



INVITATION: A CELEBRATION OF EUROPE DAY 2017

# EUROPE'S CITY-REGIONS: THE KEY DRIVERS FOR A FUTURE SMART, SUSTAINABLE AND INCLUSIVE EUROPE

**TUESDAY 9 MAY 2017**

**12:30pm - 2:00pm**

**RMIT, CITY CAMPUS**

Green Brain Conference  
Rooms, Level 7, Building 16,  
(Storey Hall),  
336-348 Swanston Street  
Melbourne VIC 3000

**FREE EVENT | RSVP:**

<https://europes-city-regions-the-key-drivers.eventbrite.com.au>

For more than 40 years, the Europe Union (EU) has recognised that its city-regions all have different characteristics and assets that contribute differently to the development of the Single European Market and to the future of Europe. EU Regional Policy has been a central means of sharing resources for European regions to develop their competitiveness, strengthen their social cohesion and become more innovative.

As Europe struggles to generate economic growth and employment, welcome refugees and to meet citizens' aspirations for improved living standards, the role of its city-regions has become more important than ever. This celebration of Europe Day will reflect on the varying contributions of European city-regions to building a smarter, more sustainable and inclusive Europe, and how their roles will evolve over the next decade.

This event is part of the EU's World Cities knowledge exchange project involving four cities from the EU and four from Australia.

The key speakers at the event will be Dr Ronald Hall and Professor Las Coenen.



**DR RONALD HALL:** Principal advisor at DG Regional and Urban Policy at the European Commission. His responsibilities include international cooperation in regional and urban policy, Northern Ireland Task Force and the Open Days Conference of Regions and Cities. Dr Hall's European Commission career started in 1989, when he was appointed the head of division in the Directorate General for Agriculture with responsibility for rural development programmes in twelve Member States. In September 1999, he was appointed deputy chief adviser to Michel Barnier, European Commissioner responsible for regional policy and constitutional reform and, after May 2004, to Commissioner Jacques Barrot. Since November 2004, Dr. Hall has been director in the Directorate General for regional policy before taking his current role as principal advisor. Dr Hall has published various articles on European regional policy and is co-author of a book, *Competitiveness and Cohesion in EU Policies*.



**PROFESSOR LARS COENEN:** is an interdisciplinary scholar cross-cutting the fields of innovation studies, economic geography and science and technology studies. He joined the University of Melbourne in January 2017 as the inaugural 'City of Melbourne Chair of Resilient Cities'. The chair is an initiative between the City of Melbourne and University of Melbourne aimed at understanding and improving the city's resilience to economic, social and environmental change. Prior to this, he was full professor in innovation studies at CIRCLE, the Centre for Innovation, Research, and Competence in the Learning Economy at Lund University in Sweden, one of Europe's leading research centres in innovation studies. Here he was heading a research group dealing with innovation and sustainability transitions. His research interests converge around the geography of innovation: Why is it that some regions and cities in the world stand out in their ability to foster and diffuse novelty? How can regions and cities improve their capacity to innovate? In particular he is interested in addressing this broad set of questions on innovations related to pressing societal challenges such as climate change.