



Local & Regional
Europe

Call for applications

**Host authority for the 2018 CEMR
Thematic Conference on “Equality,
Diversity & Inclusion”**

| September 2015

Call for applications to host the 2018 CEMR Thematic Conference on “Equality, Diversity & Inclusion”

Introduction

The Council of European Municipalities and Regions (CEMR) is *the* voice of local & regional governments in Europe. Representing 150,000 public authorities, gathered into 55 national associations, from 41 different countries, its mission is to:

- Influence European legislation on behalf of cities, local & regional governments; and,
- Provide a platform of exchange of experiences & practices for its members and partners.

Every four years, and in between two Congresses, CEMR organises a major Conference, together with its members and partners, on a theme of particular importance and relevance for European local and regional governments.

The Thematic Conference is directly linked to CEMR’s work on twinning and citizenship. The theme proposed for the 2018 Conference is “*Equality, diversity & inclusion*” subject to final approval by the CEMR Policy Committee. It is expected to last for two days.

Applications to host the 2018 CEMR Thematic Conference

The CEMR Secretariat General invites European local and/or regional authorities, in cooperation with their national association or CEMR section, to submit applications to host the next edition of the Conference of European Municipalities and Regions to be held in 2018 – ideally in spring.

Cities and regions interested to host the CEMR Conference may send their application in English or French no later than by **15 January 2016**, by email to maxime.ramon@ccre-cemr.org or to the following address:

CEMR Secretariat General
Maxime Ramon
Square de Meeûs 1
BE-1000 Brussels

In order to be validly accepted, applications must include the following information and documents:

- 1) A **cover letter** from the city/region, which shall present its work and achievements on equality, diversity and inclusion;
- 2) A **letter of support** from the corresponding national section or association, member of CEMR;
- 3) A **presentation** of the city/region which includes:
 - a. A description of the proposed venue for the Conference, including the location, access, numbers and capacities of meeting rooms, catering facilities, security arrangements, exhibition spaces/areas, etc.;
 - b. A list of proposed hotels with distance from the venue, capacity and indicative star-rating and pricing;

- c. The proximity of an international airport, with distance, possibilities of transport and indicative international flight connections across Europe;
 - d. Proposals or possibilities for external visits and activities, such as technical visits in the area/region, possibilities for accompanying persons' programme;
- 4) The explicit acceptance of the **terms of reference** enclosed in Annex 1;
 - 5) An estimation of the total **budget** for the event and a proposal on the expected income. For ease of calculations, a budget template is enclosed in Annex 2;
 - 6) Any other information and supporting material as deemed necessary or appropriate to support the application.

Procedure

The received applications will be reviewed for completeness and compliance with the requirements. The Secretariat General reserves the right to request, on a case-by-case basis, additional information from the candidate cities/regions.

Once the applications are verified, **visits** to the candidates' premises shall be organised in order to prepare a **full report** to be submitted to the Secretaries General and Directors of member associations and national sections meeting scheduled early March 2016.

Candidates shall then be invited to formally present their application to the CEMR **Policy Committee** on 20 April 2016 in Nicosia, Cyprus where the final decision will be taken by **vote**.

Contact

For any additional inquiries please contact Maxime Ramon, Adviser – Statutory Affairs (maxime.ramon@ccre-cemr.org, tel. +32 2 500 0545).



Annex 1. Terms of reference for the organisation of the CEMR Thematic Conference

I. BACKGROUND

A. CEMR & CEMR Thematic Conference

The Council of European Municipalities and Regions (CEMR) is *the* voice of local & regional governments in Europe. Representing 150,000 public authorities, gathered into 55 national associations, from 41 different countries, its mission is to:

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- Provide a platform of exchange of experiences & practices for its members and partners.

Every four years, and in between two Conferences, CEMR organises a major Conference, together with its members and partners, on a theme of particular importance and relevance for European local and regional governments.

The Thematic Conference is directly linked to CEMR's work on twinning and citizenship. The theme proposed for the 2018 Conference is "*Equality, diversity & inclusion*" subject to final approval by the CEMR Policy Committee. It is expected to last for two days.

