



Council of the European Union
General Secretariat

Brussels, 07 December 2016

WK 1582/2016 INIT

LIMITE

**POLGEN
POLMAR
AGRI
ENV
PECHE
RECH
RELEX
TRANS**

This is a paper intended for a specific community of recipients. Handling and further distribution are under the sole responsibility of community members.

INFORMATION

From:	General Secretariat of the Council
To:	Delegations
Subject:	Organisation of European Maritime Day Conferences (2020 to 2024) - request for expressions of interest by Member States

Delegations will find herewith a letter and accompanying documents by the Commission on the above. Please note that the Commission will give a more detailed presentation of these at the next Friends of the Presidency Group meeting scheduled in January 2017.



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR MARITIME AFFAIRS AND FISHERIES

BALTIC SEA, NORTH SEA AND LANDLOCKED MEMBER STATES

Brussels,
MARE E1

Subject: Organisation of European Maritime Day Conferences from 2020 to 2024

Dear members of The Friends of the Presidency Group,

Since its creation in 2008, the European Maritime Day, celebrated annually around 20 May, has become a fixture on Europe's Maritime Agenda regularly gathering more than 1000 stakeholders from across Europe to network, discuss and forge joint action.

As the present list of host cities/regions comes to an end in 2019, we herewith invite EU Member States to make their interest known in hosting and organising together with the European Commission the next edition of this signature event for Europe's Integrated Maritime Policy in the period 2020-2024.

To this end we would kindly invite you/your MS to send a letter of interest to the EMD team at MARE-European-Maritime-Day@ec.europa.eu with the information detailed below (1) before 30 April 2017.

Selection criteria will include the principle of rotation of sea basins, the maritime character of the potential candidate cities and regions, as well as adequate organisational capacities for a 1000-participant conference. It would also be positive to already indicate thematic preferences.

The documents attached detail the human and budgetary resources needed at local and national level and the possible sharing of tasks. We are planning to hold a presentation on these during the January meeting of the Friends of the Presidency.

Applications will be explored together with the upcoming Presidency in the Friends of Presidency Group, in view of including a mention of the future locations with the running order in the Council Conclusion on the IMP by June 2017.

Yours sincerely,

Haitze Siemers

For more information, please contact the EMD team at MARE-European-Maritime-Day@ec.europa.eu

Enclosures:

- A PowerPoint describing the management of the project
- A table describing the tasks division between EC and host country/city
- Guidelines for sponsorship

(1) Information for the letter of interest:

- Host City or Region
- Declaration of interest - Maritime character of the potential candidate city and/or region
- Preferred year if any
- Please confirm that the location is appropriate for a 1000-participant conference



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR MARITIME AFFAIRS
AND FISHERIES

GUIDELINES FOR SPONSORING THE EUROPEAN MARITIME DAY CONFERENCE

The European Maritime Day is a European Commission conference. The Commission often engages in joint activities or events with other organisations. In case of equal partnerships, the communication products should be co-branded. However, this co-branding concerns public administrations or public organisations only.

Regarding private sponsoring, the rules on communication are different. For reasons of independence and neutrality of the European Commission, we must avoid situations of possible conflict of interests or the promotion of messages that could compromise the image of the European Commission.

On possible sponsorship, we provide the following guidance:

- DG MARE is to be consulted on the choice of sponsors, their participation in the event and their visual representation at the event.
- The political and VIP related parts of the programme (e.g. VIP dinner, press points, panel debate, thematic sessions) are not to be sponsored at all.
- The catering/venue as well as any social events open to all conference participants may be sponsored
- The visual identity of the partners should be low profile (e.g. no large banners in the main hall or in view of the webstreaming cameras)
- The public day is open for sponsoring provided the visual identity of the Conference is prioritized.

