

## “Innovative Local Public Services building Growth in Europe”

15<sup>th</sup> CEEP Local Public Services’ Enterprises Conference

15 November 2012

European Economic and Social Committee

Rue Belliard, 99 - 1040 Brussels

Providers of Services of General Interest are a key element of the European economy. Amongst them, 16,000 Local Public Services’ Enterprises employing more than 1 million European citizens supply essential services to citizens and businesses at local level. In their daily mission, they are the backbone of regional and local economic development.

During the last 30 years, local enterprises have had to cope with significant pressure from the public as well as from policy makers who have been asking for a modernisation of public services. The model of provision of public services has therefore evolved and Local Public Services’ Enterprises have been developing innovative tools and practices to better carry out their mission.

Today, innovative public services are the engine of growth in Europe and Local Public Services’ Enterprises play an active role in its restart.



*The 15th edition of this successful annual event will be a unique opportunity for local public services’ employers and providers from across Europe to exchange views and experiences with representatives from the European Institutions on their current innovative practices, and highlight the impact of these practices on growth and jobs in Europe.*

## PROGRAMME

### 9:15 – 9:50 Opening Session

- **Henri MALOSSE**, President of EESC Employer's Group
- **Hans Joachim RECK**, President of CEEP

### 9:50 – 12:30 Session 1: Modernising the Provision of Public Services

#### **FOCUS 1:** *Modernising the provision of Services of General Interest through innovative local tools*

Local Public Enterprises develop innovative tools to ensure the provision of quality, effective and affordable public services in their territories. Representatives of Local Public Services' Enterprises will present best practices on how common tools can be developed to improve services provided to citizens and businesses, in cooperation with local authorities.

- **MMag Agnes STREISSLER**, Director, Agnes Streissler - Wirtschaftspolitische Projektberatung e.U.
- **José LOPEZ**, SEM Project Manager, Energie Posi'tif

### 10:50 – 11:10 Coffee Break

#### **FOCUS 2:** *Multi-utilities local public services' enterprises supporting innovative territorial strategies*

Multi-utilities Local Enterprises provide a wide and integrated range of services to citizens and businesses. Thanks to their expertise and the variety of services they are in charge of, they have a huge potential for local innovation and are often the driving force of territorial strategies built through public policies.

- **Bernadette BOOT**, Responsible for Corporate Communication, Stadtwerke Frankfurt
- **Dott. Andrea RAMONDA**, Responsible for Business Development and Asset Upstream, HERA Group

#### **FACE TO FACE:** *Financing innovative projects in territories: how to mobilise European funds?*

How to mobilise or optimise the use of European funding in your territory? What are the difficulties encountered by practitioners and how to avoid them? This exchange between a representative of the European Commission and a local practitioner will be the opportunity to better understand how to improve the use of this financing tool.

- **Zenon KICZKA**, Chairman of the Municipal Economy Committee, Polish Chamber of Commerce
- **Natalie NOUPADJA**, DG Regio, European Commission (tbc)

### 12:30 – 14:00 LUNCH

### 14:00 – 15:15 Session 2: Management Practices in Local Public Services Enterprises: being Innovative Employers

#### **INTERVIEW** *The promotion of CSR practices in Europe: which place for public services' employers?*

Corporate Social Responsibility has been gaining increasing importance in the management of enterprises and organisations. The European Union has published recommendations and intends to foster good practices, through enterprise and internal market policies. What are the consequences for public services' employers and managers? And how should their best practices be promoted at European, national and local level?

- **Antonio TAJANI**, Commissioner for Industry and Entrepreneurship (tbc)
- **Valeria RONZITTI**, CEEP General Secretary

**ROUND TABLE : Local Public Services' Employers implementing innovative management practices: overview**

Local Public Services' Employers are key actors of local employment policies and have been developing a tool box of innovative management practices, in coherence with their mission of general interest. Those practices also respond to a need to attract qualified workers on the labour market. The round table will give an overview of those practices, with a specific focus on the financial participation of employees and youth employment.

- **Lars JOHANSSON**, Director of Personnel, Stockholm Vatten (tbc)
- **Salvatore MARRA**, ETUC, Youth Committee

**15:15 – 15:30 Coffee Break**

**15:30 – 16:30** Session 3: Giving the Tools for Innovative Local Public Services

**DEBATE: Which European framework for innovative local public services?**

Because local public services' enterprises are an engine for innovation in territories and for society, they need adapted tools to develop their projects. Based on innovative practices presented during the day and the key of their success, the European debate will be the opportunity to highlight the needs of Local Public Services' Enterprises and what the future European framework impacting their activity could be.

- **Michelle SUTTON**, Member of the Cabinet of Manuel BARROSO, President of the European Commission (t.b.c.)
- **Stephane REYNOLDS**, Parliamentary Adviser to Malcolm HARBOUR MEP, Chairman of the Committee on the Internal Market and Consumer Protection
- **Thierry DURNERIN**, Chair of CEEP Local Enterprises Committee
- **Jesus MAZA BURGOS**, President of ELIGE
- **Sven BECKER**, Managing Director of TRIANEL

**16:30** Closing session: *Final Declaration of the 15<sup>th</sup> CEEP Local Public Services Enterprises Conference*

**Simultaneous translation available in English, French and German.  
Italian and Spanish passive**

**Register now!**

<http://ceep-lpseconference2012.eventbrite.fr/>

**Join us the evening before!**

Ahead of the 15<sup>th</sup> Conference of Local Public Services Enterprises, CEEP will organise the **CEEP-CSR label Award Ceremony**

**Wednesday 14 November,  
18:00 to 21:30  
European Parliament**

An opportunity to exchange best practices and meet representatives from innovative public services' providers!

For more information, please contact [pazanne.dupont@ceep.eu](mailto:pazanne.dupont@ceep.eu)