B. Conference organisers

The Conference shall be organised jointly by CEMR and the host authority, who shall agree by means of a contract on the distribution of tasks and a budgetary framework of the Conference.

A professional conference organiser based in the host authority is expected to collaborate in the implementation of the some of the tasks, mainly related to logistical arrangements *in situ*.

C. Target audience

Between 350 and 500 participants are expected, from among local and regional elected representatives and experts, European institutions, national governments, academics, and partners from civil society and the private sector.

Among the participants, approximately 100 shall have a free pass (speakers, special guests, staff, etc.) and at least 250 should be paying participants.

At least 20% of the participants should come from the hosting country; the host shall communicate to and mobilise them, together with the association or national section member of CEMR.

D. Objectives and structure of the Thematic Conference

The CEMR Conference has 3 main objectives:

- **Meet** peers and partners
- **Learn** from other's practices and experiences
- **Get inspired** from leaders of local public policy and action

These 3 objectives are reflected in the structure of the Conference, the sessions of which will be structured into:

- **Info sessions & speed-dating** on very specific issues, where networking will be central;
- **Workshops** to discuss, in world-café style, policies, projects and experiences already implemented at local level;
- **Public lectures and policy debates** amplifying the political voice of our mayors and councillors in a broader debate with all our partners.

E. Languages

English, French and the local language(s) will be the main Conference languages. All Conference communication and information materials and tools are to be produced and published in these languages at least.

F. Partners & sponsors

CEMR and the host authority will reach out to a wide range of partners and sponsors to make this event as successful and inclusive as possible. Partners and sponsors will be offered the possibility to organise a side-event in the framework of the Conference.

G. CEMR statutory meetings

A Policy Committee will be organised in the framework of the Conference, most likely on the first day of the gathering. Its organisation shall be included in the contract and budgetary framework, agreed between CEMR and the host authority.

II. DISTRIBUTION OF TASKS

A. Host authority

The host authority makes the commitment to take on the practical implementation involved in organising the Conference, and in particular the following tasks:

1. General operations

The host authority shall make available a team led by a liaison officer, able to dedicate a significant amount of time from the outset to the organisation of the event. This liaison officer will be backed by an appropriate team, thus enabling constant supervision of the state of preparations for the Conference.

A local professional based organiser in the host authority is expected to collaborate in some of the tasks falling under the host authority's responsibility. Its selection shall be agreed by CEMR and the host authority.

2. Press and Communication

The host authority shall ensure representatives from its press and communication service are actively mobilised throughout the duration of the preparations of the Conference on all aspects relating to press and communication, including liaising with local, regional and national press, organising press conferences, and if so decided by the Conference organising parties the production of a daily communication tool (example: video/photo recap, interactive newsletter) during the course of the Conference.

Work falling under the host authority's responsibility include:

- The production of the **graphic charter** for the Conference (logo, and graphic elements for the presentation brochure, pre-programme, website, online tools, etc.) upon recommendations and with approval of CEMR, and available in the Conference languages;
- The creation and management of a **website** with video capacity dedicated to the Conference. This website will be the primary tool for communication, promotion and registration of the event. The website will be translated at least in the Conference languages. Launch of the website is expected 10 months prior to the Conference at the latest and registration 8 months before. CEMR must have full access to the website content management system and be able to add news items, pictures, videos, etc.
- The creation and management of a **mobile version** of the Conference website, translated at least in the Conference languages;
- The creation and management of a user-friendly **online registration system**, which allows regular sharing of registered guests with the CEMR Secretariat as well as with the local PCO if necessary;
- The production and sending of **electronic announcements** in a wide range of languages to promote the Conference;
- The production of a dynamic **promotional video** of one to two minutes to attract people to the Conference and to the host city/region, produced in the Conference languages;
- The production of the **welcome brochure** handed to the Conference participants upon their arrival at the venue;

- The production of **indoor and outdoor displays and visual aids** (posters, kakemonos, teardrop flags, etc.) in the Conference languages and in accordance with its visual identity, to be placed inside and at the entrance of the venue, as well as at other strategically and highly visible areas throughout the host city/region;
- The production of **dynamic daily videos** providing a visual montage sequence of the previous day's Conference sessions and highlights, presented every morning at the start of the sessions. CEMR is to own the copyrights of the video coverage;
- The coverage of the event by professional **photographers**. The photographs shall be displayed on monitors and/or panels throughout the venue to recall key moments of the day or to provide illustrative snapshots of the participants, debates and interesting moments. CEMR is to own the copyrights of the photo coverage.