Logistics and communication of the European Maritime Day

Tasks division between the Host Country and the European Commission

	EUROPEAN COMMISSION (DG MARE)	HOST COUNTRY
PROJECT COORDINATION AND WORKING ARRANGEMENTS		
Overall coordination and organisational responsibility for the event	<ol style="list-style-type: none"> 1. Define tasks and timelines, monitor progress; 2. Hold regular progress meetings with the Host Country; 3. manage the event on site in cooperation with the Host Country, including responsibility for the registration desk and overseeing the conference assistants 	<ol style="list-style-type: none"> 1. Appoint a coordinator who will work jointly with the MARE EMD project coordinator on all aspects of the conference. 2. Send a trainee/intern to assist the EMD Team in Brussels
PROGRAMME OF THE CONFERENCE		
Conference	<ol style="list-style-type: none"> 1. Draft the programme, including the selection of speakers, and in cooperation with the various services of the European Commission, the European Parliament and maritime stakeholders. 2. Ask for the participation of the responsible Commissioner(s), European ministers and other high-level speakers, as well as a number of senior staff. 3. Liaise and mail invitations to speakers; 4. Inform stakeholders notably during the Info Day organised by the Host Country, organise the application and selection process for the stakeholders workshops, finalise the programme for the stakeholders' workshops. 5. Liaise with stakeholders on the content and logistical aspects of their events. 6. Draft the conclusions of sessions, collect workshops' reports/conclusions, publish conclusions; draft and publish a 	<ol style="list-style-type: none"> 1. Cooperate in preparing the conference programme; 2. Ensure participation of high level speakers: Prime Minister, responsible central government minister(s), and regional/local authorities, MEPs, Host Country's Members of the Committee of the Regions and of the Economic and Social Committee; 3. Organise the Info Day for stakeholders (usually in the permanent representation premises of the Host Country in Brussels) 4. Participate in the evaluation of proposals for stakeholder workshops;

	report of the conference	
Exhibitions		1. Organise the exhibition for stakeholders (see Logistics);
EEN	1. To facilitate bilateral meetings for stakeholders via the Europe Enterprise Network.	1. Organise the matchmaking events (see Logistics).
COMMUNICATION OF THE CONFERENCE		
Visual identity	1. Provide visual identity of the conference;	1. Ensure that the EU flags and visual identity of EMD (banners etc.) are clearly visible in the conference rooms and outside the venue;
Website	2. Design and manage conference webpage – in particular programme updates, upload presentations and reports after the event;	1. Cooperate on webpage with practical information about travelling to the country, getting to the venue from the airport, and suggested hotels near the venue, as well as information about tourist attractions (or link to the tourist information webpages), provide content in EN;
Publicity and media relations	<ol style="list-style-type: none"> 1. Invite European Commission stakeholders; 2. Promote the conference via press releases, articles, newsletters; liaise with COM journalists network; involve COM Representation in the Host Country; 3. Produce online dissemination of results; 	<ol style="list-style-type: none"> 1. Organise a Public Day to inform citizens about the Integrated Maritime Policy; 2. Invite national, regional and local stakeholders to attend the conference; 3. Publicise the conference in the local and national newspapers, invite national, regional, local, and specialised media, as well as foreign correspondents accredited in the Host Country to attend and cover the conference. These should be done in cooperation with DG MARE communication unit; 4. The Host Country can accept sponsoring from private or public parties, provided that DG MARE does not object to the sponsoring agreement. DG MARE should be consulted

		before any sponsoring agreement is concluded;
LOGISTICS OF THE CONFERENCE		
Interpretation	<ol style="list-style-type: none"> 1. Provide Commission interpreters; 2. Hire mobile booths (if no booths in the venue or not ISO compliant); 3. Hire equipment for interpretation (equipment in the booths, headphones and receivers for participants); 4. Hire technicians for the booths 	
Conference venue		<p>Provide conference venue of sufficient capacity for the duration of the conference (and available a day before the conference for set-up);</p> <ol style="list-style-type: none"> 1. The venue should have a plenary room to seat at least 1000 people, 2 smaller conference rooms (at least 250 seats each) and 3 additional break-out rooms (at least 150 seats each). 2. The venue should have additional working rooms: <ul style="list-style-type: none"> – One for an office for the European Commission organisers – One VIPs room, where VIPs could rest and hold bilateral meetings – One for the High Level Focal Point meeting/Presidency – One for the Europe Enterprise Network meetings. – One for the conference assistants 3. The venue should have catering and registration area suitable for at least 1000 participants; 4. The venue should also have an area suitable for a 50-booth exhibition and networking space;

