

CECICN working plan 2012

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1. Strategy 2012 – 2015

Development of a strategy 2012 – 2015 based on the CECICN Foundational Charta. The strategy should at least include the following aspects:

- Vision
- Mission
- Measures to achieve the mission
- Core values (e.g. independence, trustworthiness, innovativeness)

To create inclusiveness in and support for the strategy, the members of each of the six networks should be asked for their contribution. To secure this step in a most cost efficient way, a web survey should be created and disseminated to the CECICN member cities/regions and the CECICN management.

2. Focus clouds

The main objectives of CECICN are:

- The promotion of a space for discussion
- The development of strategies that stimulate cross-border and interregional cooperation
- The configuration of the dialogue with the European Union and the Commission

To achieve these goals and give all members the opportunity to participate actively, so called focus clouds should be established. These sector specific forums should monitor developments, address issues and coordinate activities in their policy areas. The clouds should be open to all members, in order to encourage the widest possible sharing of know-how and exchange of experiences. Initially the following focus clouds should be set into work:

- Economic cloud
- Environment cloud
- Social cloud

3. Communication and marketing strategy

Developing of a communication and marketing strategy for the CECICN. The objective should be to define and describe the future marketing and communication strategy of the CECICN and associated actions in an action plan (goals, target groups, main stakeholders, messages to be communicated, channels to be used, etc.). It also sets out to define a brand platform for the CECICN – that is what it wants to stand for in the eyes of target audiences.

4. Strategic paper

Organise dialogue with the European Union and the Commission on the strategic paper “Cities and Regions cooperating across borders: an opportunity to overcome the crisis”. Preparation of further documents on key issues.

5. Rules of procedure

Developing of rules of procedure based on the CECICN Foundational Charta.