

RUNNING THE “30 YEARS IN THE EUROPEAN UNION: THE IMPACT OF EUROPEAN REGIONAL POLICY” EVENT

I) DESCRIPTION OF THE EVENT

In November 2016, the Murcia Region hosted one of the Local Events of the Committee of the Regions: "30 years in the European Union: the impact of European Regional Policy".

In 2016 we commemorated the 30th anniversary of Spain and Portugal joining the EU. It was therefore felt to be a good opportunity to celebrate the impact of Spain's membership of the EU and, in particular, the impact on the Murcia Region via Regional Policy.

The local event focused on how the EU is capable of improving the lives of citizens through practical examples. It also helped to draw attention to the territorial dimension of the EU's budget.

The local event was organised in two parts:

- 1) A public debate on the 30 years in the European Union.
- 2) A public debate specifically focused on Regional Policy

Participants in the event included:

- The Commissioner for Regional Policy, Corina Crețu
- The President of the Murcia Region, Pedro Antonio Sánchez
- Cesáreo Gutiérrez Espada, Professor in International Law at the University of Murcia
- The Murcia Region's Treasury and Public Administration Minister, Andrés Carillo
- The Director General of the Treasury Ministry's European Funds, José María Piñero
- The Director of CERMI, member of the Monitoring Committee of the Murcia Region ESF OP,

with the journalist Asunción Valdés acting as the chairperson.



The event was held at the Palacio de San Esteban, seat of the regional government, lasted for three hours and was attended by some 100 participants drawn from both the public sector and civil society.

Information about and communication of the goals, the funding opportunities and the results of the Cohesion Policy programmes and projects are an essential task for the managing authorities and the beneficiaries of the member states, and this event was deemed to be a good opportunity for achieving the goals laid down in the Communication Strategy of the Murcia Region's ERDF and ESF Operating Programmes.

The event was organised by the General Directorate of Citizen Participation, the European Union and Foreign Policy in collaboration with the General Directorate of Budgets and European Funds.

The Technical Assistance team of the Murcia Region's ERDF 2014-2020 Operating Programme was responsible for helping to disseminate the event via streaming and the production of the banners.

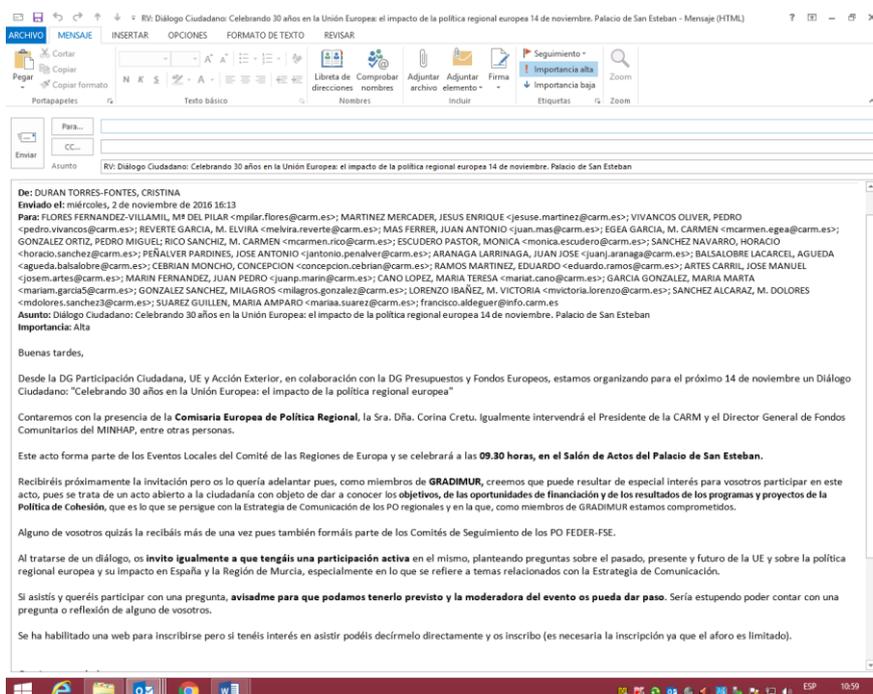
The total cost borne by the General Directorate of European Funds and Budgets amounted to €1,802.90, with funding from the ERDF of €1,442.32.