		Provide storage space in the venue for documentation and other material sent by the Commission or stakeholders and assign staff to receive and hand out these deliveries to the addressees upon arrival; as well as make available a trolley and/or porters;
Technical equipment	<ol style="list-style-type: none"> 1. Provide all necessary technical equipment in the conference rooms and offices: <ul style="list-style-type: none"> – acoustic equipment, microphones; – headsets (translation); – beamer, screen and computer; – furniture: top table/lectern for speakers and chairs for participants; – technical support staff; – Internet connection in the venue; 2. For the EC office provide 4 desks, each equipped with a PC with Internet access; a fast printer and copying machine should be available in the office for an exclusive use of the organisers; <p>Optionally provide a mobile App for the conference;</p>	
Signposting	<ol style="list-style-type: none"> 1. Produce conference-specific signposting (such as banners, posters, flags) 2. Produce venue decoration 3. Have EU flags in conference rooms and outside the venue 4. Ensure that the EU flags and visual identity of EMD (banners etc.) are clearly visible in the conference rooms and outside the venue; provide Host Country and EU flags. 	
Catering	<ol style="list-style-type: none"> 1. Provide catering on the premises for a maximum of 1000 participants during two days (coffee breaks, lunches), as well as water for all speakers and interpreters; 	
		<ol style="list-style-type: none"> 1. Optionally organise a VIP dinner or lunch. Take care of transport for VIPs; 2. Optionally organise a networking reception for the conference participants as well as the transfer of participants to the reception venue.

Registration	3. Prepare and manage conference registration (online and on site, provision of badges, booths for registration);	
Conference assistants	1. Hire conference assistants;	
Moderator	1. Hire moderator;	
Photograph	1. Hire and oversee the photographer to document the event;	
Conference material and documentation	1. Print conference programme; 2. Produce participants kits (i.e. bag, pen, notepad);	1. Provide own information material and optionally participant gift to be included in the participant kit;
Exhibition		1. Take care of all practical arrangements with stakeholders regarding application, organisation, installation of booths and deliveries. Provide one stand for DG MARE
EEN		1. Take care of practical arrangements for the organisation of matchmaking events with EEN
Travel expenses for speakers	1. Take in charge travel and accommodation expenses of a selected number of speakers at the conference;	1. Facilitate for DG MARE the booking of hotel rooms near the venue for speakers taken in charge;
Transport and accommodation of participants		1. Organise bloc booking of hotels for conference participants (possibly pre-book a number of rooms);
	1. Provide transport to/from airport to VIPs; 2. Optionally, provide shuttle service for participants between the airport and the venue before and after the conference;	
Security		1. Take care of security arrangements (including liaising with relevant security authorities on their security requirements);



European Maritime Day

Management of the
project

European Maritime Day 2016 – Turku



About the European Maritime Day

- *Celebrated annually accross Europe on 20 May*
 - **Officially created on 20 May 2008**
- *Main event: a political conference*
 - **In a different region with a different theme each year**
 - **For policy-makers, maritime stakeholders (academia, research, NGO), industry professionals, universities**
- *The annual meeting point for Europe's maritime community to network, discuss and forge actions*
 - **To raise the visibility of maritime sectors and build upon best practices**
 - **To support the further development of an integrated approach to maritime affairs**
 - **To promote contacts with and between maritime stakeholders**
 - **To create long-term maritime stimulus for host country**