In any case, all communication work will be subject to review and approval by CEMR's press and communication service.

3. Programme

Though CEMR is directly responsible for the coordination of the programme, the host authority may propose guests and speakers.

The host authority will be responsible for establishing the national protocol for the opening and closing ceremony of the Conference, which may include an entertainment component.

The host authority will also provide technical visits and cultural excursions to Conference participants, including and especially for accompanying persons prior, during and after the Conference. Some may be payable, and not covered by the registration fee.

4. Venue

The host authority shall assure high-quality facilities for the Conference, for a period of three days. The venue should provide optimal conditions for all working sessions and related meetings, including preparatory and post-meeting arrangements as agreed with CEMR.

The venue shall be equipped with well-designed and comfortable spaces for participant interaction inside and outside of formal sessions, including adequate signage, digital displays for clear information with latest updates for participants, on the programme, social events, etc., with professional decoration to create an agreeable atmosphere.

A stand display or exhibition area will gather information booths reserved, among others, for CEMR, the host authority and the national section or association, and the sponsors if any.

a. Meeting rooms

The meeting halls should be equipped with all required equipment, including projectors, screens, high-quality audio coverage, high-speed wireless internet, etc.

A hall for plenary sessions with a capacity of up to 500 participants shall be available. It should be equipped with technical facilities and equipment for multi-language interpretation in a minimum of six working languages, which will be agreed by the organising parties.

Further meeting halls for up to three events in parallel shall be available, with technical facilities and equipment for multi-language interpretation in a minimum of four languages.

The setting of the meeting rooms will be agreed prior to the Conference, according to the space available on site. Sufficient microphones shall be made available accordingly.

b. Other spaces

The venue shall also include:

- A registration and accreditation point, which includes space with racks or tables to display a number of different Conference documents in different languages;
- An information point to assist delegates with any logistical queries;
- Offices for the Conference secretariat with computers with high-speed internet access, a high-speed colour photocopier and printers and additional desks to plug in laptops. This office shall be made available two days before the event;
- A room for a possible press conference;
- An office for press representatives equipped with computers with internet access, wireless internet and areas where journalists can plug in their computers;
- A business working space including several computers with internet access, with areas where people can plug in their own computers, and with printing possibilities;
- A dedicated space with a specific background display where official photo opportunities can take place and where participants can have photos taken;
- A comfortable space for up to 10 VIP's;
- Catering facilities;
- Any additional space for any service deemed necessary by the Conference organising parties, e.g. an ATM, an emergency medical team, a travel agency, etc.

5. Translation and interpretation

a. Translation

The host authority shall ensure all communication material, including the Conference programme and website, are translated in the local language.

b. Interpretation

The host authority shall ensure the provision of high-quality simultaneous interpretation in a specified and agreed number of languages. It shall be responsible for recruiting and organising the teams of interpreters according to international standards. This includes logistics and technical assistance to delegations wishing to arrange for interpreters at their own cost, where appropriate and practical.

The meeting room for plenary sessions shall have simultaneous interpretation in a minimum of six languages, including the Conference languages. Other languages shall be agreed by the Conference organisers, according to the size of the national delegations registering to participate. If more than six languages are requested, the cost of the extra language will be borne by the delegation who demands them or by other external sources.

Parallel sessions shall have simultaneous interpretation in a minimum of four languages, with the flexibility to go up to six languages, according to the languages of confirmed speakers and delegations. If more than four languages requested, the cost of the extra language will be borne by the delegation who demands them or by other external sources.

The Policy Committee meeting shall have simultaneous interpretation provided in a minimum of six languages, including English, French and the local language(s). If there are more than six languages requested, the cost of the extra language will be borne by the delegation who demands them or by external sources.

