

## AGENDA 2<sup>nd</sup> OP-ACT Workshop

### Implementation Phase

20. – 22.06.2011

Leoben

**Monday, June 20th 2011**

8.00	<b>Falkensteiner Hotel &amp; Asia Spa Leoben</b>
8.30 – 8.45	<b>Welcome and Introduction</b> Mr. Matthias Konrad – Mayor of Leoben, <i>Municipality of Leoben</i> Mr. Wolfgang Domian - Lead Partner, <i>Municipality of Leoben</i>
8.45 – 9.15	<b>Presentation by Mr. Alexander Ferstl</b> European Commission, Urban Development and Territorial Cohesion
9.15 – 10.30	<b>Press Conference</b>
9.15 – 10.30	<b>Workshop I</b> <b>“How could your city’s image be improved?”</b> <i>Analysis of the current status of the image in your city, development of improvement strategies and elaboration of interdependencies and synergies with other WP’s in working groups.</i>
10.30 – 11.00	<b>Coffee Break</b>
11.00 – 11.45	<b>Expert’s Presentation and discussion</b>
11.45 – 12.30	<b>Presentation of Results of Workshop I and discussion</b>
12.30 – 13:45	<b>Analysis of collected best practice examples of WP1</b> <b>Governance and New Narratives</b> <i>Stabilising the financial situation after the economic crisis, finding new branding and marketing ideas to promote the city image</i> <ul style="list-style-type: none"> <li>- <b>Presentation of best practice examples</b> in regards to finance systems, branding, marketing and image building by each project partner</li> <li>- <b>Presentation of best practice examples on EU level</b></li> </ul>

	by Mr. Hanns-Uve Schwedler/Mr. Daniel Kampus
13.45 – 14.30	<b>Lunch</b>
14.30 – 15.30	<p><b>Workshop II</b></p> <p><b>“How can the financial situation in your city be improved?”</b></p> <p><i>Analysis of the current financial situation in your city, development of improvement strategies and elaboration of interdependencies and synergies with other WP's in working groups.</i></p>
15.30 – 16.30	<b>Presentation of Results Workshop II and discussion</b>
16.30 – 17.00	<b>Coffee Break</b>
17.00 – 18.00	<b>Visit of City Center</b>
18:00 – 20:00	<p><b>Culture Historical Exhibition “The returning of the Roman and Greek Gods” – Art Hall Leoben</b></p> <p>- <b>Presentation of best practice example – Kunsthalle Leoben</b></p> <p><b>“The image change from an industrial to a cultural city”</b></p> <p>by Ms. Susanne Leitner-Böchzelt, Director of the Art Hall Leoben, Director of the Museums Association</p> <p><b>“The cultural life and programme in Leoben today”</b></p> <p>by Mr. Gerhard Samberger, Cultural Manger of the Municipality of Leoben and Director of the Town´s Theatre</p> <p>- <b>Visit of the exhibition</b></p>
20.15	<b>Dinner</b>

**Tuesday, June 21st 2011**

8.30	<b>Falkensteiner Hotel &amp; Asia Spa Leoben</b>
9.00 – 9.30	<p><b>Local Action Plan</b></p> <ul style="list-style-type: none"> <li>▪ Structure and requirements of LAP</li> <li>▪ Best practice examples</li> <li>▪ Question and answers</li> </ul> <p>by Mr. Hanns-Uve Schwedler/Mr. Daniel Kampus</p>

9.30 – 10.30	<b>Workshop III – Presentation of intended Local Action Plans</b> <i>Presentation of planned LAP topics and contents by each project partner (5 minutes each)</i>
10.30 – 11.00	<b>Coffee Break</b>
11.00 – 12.00	<b>Feedback and discussion of workshop III</b> <i>Feedback and discussion in regards to the content and structure of LAP by all project partners as well as feedback and recommendation by Lead Expert and Thematic Expert</i>
12.00 – 12.30	<b>Presentation of best practice example Leoben</b> <b>“Design process and implementation of the city’s Mission Statement”</b> <ul style="list-style-type: none"> <li>▪ Explaining the design process and implementation</li> <li>▪ Realisation of mission statement topics – examples</li> </ul> by Mr. Wolfgang Domian
12.30 – 13.30	<b>Lunch</b>
13.30 – 14.00	<b>Walk along the river Mur to the city hall</b> <i>Showing some best practice examples</i>
14.00 – 15.00	<b>Sightseeing Tour</b> <i>Districts of Leoben</i>
15.00 – 20.00	<b>Visit to the „Erzberg“</b>
20.15	<b>Dinner (invitation by the city of Leoben)</b>

**Wednesday, June 22nd 2011**

8.30	<b>Falkensteiner Hotel &amp; Asia Spa Leoben</b>
9.00 – 9.15	<b>Steering Committee Meeting</b> <ul style="list-style-type: none"> <li>▪ Roles and Rules</li> <li>▪ Miscellaneous</li> </ul>
9.15 – 10.00	<b>Finance, Administration and Communication</b> by Ms. Christiane Treidl/Ms. Alexandra Janze
10.00 – 10.30	<b>Peer Review</b> <ul style="list-style-type: none"> <li>▪ Presentation of Project – Initial Report</li> </ul>

10.30 – 11.00	<b>Coffee Break</b>
11.00 – 13.30	<b>Peer Review - Workshop</b> <ul style="list-style-type: none"><li>▪ Questions to project representatives</li><li>▪ Comments and Recommendations</li></ul>
13.30 – 13.00	<b>Feedback and Conclusions</b>
13.00	<b>Departure</b>