EMD Past, Present and Future

2008	<i>BRUSSELS /Belgium</i>
2009	<i>ROME /Italy</i>
2010	<i>GIJON /Spain</i>
2011	<i>GDANSK /Poland</i>
2012	<i>GOTHENBURG /Sweden</i>
2013	<i>VALLETTA /Malta</i>
2014	<i>BREMEN /Germany</i>
2015	<i>PIRAEUS /Greece</i>
2016	<i>TURKU /Finland</i>
2017	<i>POOLE /United Kingdom</i>
2018	<i>BURGAS /Bulgaria</i>
2019	<i>LISBON /Portugal</i>

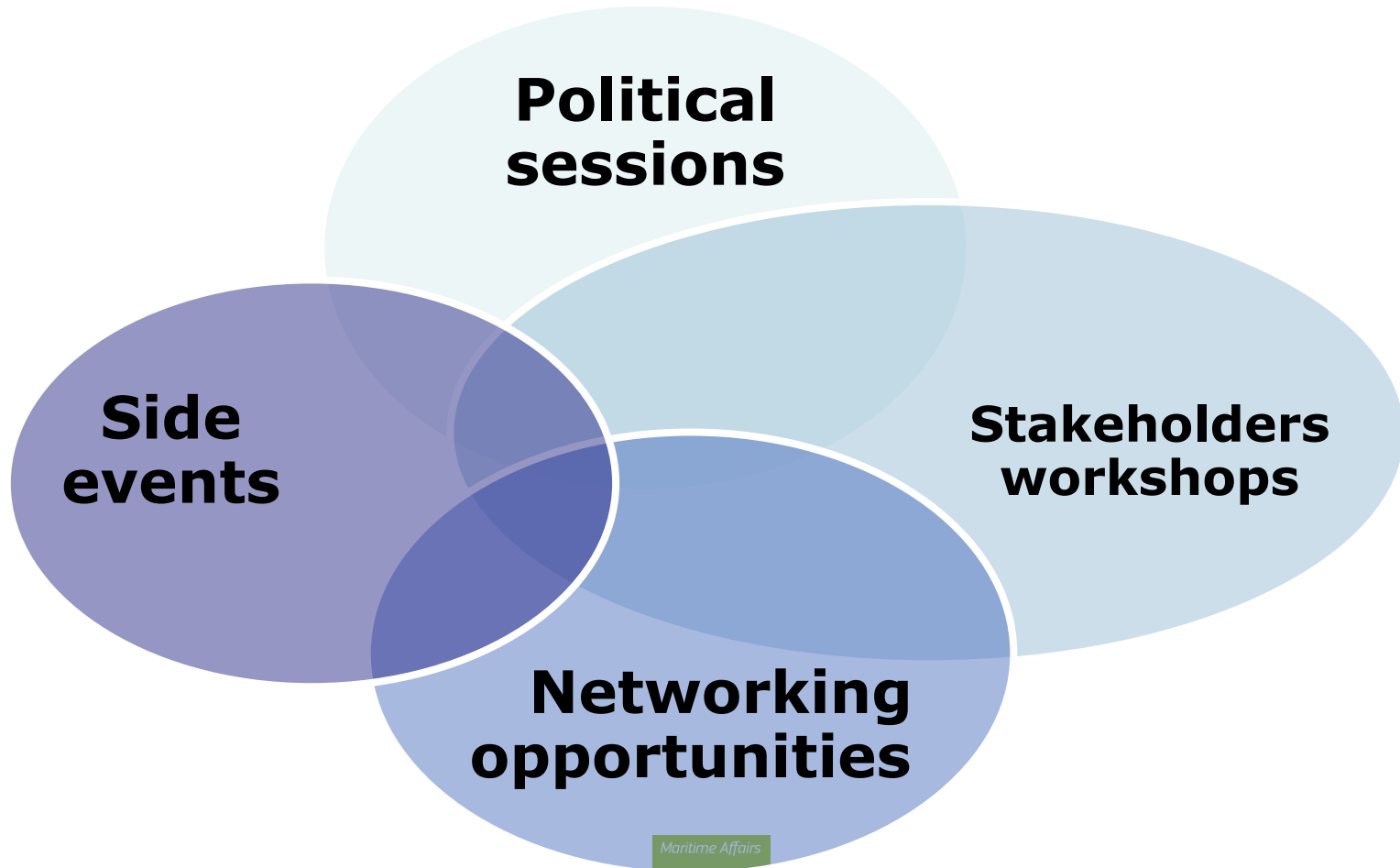


A conference, but not only ...