In conclusion, the event is thought to have constituted a significant advance in raising awareness among the people of Murcia regarding the impact of European Regional Policy, which is the goal that we set out to achieve.

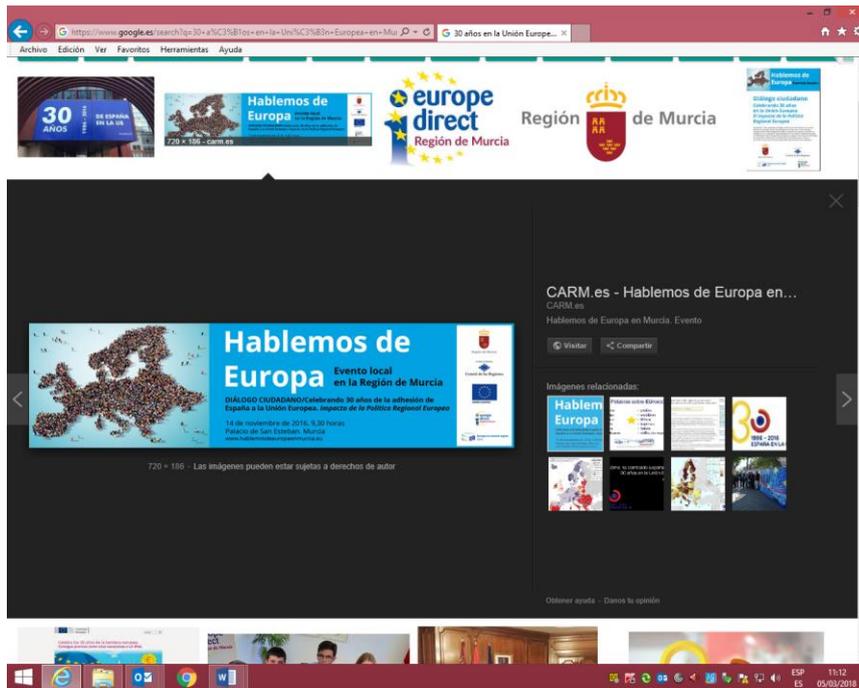
II) FULFILMENT OF THE GOOD PRACTICE CRITERIA

1. Widespread dissemination among the beneficiaries and the general public

First it should be noted that all the members of GRADIMUR (Group of people in charge of Autonomous Community informational events) were invited by email to participate in the event:



The Europe Direct and CERMI websites publicised the event:



**COMITÉ ESPAÑOL
DE REPRESENTANTES
DE PERSONAS
CON DISCAPACIDAD**



MURCIA. EL PRESIDENTE DE LA COMUNIDAD Y LA COMISARIA DE POLÍTICA REGIONAL ABORDAN LAS OPORTUNIDADES LABORALES QUE HAN GENERADO

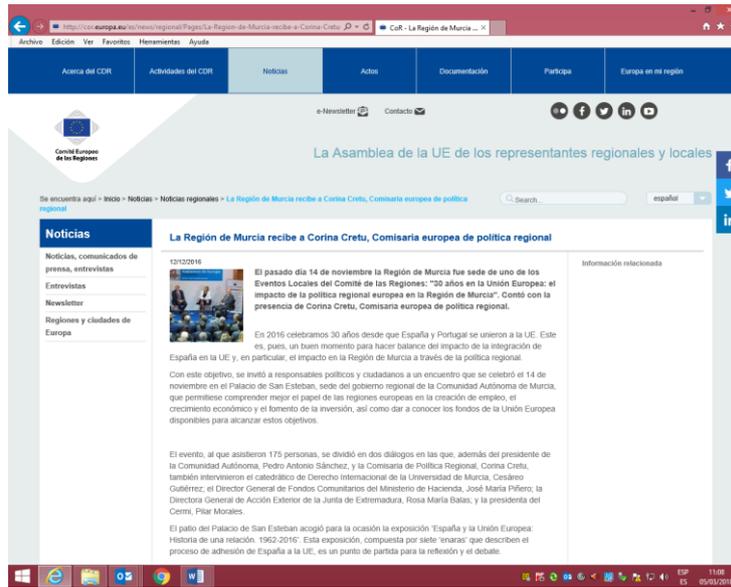
13.11.2016

FUENTE: CARM

El Palacio de San Esteban acoge este lunes el acto central de las actividades organizadas por el Gobierno regional para conmemorar el 30 aniversario de la entrada de España en la Unión Europea

