

## Short reporting

### Göteborg

#### Event SALAR

Place – Göteborg ( West Sweden), 2 march

#### Description of the discussions during the event

On 2 March, the Region of Halland and Västra Götaland, with the funding from SKL / CEMR / European Commission, organized a dialogue conference on the European Union's cohesion policy in Gothenburg, Sweden.

The event gathered around 65 participants from national, regional and local level. Among the participants were representatives from municipalities, regions, business and universities as well as the non-profit sector.

The cohesion funds are an important instrument for regional development in the EU and it was considered necessary to demonstrate the added value it generates to those who decide on its future existence to ensure its continuation. The invitation was therefore initially addressed to decision-makers at national and regional level to get the most out of the dialogue. The purpose of the event was to show the impact of the funds on regional issues and to highlight the current discussions at regional / national / EU level on this issue.

The day started with the political level that explained the value of cohesion policy in Västra Götaland and Halland. Similarly, the ongoing work of SKL was presented.

In order to demonstrate the importance of cohesion policy for West Sweden, three projects were presented: Integration Halland (ESF), STAR (Social Innovation and Growth for All in the Region) and VINK (West Swedish Incubator's Competence Enhancement), the latter two is funded by ERDF. In addition, Innovatum AB reported on how ERDF funds were initially used to build up its organisation in Trollhättan, but also how ERDF projects, through different funds, have helped to position it as an important regional development center in western Sweden. A clear example of how cohesion policy contributed to building permanent structures. Information from the Swedish riksdag was given about the Swedish government's position for the forthcoming negotiations on the next long-term budget in the EU. Representatives from DG Regional and the European Parliament reported from the ongoing discussions in Brussels and its possible impact on the cohesion policy. In addition, the cohesion policy from a historical perspective was presented, and its importance for a united EU. In the final panel discussion, the added value of cohesion policy was discussed and considered as the glue in the European cooperation project. In all development work it is however necessary to have a long-term perspective to be able to measure results and success. The current negotiations should also take into account the regional perspective, as it is the regional and local level who has the best knowledge of where investments should be made. We must also to talk more about and spread the positive results of EU cooperation.

In order to reach a broader audience and increase the knowledge of the cohesion policy, a debate article was published in Göteborgsposten in connection to the conference. It stated the importance of the policy for Västra Götaland. A week earlier, a debate article in the Hallandsposten was published for the same purpose.

During the event, a number of "tweets" were published under the hash tag "EUinmyregion".

A week after the event, a press release was also sent focusing on the conference.

In addition, the cohesion policy was presented on the “VGR fokus” website, which is the region of Västra Götaland digital news channel. Moreover, a short film from the event is under production as part of the agreement with the financiers of the event. The film will be published on Youtube and published on the website of the region of Västra Götaland and in social media. Finally, the project organizers received a very positive feedback from the participants and the message was clear - cohesion policy makes a difference, achieves concrete results and is needed in all EU regions, also after 2020!

#### Number of participants 64

#### Type of participants (to be confirmed in the upcoming report)

- 45 local and regional representatives
- 5 national representatives
- 2 EU officials
- 6 project beneficiaries
- 6 associations and civil society incl. University
- 0 NGOs
- 0 citizens/Students

#### Media coverage

- List of media **to be added**

Hallandsposten

Göteborgsposten

VGR Fokus

Event promotion: Article on Hallandsposten 2018-02-28

<http://www.hallandsposten.se/%C3%A5sikter/debatt/regeringen-m%C3%A5ste-st%C3%A5-upp-f%C3%B6r-eu-pengar-1.5156562>

- Social media activities before, during and after the event (Tweets, Facebook, etc.)  
7 Tweets during the event:

<https://twitter.com/GUVentures/status/969548929472843778>

<https://twitter.com/AgnetaMrdsj/status/969557284115353600>

<https://twitter.com/KatrinUrbackVGR/status/969544833978249218>

<https://twitter.com/RegionVastraGot/status/969571337789493248>

<https://twitter.com/KatrinUrbackVGR/status/969557341338263552>

<https://twitter.com/RegioSweden/status/969545835737468928>

<https://twitter.com/KatrinUrbackVGR/status/969581207385264128>

- Press release

<http://news.cision.com/se/vastra-gotalandsregionen/r/eu-nedskarningar-kan-hotavastsvensk-tillvaxt,c2468914>

- Webpage views: 0

- Video link

Video upload on CEMR You Tube channel [http://bit.ly/cohesion\\_dialogues](http://bit.ly/cohesion_dialogues)

- Press clipping after the dialogue indicated and number of articles echoed by media  
Article on Göteborgsposten 2018-03-02  
<http://www.gp.se/debatt/v%C3%A4stsverige-kan-f%C3%B6rlora-1-5-eu-miljarder-1.5243596>  
Article on VGR Fokus 2018-03-02  
<https://vgrfokus.se/2018/03/vastsverige-kan-forlora-15-miljarder-eu-stod/>