- ***A 2-day inspiring conference with around 1000 participants***
- ***Public Days / Maritime festival in the host city***
- ***Events in Europe: celebrations everywhere in Europe. 30 events in 2016***



European Maritime Day Conference



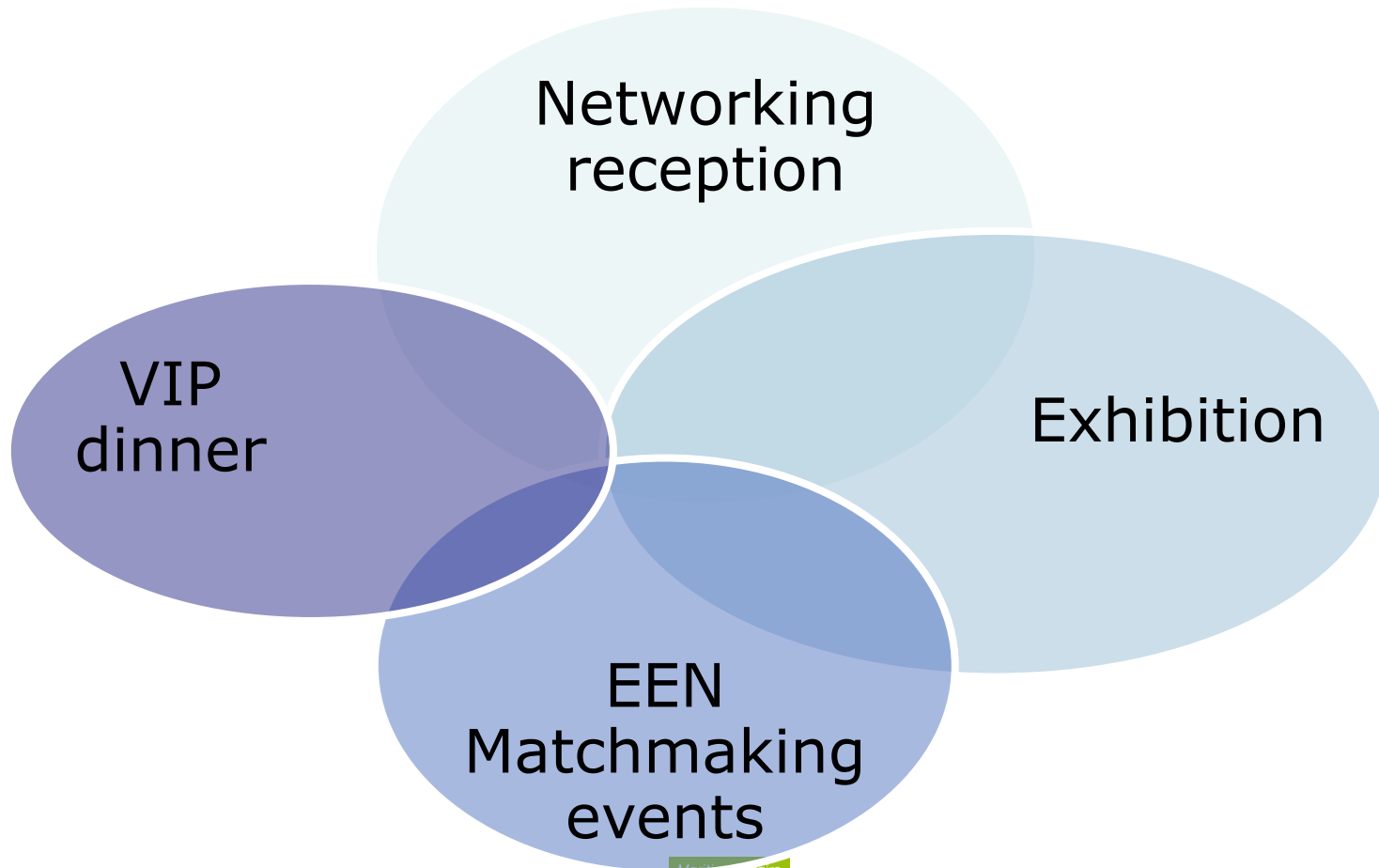
Plenaries



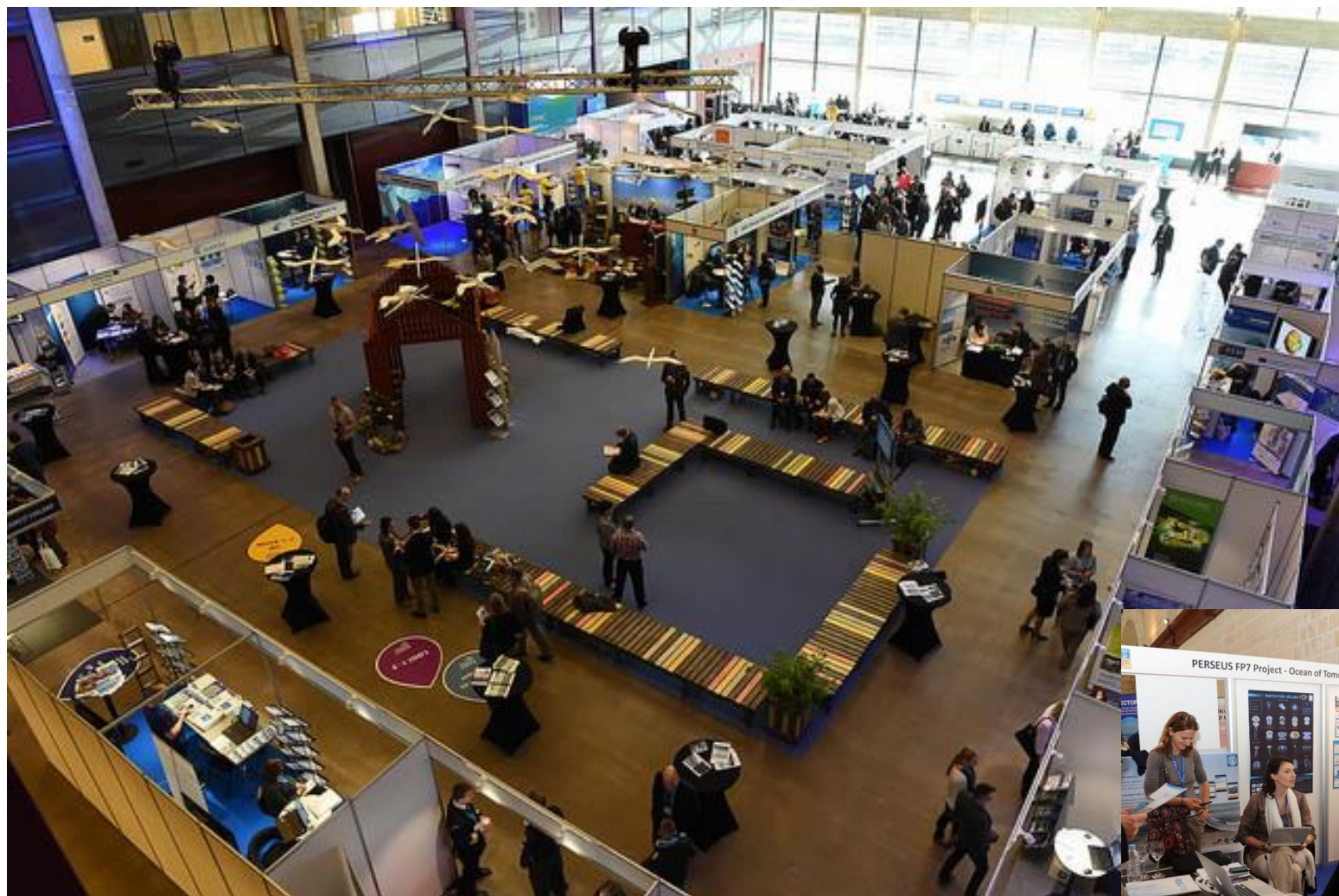
Workshop atmosphere



Networking opportunities



Exhibition – Turku's Networking village



Enterprise Europe Network

Matchmaking meetings



Business Support on Your Doorstep

- *The Network organises a B2B platform to book matchmaking meetings at the EMD and helps small and medium-sized enterprises make the most of business opportunities in the EU and beyond.*
- *Services offered by 600 member organisations, including chambers of commerce, industry, technology centres, universities and development agencies*



Indicative structure of the programme

Day 1	Day 2
8.30 Registration, opening of exhibition and greeting of Stakeholders	
9.00 – 10.30 Thematic sessions/Good practise workshops	08.30 – 10.00 Thematic sessions/Good practise workshops
<i>10.30 - 11.00 Coffee Break</i>	<i>10.00 – 10.30 Coffee Break</i>
11.00 – 12.30 Thematic sessions/Good practise workshops	10.30 – 12.00 Reporting back session