El jefe del Ejecutivo autonómico y la responsable europea recabarán las aportaciones de los ciudadanos sobre el futuro que la UE debe tener en las regiones en los próximos años

Subsequently, an account of the event was published both on the website of the Committee of the Regions:



and in the regional press:



and in the digital media:



2. Incorporation of innovative elements

In light of the limited seating capacity of the venue where the event was held (Palacio de San Esteban) and in order to achieve widespread dissemination, it was streamed live on the internet through the website of the Murcia Region (www.carm.es) and translated into sign language to aid the comprehension of people with hearing disability, courtesy of collaboration with the Committee of Representatives of People with Disability and their Families in the Murcia Region (CERMI).

Events running in parallel were also held:

- **Exhibition: "Spain and the European Union: History of a relationship. 1962-2016".** This exhibition told the story of the years of negotiations and was the fruit of collaboration between the Representation of the European Commission in Spain, the Spain-European Union Digital Archive (SEDA) and the Historical Archive of Florence. Its goal was to stimulate reflection and debate about what its European adventure has meant to Spain.
- **Screening of the video "#laqUEimaginas":** The Murcia Region Europe Direct Centre launched a campaign inviting members of the public to speak about and share their wishes in terms of how they would like the EU to be after these 30 years, submitting short videos. <https://www.youtube.com/watch?v=1bXBVbCfbjw>
- **Graffiti:** In collaboration with the Municipal Graffiti Office, a group of graffiti artists designed and painted a mural commemorating Spain's 30 years in the European Union in a central street in the city of Murcia.



3. Match between the results obtained and the goals that were set

The widespread dissemination of the event, its live streaming and the events held in parallel constituted the attainment of the goals that had been envisaged: creating a dialogue with members of the public, particularly with young people, as well as fostering a better understanding of the role of the European regions in the creation of employment, economic growth and the encouragement of investment, and raising awareness of the European Union funds available to achieve these objectives.

4. Contributes to resolving a regional problem or weakness

While it is true that by publicising specific co-funded projects we try to draw the general public's attention to the role played by the Structural Funds in regional development, this event set out to address the problem of the general lack of information about the 30 years in the European Union, and who better than the Commissioner for Regional Policy to explain what the European Union means for the people of our region.

5. High degree of coverage among the target audience

The event held at the Palacio de San Esteban was attended by more than 175 people, and a special overflow room was provided with a screen to watch proceedings for those unable to fit in the venue.

83 people watched the live stream of the event (26 of them in English).

6. Consideration of the horizontal equal opportunity and environmental sustainability criteria

The presence on the stage of three women and four men contributed to reinforcing the principle of equal opportunities.



Courtesy of the collaboration with CERMI, the event benefitted from the presence of a person who translated the speakers' interventions into sign language:



The subsequent visit made by Commissioner Crețu to the Mar Menor lagoon helped to raise awareness of the environmental sustainability issue and the regional government's concern about the current state of deterioration that has befallen the lagoon; an Integrated Territorial Investment (ITI) in the Mar Menor has been instigated to address this problem, parts of which are going to be co-funded by the EU's Structural and Investment Funds.



7. Synergies with other public policies and investments

The event that was held bears a close relationship with one of the goals of the Communications Strategy of the Murcia Region's ERDF and ESF Operating Programmes for 2014-2020:

Highlighting the Operating Programmes and European Policy in general, emphasising the role the European Union plays in co-funding the projects included in the Murcia Region's ERDF and ESF Operating Programmes, 2014-2020.

In this way, public opinion will be able to grasp the scope of the EU's Cohesion Policy and appreciate how the projects included in the Operating Programmes contribute to the economic, social and territorial cohesion of Europe, enabling better understanding of the Europe 2020 strategy, but above all enabling the public to associate these policies with an improvement in their own levels of wellbeing and quality of life.