



Education and Culture DG

## The European Year of Innovation and Creativity Dialogues - in and for Europe

Aalen, 10.-14. September 2009

Twin-Town -Conference with guests from  
Saint-Lô (F), Christchurch (GB), Tatabánya (HU), Antakya (TR) and Cervia (I).

### Programm

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Thursday, 10 September 09

Arrivals, Dinner

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Friday, 11 September 09

- 9.00 am      Opening of the conference with the Lord Mayor of Aalen, Mr. Martin Gerlach, and the leaders of the different delegations.
- 9.30 am      Lecture given by Mrs. Dr. Inge Grässle (MEP) on „Innovation and Creativity in Europe“ and actual information about the recently constituted European Parliament. Discussion and Feedback.
- 11.00 am     Innovation in our twin-towns – Opportunity to present selected projects and approaches in France, England, Hungary, Turkey and Italy.
- 12.30 pm     Lunch
- 2.30 pm      Workshops and field trips (all three are offered at the same time, please choose one of them)  
A – Regional Energy Consulting Centre at Böbingen (14 km from Aalen)  
B/C – Aalen University of Applied Sciences:  
- Promoting youngest researchers - Centre of Young Scientists Os-talb for children  
- Promotion of Transfer and Innovation: the model of Steinbeis-Transfer- Center
- 6.30 pm      Demographic changes – a challenge for Europa  
Report given by Mr. Mike Turvey, Town manager in Christchurch, and Uta Steybe, in charge of the field of demographic development at the Aalen Town Hall.
- 8.00 pm      Dinner

## Saturday, 12 September 09

- 9 – 12 am Ideas and Projects  
Opportunity to present your town to Aalens' citizens. We will invite interested people and representatives from local institutions, associations and schools, who wish to create new contacts and dis-cuss their ideas.
10. 00 am Opening of the Reichsstädter Tage on the Market Square.
- 11.00 am Signature of the friendship treaty between Aalen and Cervia (I) with the Lord Mayor of Aalen, Mr. Martin Gerlach, and the Mayor of Cervia, Mr. Roberto Zoffoli.
- 12.00 pm Lunch
- 2.00 pm Workshops (all three are offered at the same time, please choose one of them)  
D – The recently created Youth and Community Centre Unter-rombach – “Give Creativity its Space”. An example for citizens' participation, promoted by the EU.  
E – Visit to the European Information Centre at Stuttgart  
F – Sustainable Development in Aalen – the activities of our Agenda 21-Teams
- 7.00 pm Dinner
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## Sunday, 13. September 09

- 9.00 am Workshop: “A transborder dialogue: “Theoretical and Practical Approaches of Intercultural Communication” led by Dr. Jürgen Wasella (Director of the Adult Education Center Aalen).
- 10.30 am Oecumenic Celebration on the Market Square.
- 12.00 pm Lunch
2. 00 pm “The Role of our Citizens in an Event like the Reichsstädter Tage.  
Presentation by Karl Troßbach, Director of the Tourist Board Aalen.
- 5.30 pm Closing Session of the Conference  
Exchange of Presents  
Presentations from the workshops - evaluation and prospects:  
Which topics will become important for our cities in the years to come and may be worth being discussed during our next meet-ings?
- 7.00 pm Dinner
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## Monday, 14. September 09

Breakfast and departures.

During this programme our guests will have different occasions to take an active role.

1. On Friday morning you have the opportunity to present one project from the field of promotion of innovation from your hometown. Thank you for giving a very short presentation (5-7min), as we will need time for interpreting. Using more pictures and less text will help understanding.

As technical support we can provide you a data projector and laptop, as well as an overhead-projector and display panels if needed.

2. During the workshops and field trips (Friday- and Saturday afternoon) you can get in contact with competent experts from our region. We invite you to use this opportunity and consider it composing your delegation.

3. On Saturday morning we would like to give an occasion to our citizens to get information about our twin towns. We will invite interested citizens as well as representatives from our associations, schools and other institutions in order to get in contact.

Please let us know if you wish to meet particular interlocutors, so that we can invite the right persons. For your presentation we will provide tables and display panels.