<i>12.30 – 13.30 Lunch Break</i>	<i>12.00 – 13.00 Lunch Break</i>
13.30 - 15.30 Official/political opening	13.00 – 15.00 Plenary Session
<i>15.30 – 16.15 Coffee Break</i>	15.00 – 15.15 Closing, handover ceremony
16.15 – 17.45 Thematic sessions/Good practise workshops	
<i>Networking Event/VIP Dinner</i>	

EMD: A project managed jointly by:



- **The Commission (Directorate A of DG MARE)**
 - Overall coordination, link with stakeholders:
Claus Schultze, Christine Ratel with a trainee sent by the Host City
- **The Host City**
- **The host country's Minister in charge of the Integrated Maritime Policy**

Project Management - 1

- *Joint work on the programme*
 - **Conference programme**
 - Choice of themes/speakers for sessions
 - Contact high-level speakers
 - **Stakeholders workshops/exhibitions/B to B/side events**
 - Call for proposals: stakeholders workshops and exhibitions
 - Assessment of stakeholders' applications / exhibitions
 - Side events and public events
 - Follow-up and contacts with stakeholders
 - Link with the country holding the Presidency of the Council of the EU
- *Joint communication*
 - **Communication with stakeholders**
 - **Website, social media**
 - **Press**

Project Management - 2

- *Memorandum of understanding between the Host City, Host Country and the European Commission: sharing of responsibilities and budget (conference costs shared equally by Commission and Host City/Country)*
 - **Venue**
 - **Catering, Networking reception**
 - **Technical equipment, Signposting**
 - **Exhibition**
 - **Matchmaking events**
 - **Hostesses**
 - **Printing**
 - **Interpretation**



Identify a headline theme for the conference

- **Poole 2017:** The future of our Oceans
- **Turku 2016:** Investing in competitive Blue Growth – smart and sustainable solutions
- **Piraeus 2015:** Ports and Coasts, gateways to maritime growth
- **Bremen 2014:** Innovation driving Blue Growth
- **Valletta 2013:** Coastal development and sustainable maritime tourism: an investment for Blue Growth
- **Gothenburg 2012:** Sustainable Growth from the Oceans, Seas and Coasts
- **Gdansk 2011:** Maritime Policy: Putting People First
- **Gijón 2010:** How to foster innovation?
- **Rome 2009:** Integrated Maritime Policy and the contribution of maritime clusters to regional development
- **Brussels 2008:** A regional approach to the implementation of Maritime Policy

Main milestones

