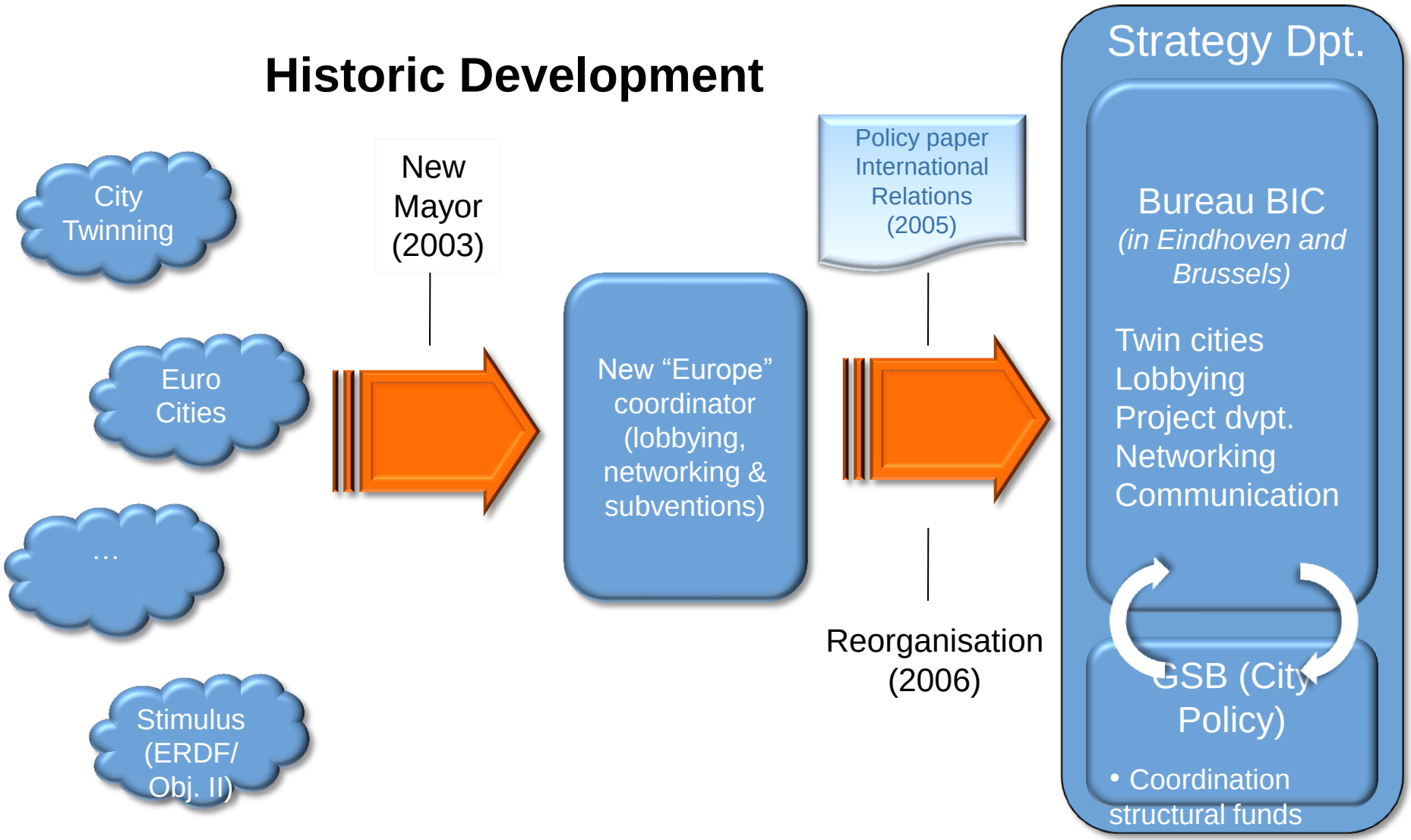
The Eindhoven case: Eindhoven in Europe



Twan de Bruijn, Head of Bureau International Coordination
gemeente Eindhoven/Strategy Dept.
T.de.Bruijn@eindhoven.nl