6. Human resources

The host authority shall be responsible, in addition to providing the teams of interpreters, for all local resources necessary for the organisation, preparation, smooth running and finalisation of the Conference including:

- A multilingual registration and information team available for the duration of the event to assist delegates with registration and practical questions;
- A team of technicians in charge of setting up all conference and meeting halls according to the agenda, including signage, nameplates, documents, publications and supporting audio/video presentation facilities;
- A welcome team the nearby airports to guide delegates to the transfer service and provide other local useful information;
- A team ensuring professional photo and video coverage (see above).

7. Services to participants

a. Catering

The host authority shall ensure the following meals and functions:

- Lunches over two days (first day lunch of limited size for participants at the CEMR Policy Committee and particular guests, second day lunches for all Conference participants);
- Two coffee breaks per day over two days (first day in the morning of limited size for participants at the CEMR Policy Committee and particular guests, others for all participants);
- An evening reception on day 1;
- A gala dinner on day 2.

b. Transport

The host authority shall ensure and manage necessary transport arrangements, including:

- Transfers from the nearby airports and stations at arrival and departure;
- Daily shuttles to and from hotels and venues;
- A pool of chauffeur-driven cars for use by VIPs.

c. Accommodation

The host authority shall facilitate and negotiate special prices and arrangements to Conference participants in a wide range of hotels at a reasonable distance of the event venue. The online registration shall include links for participants to book their accommodation accordingly.

d. Delegate packs

The host authority shall ensure the preparation and distribution of delegate packs for all Conference participants to receive upon registration. All material will be produced in accordance with the Conference visual identity. These will include:

- A brochure that includes the programme, the list of sessions and a Conference evaluation form;
- Information on study visits cultural excursions and social programme;
- Information on airport/station transfers and on daily shuttles;
- Local welcome pack (e.g. city information, map, practical guide, agenda of events, information on local public transport, sights etc.);
- A souvenir gift from the host authority and/or sponsors given as a tradition;
- Pen and paper or notepad.

e. Security and emergency

The host authority shall ensure the necessary security and medical services during the entire Conference.

8. Follow-up

After the Conference, the host authority shall ensure all follow-up activities in close cooperation with CEMR. These may include a collection of videos, photographs and recordings as well as a national press review.

9. CEMR statutory meetings

A Policy Committee will be organised within the framework of the Conference, most likely in the morning of day one.

The Policy Committee meeting shall have simultaneous interpretation provided in a minimum of six languages, including English, French and the local language(s). If more than six languages are requested, the cost of the extra language will be borne by the delegation who demands them or by external sources. Meals arranged are specified in 7.1.

For more information, please refer to *Annex 3. Terms of reference for the organisation of a meeting of the CEMR Policy Committee*.

B. National section or association member of CEMR

The CEMR national section and/or association(s) of the country in which the Conference is closely associated to the organisation of the Conference. In particular, it will be involved in:

1. **Preliminary arrangements with the host authority**, including securing the main venue of the Conference;
2. **Finances**, including helping secure sponsorships, partners and any kind of support for the Conference;
3. **Programme**, including proposing speakers and sessions;
4. **Promotion of the Conference** nationally and with the association's partners and peers, e.g. including twinned municipalities;
5. **Press and communications**, including securing a wide media coverage of the event at national level.
6. **Any additional task agreed with CEMR and the host authority.**

C. Council of European Municipalities and Regions

CEMR's main responsibility is the general oversight of the Conference preparations. In this capacity, CEMR shall ensure the following:

1. Programme

The themes and the programme of the Conference are defined by CEMR, in close cooperation with the host authority and the national section or association. CEMR will ensure an adequate follow-up of the preparation of the topics and agenda of the working sessions and maintaining contact with the session leaders, speakers and rapporteurs.

CEMR is particularly responsible for inviting speakers, chairs and moderators; special guests and keynote speakers; as well as European affairs journalists (minimum of 2 of whom shall participate free of charge). That being said, the host authority is welcome to propose speakers and special guests as well.

CEMR shall also define and prepare the outcome of the Conference, together with its member associations.

2. Promotion of the Conference

CEMR will work with its members to ensure a very wide promotion of the Conference through its network of associations and partners at European and international level.

