



IV ANNUAL CONFERENCE - JURMALA 8-9 DECEMBER 2011

# Innovation Circle Network

## Europe in Transformation

Focus on the future for communities and cities in rural regions

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Venue:  
Hotel Jurmala SPA



Latvian Association of  
Local and Regional  
Governments



Jurmala  
City Council



# AGENDA

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## Wednesday 7<sup>th</sup> December

- 15:00-18:00 Trans in Form project coordinator meeting  
19:00 Get together reception at the Hotel Jurmala SPA

## Thursday 8<sup>th</sup> December

- 09:00 Registration**  
Coffee / tea
- 10:00 Opening of the conference**  
Ms. Rita Merca, President of Innovation Circle Network  
Mr. Gatis Truksnis, Mayor of Jurmala  
Mr Andris Jaunsleinis, President of Latvian Association of Local and Regional Governments
- 10:20 How can EEA Grants contribute to regional development in Europe ?**  
H.E. Mr. Jan Grevstad, Norwegian Embassy in Latvia.
- 10:35 Regional development challenges in Latvia towards 2020**  
Ms. Ilona Raugze Deputy Director of Department – Head of Division, Ministry of Environmental Protection and Regional Development, Latvia
- 11:00 Regional scenarios for Vidzeme region in Latvia**  
Mr. Visvaldis Valtenbergs, Ph.D and Assistant Professor at Vidzeme University of Applied Sciences.
- 11:20 Regional attractiveness in the Baltic Sea Region - roads to success and failures** Mr. Knut Vareide, Research fellow, Telemark Research Institute, Norway
- 11:45 Short break**
- 12:00 Economic development in rural areas in difficult times.**  
Mr. Cliff Hague, Professor Emeritus Heriot-Watt University, UK
- 12:30 Lunch break**
- 14.00 European development measures and opportunities for the Baltic Sea Region**  
Dr.sc.ing. Renate Strazdina, Executive Director  
Mr. Janis Dirveiks, Senior consultant



- 14:20**            **Why is transformation of small towns necessary?**  
Thomas Berger, Mayor of Trebbin Municipality in Brandenburg, Germany.
- 14:40**            **Innovation through town development-density matters even in villages**  
Mr. Michael Fuller-Gee, town planner in Arendal , Norway
- 15:30**            **Coffee break**
- 16:00**            **Annual meeting Innovation Circle Network**  
Presentation of new partners
- 17:00**            **End of day**
- 19:00**            **Dinner**
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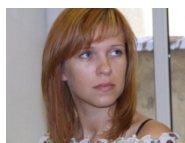
## Friday 9<sup>th</sup> December

- 09.00**            **Jurmala tourism destination and spa resort – strategy and actions**  
Gunta Ušpele, Head of Unit of Tourism and Foreign Affairs, Latvia
- 09:30**            **Pskov city – exchanging cultural capital into global markets**  
Ms. Anastasia Nikandrova - Head of international department, Pskov State Pedagogical University, Russia
- 10:00**            **Trans in Form project – status and challenges**  
Mr. Bjørn Frode Moen - project manager, Notodden Municipality, Norway
- 10.30**            **Coffee break**
- 11:00**            **Innovation Circle Network – the road ahead!**  
New project ideas and invitations – speakers corner  
Plenary discussion
- 12:00**            **Summary of the conference**  
Mr. Cliff Hague and Ms. Rita Merca
- 12.30**            **Lunch and departure**



## Key note speakers

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**Ms. Ilona Raugze** is Deputy Director of Department – Head of Division, Ministry of Environmental Protection and Regional Development. She will speak about **Regional development challenges in Latvia towards 2020**



**Mr. Jan Grevstad** is the Norwegian Ambassador in Latvia since 2009. He will give an introduction to the EEA grants and the Norwegian Financial Mechanism which is funding a variety of projects within the EU member states. Latvia is one of the countries which has received significant grants and several projects have been carried out in rural areas and medium sized cities.