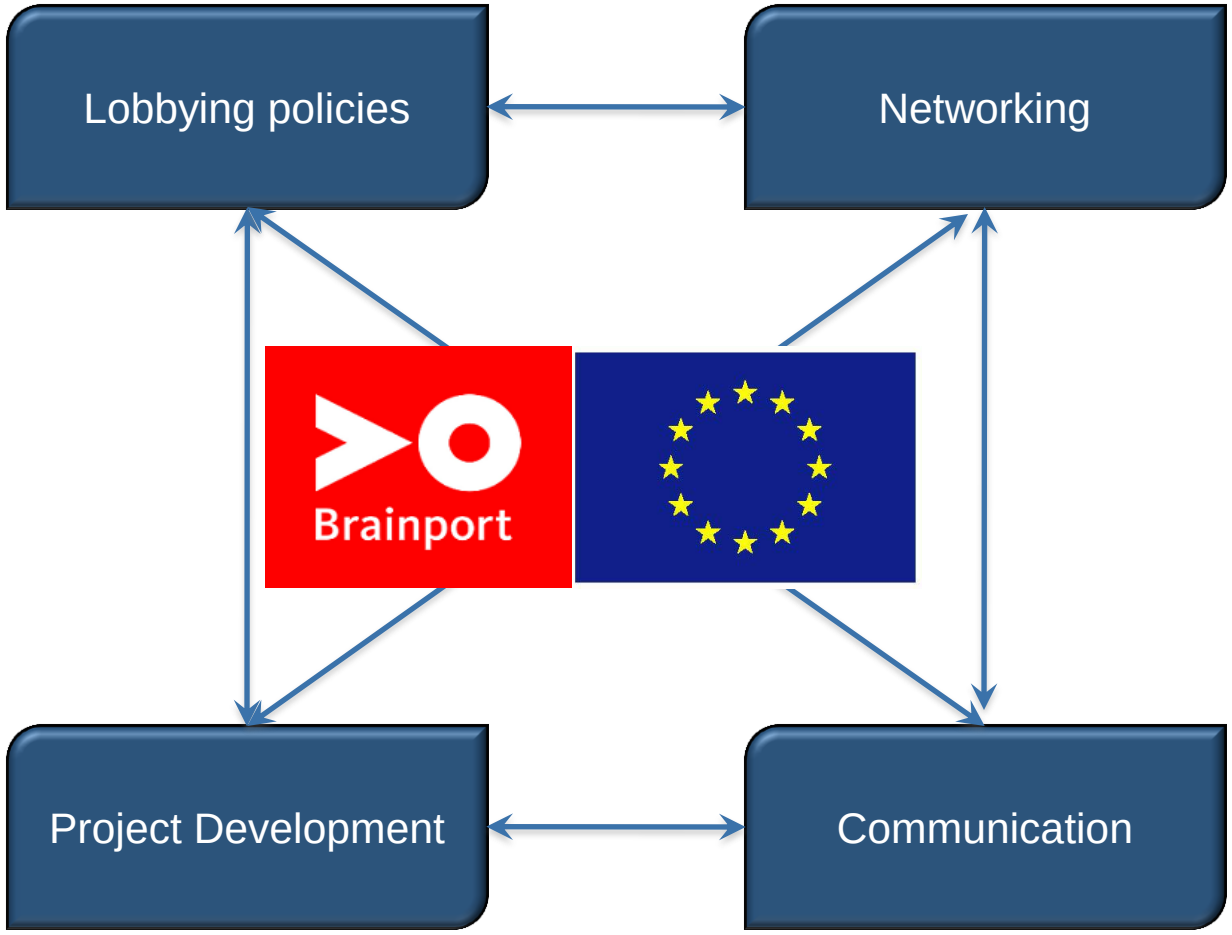
Brussel, 18th November 2011

Historic Development

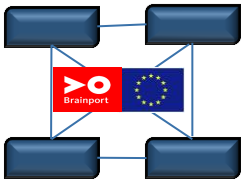


Policy paper International Relations

1. Brainport Eindhoven
   - European Agenda
   - International contacts & missions (Asia)
2. Millenium goals
   - Global awareness on Millenium goals
   - International cooperation with twin sister cities