3. Organisation of the Conference

In addition to the general supervision of the state of preparation and proceedings throughout the Conference, CEMR shall take on responsibility for:

- Approval of the final list of participants;
- Amendments and finalisation of documents;
- Supervising the production of the daily video;
- Protocol, in accordance with the etiquette of the host country,
- Liaison with the specialised European affairs press.

4. Follow-up

After the Conference, CEMR takes on responsibility for:

- Letters of thanks to the guests;
- International press releases;
- Dissemination of the Conference outcome.

III. FINANCIAL ARRANGEMENTS

A. Expenses

The host authority and CEMR will define a general budgetary framework for the Congress, which will be part of the contract signed between them. They shall also agree on the specific arrangements related to cash flows.

As candidate to host the CEMR Conference, the city or region agrees to bear, alone or with local partners, all costs of the event, as well as the financial risks.

In this context, a provision of approximately 75,000 Euros is foreseen for direct costs borne by CEMR – including communication material produced in Brussels, staff visits during the preparation of the Congress, CEMR staff time among others – and which shall be granted to CEMR as follows: 25% at the signature of the contract, 25% a year before the event, 25% a month before the event and the remaining 25 % after the event.

B. Income

Registration fees usually account for at least 50% of the expected income. They shall be set jointly by CEMR and the host authority, taking into account that it is important to have a wide participation of CEMR members from all over Europe, and that they must be aligned with the fees of previous Congresses¹.

A working hypothesis of at least 250 paying participants should be envisaged. On the other hand, the CEMR Secretariat shall receive 75 free registrations for the Congress speakers, special guests and the CEMR staff; an additional 25 free passes shall be for the host authority and the national section or association. At least 20% of the total number of participants shall come from the country hosting the Congress.

Fees will be collected through the registration system, and may be paid by credit card or bank transfer.

Both CEMR and the host authority will be encouraged to seek external financial support, both public and private, as well as partners in order to guarantee a successful and sustainable event. The involvement of such sponsors shall be subject to an agreement between all organising parties, on the basis that agreement shall not be withheld unless some important interest of theirs is affected by the sponsorship proposal.

Partners and sponsors will be guaranteed visibility in the communication material produced for the Congress, and at the Congress venue.



¹ For information, in previous Conferences, there have been four different levels of fees with a working hypothesis of 250 paying participants and 100 free registrations:

- *Regular fee*: 350 to 450 Euros
- *Reduced fee*: 300 to 400 Euros (for countries with a GDP lower than 60% of the European average)
- *Accompanying persons*: 200 Euros
- *Free registration* (for speakers, special guests, Congress staff)

Agreement with the Terms of reference for the organisation of the 2018 CEMR Thematic Conference

I,, representing the city/region of
....., candidate to host the 2018 Thematic
Conference of the Council of European Municipalities and Regions,
hereby certify that I have read and agree with the Terms of reference for
the organisation of said Conference.

Date:

Signature

Annex 2. Template CEMR Thematic Conference Budget

For ease of estimation of expected expenses and income, a budget template is enclosed in Annex 2.



Annex 3. Terms of reference for the organisation of a meeting of the CEMR Policy Committee

The meeting of the Policy Committee of CEMR is held usually over two half days (afternoon of first day and morning of the second day). On occasion it is instead over one full day, or one full day and one half day.

The local organisers (national association, town, region) agree to supply CEMR with the various elements listed below for the meeting of the Policy Committee:

Venue

A meeting venue (if possible prestigious) with a meeting hall able to hold a minimum of 150 people, in a "classroom" setting (not an amphitheatre), with work tables available for the members of the Policy Committee. Please note, that the Policy Committee has 175 members, who might all be present for important meetings, such as elections or particular decisions.

The venue should be accessible to members of the Secretariat General from the eve of the meeting, and over the day(s) of the meeting.

The venue is to be equipped with a screen visible to all participants and data beamer connected to a laptop, capable of slide presentation as well as full video presentation with sound. Ideally, Wi-Fi should be provided to the participants.

The meeting hall is to be equipped with a sound system for speaking and interpretation. The Presidency desk should be equipped with individual microphones. Participants' desk should ideally be equipped with individual microphones, but these could be shared among two or three participants. One or two additional roaming microphones should be available.

