



Culture in Cumbria - The European Dimension

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County Council Longevity in EU

Lobbying and policy input at regional level
regional strategies since 1980's – influence and lobbying to ensure included when faced with competing pressures

Technical assistance/consultancy
Accountable Body Status

ERDF, EAGGF, ESF since 1980s
RDPE and LEADER - Cumbria as prominent exponent since 1996

Europe Direct & EU Strategy

Direct Programme engagement

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How do we influence what goes on in EU for Cumbria ?

- North West Regional European Partnership and EU regional policy for ERDF
- Europe Direct
- Get involved with EU consultations
- Get involved with EU Programmes
- Promote your work across the EU

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Europe Direct Service

- Launched November 2007
- Contract re-awarded February 2009



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How does the EU affect citizens?

Four main freedoms are entrenched in European Union Law

- The free movement of goods
- The free movement of capital
- The free movement of services
- The free movement of persons



For more information on exercising your rights
ask a member of the Europe Direct team
or check out the following website

<http://ec.europa.eu/youreurope>

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What else?

The European Union deals with a wide range of policy areas including;

- Agriculture, Fisheries & Maritime Affairs
- Budget
- Consumers
- Economy
- Education & Youth
- Employment & Social Affairs
- Energy
- External Relations & trade
- Food Safety
- Foreign & Security Policy
- Human rights
- Humanitarian aid
- Internal Market
- Justice, freedom & security
- Public Health
- Research and Innovation
- Transport



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What does ED Cumbria do ?

- An integrated service for citizens and Cumbria Partners led by Cumbria County Council providing :
- Representational role regionally and locally
- European Policy, trans-national project development and technical project submission advice

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What does ED Cumbria do ?

- We are part of a network of 400+ Centres in the 27 EU Members States (16 in the UK)
- face-to-face facility for citizens or partner organisations to visit the RST offices and receive information on current EU policies, programmes, initiatives and EU messages;
- information leaflets in all major public libraries in Cumbria;
- RST website to raise awareness of the service, post up latest information sheets www.rstcumbria.org.uk

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What does ED Cumbria do ?

- The Cumbrian Europe Direct site and European Commission Institution websites, information networks and contact points, especially 'Europa', and the databases to which it has free access
- Brokering collaboration – linking up with research performers in mutually beneficial R&D collaborations

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And....

- Link with **NW Brussels Office** and **NW Health Brussels Office** – including lobbying and promotion of Cumbria best practice at EU events and in promotional materials – tell us your good news stories!
- Providing information, workshops, events and mentoring to organisations and individuals on EU and referral to other funding opps in the County

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EU transnational programme Involvement

INTERREG3C

TOWER – sustainable regional innovation (5)

SIMPLE – eco-design to reduce environmental impact (3)

SRN - best practice in structural funds and regeneration (12)

Frameworks – R&D

CRIPREDE – regional innovation in emerging economies (4)

LEONARDO MOBILITY - VETPRO - ‘Regeneration plus...’

‘Learning for Regeneration’

‘Engaging with Europe’

‘Together We Can’ - low carbon/ public sector cultural services/nuclear

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What is Transnational Co-operation?

A transnational issue is a challenge...

... that goes beyond national or regional borders;
... for which a satisfactory solution at a local, regional or national level can *only* be found through co-operation.

The **Added Value** of Transnational Co-Operation:

- Efficient and innovative solutions for common problems..
- Using knowledge from other countries and regions...

Participation in transnational exchange networks...

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Transnational - why get Involved

Development of advanced technologies and ideas

Access to advanced technologies and ideas

Opportunities for benchmarking and good practice sharing

Collaboration with key players

Raising Cumbria's profile in Europe

Increase number of developed staff

Exposure of staff to innovation, new ideas & areas of technology

Increase cultural and social awareness, esp in young people

Access to new markets

Widen horizons and expand minds

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Risks of non-engagement

Cumbria becoming more marginalised and peripheralised and consequently not being seen as a key player;

Accessing significantly fewer innovation, research and technology opportunities for the public and private sector;

Reduced business and market opportunities;

Losing out on cultural understanding, celebrating diversity and language learning opportunities;

Missing out on economies of scale through collaboration;

Missing out on having our say on draft European Union policy and legislation which we then have to implement.

Losing out financially - missing out on funding and investment opportunities

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EU Strategy

Better co-ordinated process for maximising opportunities and benefits

Improve measurable outcomes by linking programme involvement to priorities – partnering, EU knowledge-sharing

Early influencing shape of EU policies and programmes – put forward case studies

Look at selection of partners – share our needs and challenges; develop new opportunities in priority sectors

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