Laws & Regulations



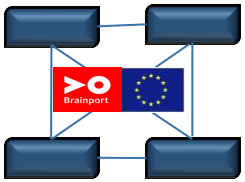
Lobbying Policies

Activities

- Opening office Brussels
- Program preparations 2007-2013 & 2013-2020 (G4/G32/IPO/VNG)
- Contribution on consultations
- Participation steering comittee Interreg IVB NWE on behalf of G4 / G32
- Position paper ERRIN on European Research Area
- Lobbying KIC/EIT

Results

- Urban dimension in OP Zuid ERDF Objective II program
- Arrondissement Leuven included in INTERREG IVA Flanders-Netherlands
- Good harvest of Interreg-projects
- Asked to participate in “writing groups”
- Green paper mobility, creativity, FP 8
- 2 KIC’s: ICT Labs & Inno Energy



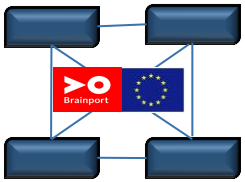
Lobbying Policies

Areas of Improvement

- Alert and involving specialists on content
- More definition of strategic agenda

Learning Effects

- Taking care of a sharp policy agenda on a focussed area
- Do it in a planified way: timescheme, who influences, targets or (partial) results
- Involve/seduce competent colleagues/external people in the lobby
- Do it togehter with partners with same goals: power of the number



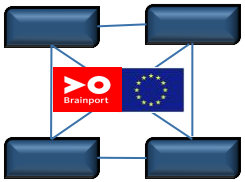
Networking

Activities

- Eurocities / participation in fora & working groups
- ERRIN
- Local Europe Platform
- G32 Taskforce Europa
- LUCI Association
- POLIS
- EU2020 Monitoring Platform (COR)
- Living Labs Global

Results

- Well developed international networks: ERRIN Mgt Board, Eurocities Culture Forum
- Via Brussels office short lines with EC & “identical” cities & regions
- Improved European coordination in the city
- (relative) quick project development
- Events: LUCI AGM, LLG Summit, Eurocities events



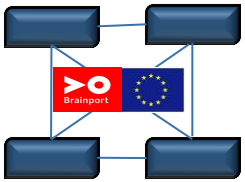
Networking

Areas of improvement

- Expanding of the network: internal (city) and external (partners in the city)
- Finding balance between investing in networks & return on the network
- Image building at civil management and city Council (“snoepreisjes”)

Learning effects

- Define in advance the return / result of networks
- Real view of “duration of investment”
- “Bringing and receiving”



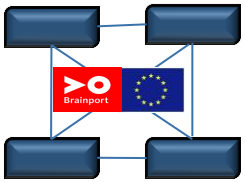
Project development

Activities

- Projects with Brainport-focus
  - ELAt, Enevate, ADMIRE, Recap etc.
  - Regions of Economic Change CROSSWORKS
  - (International) rail connectivity (HST-Connect, ROCK) en HOV (BAPTS)
- “Additional” projects:
  - LICI, Mandy (district dvpt)
- Structural funds
  - OP-Zuid (div. projects > 10 Mio)

Results

- Finally a lot of know how with European projects
- Improved harvest at calls: high success rate - over 25 projects under Interreg III B – III C –IV B – IV C > 25 Mio ERDF; national co-finance
- Sharper attention for European rules (i.e. State aid procurement with ERDF)
- Further improvement of program management
- Reinforced internal network of specialized colleagues



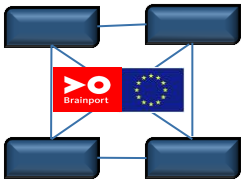
Project Development

Areas of improvement

- Involving more partners within the city administration
- Implementation
- Accountability
- Fitting further in the strategy

Learning Effects

- Participation in projects demands more controll
- Reputationmanagement is crucial
- Via projects one also influences policies, e.g. by disseminating results (e.g. STRIKE and ROCK)
- Money only is rarely a good driver => at national state level and at regional level there is more to gain.