**Mr. Thomas Berger** is the Mayor of Trebbin town in Brandenbrug, Germany. He is also coordinator of the Trans in Form project and member of Steering Committee. Trebbin is a city who is located in the hinterland of Berlin and the municipality is working on transformation and story telling.



**Mr. Cliff Hague** is prof. emeritus at the Heriot-Watt University will speak about **Economic development in rural areas in difficult times**. His recent book is “Regional and Local Economic development”. Hague is also representing UK within the ESPON and was leader of Commonwealth Association of Planners.



**Mr. Michael Fuller- Gee**, Master in urban planning and landscape architect is currently working as town planner in Arendal City Council in Norway. He has been working as an EU expert for towns and cities in several countries. He will speak about **Rural innovation based on town development**.



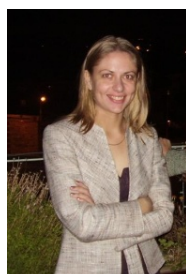
**Mr. Knut Vareide**, Telemark Research Institute, has been undertaking regional study of attractiveness among BSR countries and regions. He will present findings and speak about **Regional attractiveness in the Baltic Sea Region - roads to success and failures**



**Mr. Visvaldis Valtenbergs**, Ph.D and Assistant Professor at Vidzeme University of Applied Sciences. He was evaluator at the Innovation Circle Project (Interreg 3 B) and he is also working as an expert within the ESPON project PURR. He will speak about **Regional scenarios for Vidzeme region in Latvia**.



**Dr.sc.ing. Renate Strazdina** is Executive Director in Ernst & Young, Baltic SIA, Latvia. **Mr. Janis Dirveiks**, Senior consultant. They will give a speech about **European development measures and opportunities for the Baltic Sea Region**



**Ms. Gunta Ušpele**, Head of Unit of Tourism and Foreign Affairs will present **Jurmala tourism destination and spa resort – strategy and actions**. Jurmala has experienced a visitor boom the last 20 years and the city is the leading SPA resort in the Baltics.



**Ms. Anastasia Nikandrova**, administrative manager at LLC Idavang, will present **Pskov city – exchanging cultural capital into global markets**. Pskov city and region is building tourism businesses and new competence industries on the basis of the rich cultural history. The city and region is famous for it's many churches, monuments and the Pechory Monastery.



**Mr. Bjørn Frode Moen** is an International Adviser in Notodden Municipality in Norway and project manager in Trans in Form which is an Interreg project financed by the Baltic Sea Region program. He is also lead stakeholder in the ESPON project Purr and is partner in URBACT project OP-ACT. He will give an update about the project status and preliminary project results.



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## Practical information:

All participants can register online at [www.innovationcircle.net](http://www.innovationcircle.net)

- 1) Full conference package Wednesday – Friday including Program, reception dinner Wednesday, Lunch, coffee breaks, dinner Thursday, Lunch Friday  
Member Price: 150 Euro for IC members, TIF partners, LARLG members  
Price: 200 Euro for others

In addition-Rooms:

Standard for single use: 60 Euro /night

Standard for double use: 70 Euro/night

For superior rooms there will be an extra charge at min. 15 Euro per night

Accommodation prices include buffet breakfast, free entrance to Wellness Oasis - saunas and pools until 18:00 (departure day until 12:00). 10% discount on wellness services.

- 2) Day package Thursday including program, lunch and coffee breaks  
Member Price: 40 Euro  
Non Member: 50 Euro  
Additional 20 Euro for dinner Wednesday / Thursday
- 3) Day package Friday including program, lunch and coffee breaks  
Member Price: 40 Euro  
Non Member: 50 Euro
- 4) Deadline for registration: 1th November.

Any questions can be addressed to:

Christin Schmidt

[christin@innovationcircle.net](mailto:christin@innovationcircle.net)

Phone: +491773012441

or

Alf S. Johansen, Phone: +4791337013