The venue should include, an office for the Secretariat General, especially for important meetings. The office should be equipped with a telephone, computer(s) with internet connection, printer, fax and a suitable photocopier.

Drinking water should be provided at the Presidency table and, if present, at the speakers' table or pulpit.

Other available facilities should include:

- Desks outside the meeting room for registration and documents;
- Space for roll-ups and printed communication materials;
- Cloakroom for garments and suitcases;

Interpretation

Policy Committee meetings are normally interpreted simultaneously in a minimum of five languages, in addition to the local language used as a pilot-language. The interpretation arrangements are the responsibility of the local organisers. The languages usually include English, French, German, Italian and Spanish. However, this is to be checked with the Secretariat General in good advance.

Occasionally, and according to technical possibilities, one to three other languages are included at the cost of the requesting delegation, usually Turkish, Greek and/or Polish.

According to the final number of interpreted languages, the meeting hall is to be equipped with interpreters' cabins, audio transmission systems and users' headphones.

Logistics

The local organisers will indicate the exact venue of the meeting in good advance. The description should include details on how to access the venue, including the exact address, description of means of local transport, protocol or security arrangements if any, as well as any relevant supplementary information.

Similar details are to be provided about the venues of the social programme, dinners, meeting times and locations, times and locations of transfers, if any.

A list of suitable hotels with sufficient capacity and good connection to the venue should be provided. Reservations can be entrusted to an agency. Reservations and payments are made directly by the delegates or their national associations.

Social programme

The programme offered to the participants should include:

- coffee breaks (coffee, tea, drinking water) throughout the meeting, as agreed, but usually one coffee break in the afternoon of the first day and one coffee break in the morning of the second day;
- lunch / buffet on the first day;
- an official reception / dinner at the end of the first day;
- a lunch / buffet on the second day;

Proposals or arrangements for study visits or tourist visits for the weekend prior to the meeting, or following the meeting, could also be made.

Miscellaneous provisions

Work documents. Approximately 10 days before the meeting the organisers will receive the documents for printing or photocopying. Participants will be invited to bring their own documents, but additional printed copies are to be made available by the organisers in numbers agreed with the Secretariat General. Usually these include working documents (30–40 copies in English, 20–30 copies in French) as well as other documents. The organisers will be responsible for transmitting the working documents to the interpreters.

Vehicles. If required, one vehicle may be requested for the President, where needed.

Additional equipment. Upon request by the Secretariat General, the local organisers will provide additional equipment as necessary for the meeting, such as ballot boxes and ballot papers, etc.

Dispatch of documents and materials

Documents or materials will be sent by the Secretariat General by post or courier service to the venue. The organisers will provide the following

- Postal mailing address

- Contact person to receive the delivery.
- Office hours of the contact person to receive the delivery from the courier service.
- Mobile phone number of the contact person to receive the delivery.

After the meeting, the organisers will send the materials back to the Secretariat General to the following address:

Pierre Vander Auwera
Council of European Municipalities and Regions
Square de Meeûs 1, 5th floor
1000 Brussels
BELGIUM

Tel.: +32 2 511 74 77

Contact persons

The local organisers should nominate a contact person who will be the main point of contact for the CEMR Secretariat General. The e-mail address and mobile phone number are to be provided.

The local organisers will also provide other contact details (e-mail address and mobile phone number) for all persons who will be responsible for the organisation and logistics, and whom the Secretariat General might need to contact during the meeting, such as meeting hall manager, computer and network technicians, audio technician, bus or car drivers, managing interpreter, etc.



Contact

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About CEMR

The Council of European Municipalities and Regions (CEMR) is the broadest organisation of local and regional authorities in Europe. Its members are over 50 national associations of municipalities and regions from 41 European countries. Together these associations represent some 150 000 local and regional authorities.

CEMR's objectives are twofold: to influence European legislation on behalf of local and regional authorities and to provide a platform for exchange between its member associations and their elected officials and experts.

CEMR is the European section of United Cities and Local Governments (UCLG), the worldwide organisation of local government.

www.ccre.org