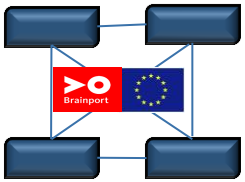
Communication

Activities

- External
  - Promotion of city and region in Brussels, e.g. expo in EP for promoting design
  - Participation Open Days
  - Communication on projectresults
  - Visits of MEP's, EC's
  - Brainport cafés in Brussels
- Internal
  - Periodic presentations for Mayor & Eldermen and board of directors
  - Intranet
  - "Europese Hemelbestormers"

Resultats

- Good reputation of bureau BIC
- European way of Public Affairs as example for lobby towards national & provincial level
- Politicians are involved
- Growing involvement of colleagues (oilspot)



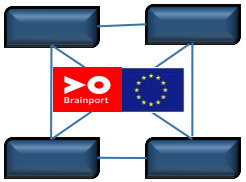
Communication

Areas of improvement

- Communication still is the last post to take
- Few time and capacity for communication
- Involved group of colleagues is still to small
- Selling the EU contribution can be done better, especially towards inhabitants
- Europe and activities of Strategy Dpt. is for many still a “black box”

Learning effects

- Structurally embedding the communication
- Internal and external communication is of a different nature
- Good communication is essential for involvement



Our organization

Political Level:

- Within the Strategy Dept., near the Mayor
- Political responsible Vice Mayor for Europe & Vice Mayor for Innovation

Internal cival organization structure:

- Within City Mgt Board: 1 responsible chief executive
- Yearly plan, communicated with most involved heads of dpts., mgt. Board, Mayor & Aldermen conference
- Annual report to City Council
- 100.000 € as seed money: organizing events, writing projects…
- 40.000 € for Brussels office

Regional structure:

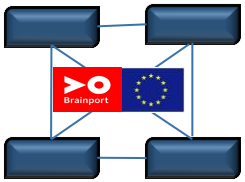
- On Brainport level (Triple Helix): bimonthly meeting for experts
- Bilateral meetings with Philips, Knowledge Institutes etc.

Role of consultants

- Helping writing proposals, partner search etc.

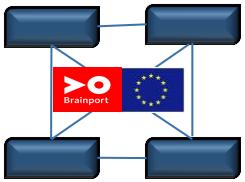
Our Office

- Bureau of International Coordination in Eindhoven – EU focus :
  - 3 FTE, 1 FTE paid through div. cooperation projects
  - Working as a network organisation in the civil service
- Bureau of International Coordination Brussels Office:
  - 2,5 FTE, 1,5 FTE paid through div. cooperation projects Interreg IVB and IVC
  - Working as a network organisation with Brainport officer (0.5 FTE) and Brabantstad (1 FTE the metropolitan cities cooperation at province of Brabant level).
- Flexible help from consultants



European law and regulations

- Part of the regular proces
- No specific point of the European agenda
- From lobby function signalisation of developments
- Already good taken care of by Province and VNG

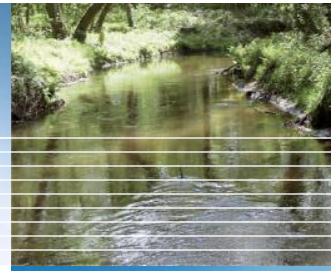


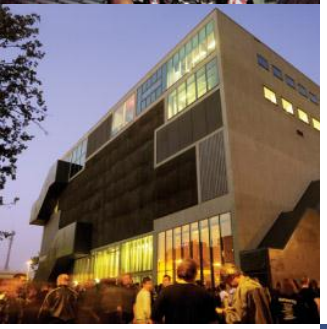
Brainport Eindhoven

- Started early ’90: Centurion, DAF went broke
- Cooperation public authorities, knowledge institutes and business: Triple-Helix
- Nota Ruimte (Nat. Planning Scheme), Pieken in de Delta
- Brainport 2020: European top technology region
- Agenda
  - Technology: R&D stimulating, attracting topinstitutes
  - Business: innovation and economic structure reinforcement People: labor market, technical education
  - Basics: accesibility, quality of life, International School, …
- Public-private cooperation

Conclusions

- Succes in Europe starts with a strong & sharp content driven agenda
- Focus is crucial: you can’t do everything
- Building networks needs a long term focus, also on regional & national level
- European projects ask more from the own organisation
- Seed money is necessary, but can bring a high return on investment: Eindhoven Region spent our of pocket so far € 130.000,--/year since 2006 – ROI with over € 28 million ERDF.
- The spin-off can be very big: knowledge, contacts, influence => money will follow “by itself”





Questions?