

Short reporting

SALAR

Place, Skellefteå, 24 April

Description of the discussions during the event

On Tuesday April 24, the partnership of European Commission, CEMR, SALAR, Municipality of Skellefteå, Region Norrbotten and Region Västerbotten, gathered around 50 of the top decision makers and civil servants from the regional and local levels of governance in Övre Norrland (Norrbotten and Västerbotten) in Skellefteå to reflect on the added value of Cohesion Policy that has been created during the past programming periods, but also discuss needs and potential for the future of Cohesion Policy.

Birgitta Bergvall-Kåreborn, president of Luleå University of Technology, held a speech with the headline "Building capacity and strive for excellens," which also became much of the recurring theme throughout the rest of the day. The ERDF has evidently played a crucial role to create networks, partnerships, critical mass and institutional capacity within a variety of business sectors throughout several EU program periods. The need to continue the development with the same type of bottom-up methodology were emphasized by many.

Overall, there were very high hopes for a continuous strong cohesion policy post 2020 despite the many difficult challenges that the EU is facing.

Number of participants : 42 participants

Type of participants (see presence list)

- 29 Local and regional government
- 6 national government
- 6 business
- 2 academia
- Project promoters (2 from academia, 2 from and regional authorities)

Media coverage

- List of media
Svt Nyether check if correct
Norrnan
TVS

Promotion:

Article on Norran local magazine :

<https://www.norran.se/affarsliv/mote-om-eus-framtid-arrangeras-i-skelleftea/>

- Social media activities before, during and after the event (Tweets, Facebook, etc.)

Before

- Twitter

April 23, 1 tweet, 433 views

<https://twitter.com/RegionVbtn/status/988300202548350976>

During

- Twitter

@JKostet account-Region Västerbotten

<https://twitter.com/JKostet/status/988744781684723713>

<https://twitter.com/JKostet/status/988701725644206080>

<https://twitter.com/JKostet/status/988695152880472065>

April 24 - 9 tweets, 2662 views

<https://twitter.com/RegionVbtn/status/988760842933063680>

<https://twitter.com/RegionVbtn/status/988754316881203200>

<https://twitter.com/RegionVbtn/status/988743752377389057>

<https://twitter.com/RegionVbtn/status/988716625208672256>

<https://twitter.com/RegionVbtn/status/988698715862065152>

<https://twitter.com/RegionVbtn/status/988693047880900608>

<https://twitter.com/RegionVbtn/status/988690917463875584>

- 1 post Instagram Helena Gidlöf

[https://www.instagram.com/p/Bh8mhqBFJwg-](https://www.instagram.com/p/Bh8mhqBFJwg-1DvV_6dOlhYxtvRWN4sSowkLdQ0/?taken-by=heakatten)

[1DvV_6dOlhYxtvRWN4sSowkLdQ0/?taken-by=heakatten](https://www.instagram.com/p/Bh8mhqBFJwg-1DvV_6dOlhYxtvRWN4sSowkLdQ0/?taken-by=heakatten)

-YouTube

Live web stream on YouTube - 16 views (18 viewing hours).

- Facebook

Live web stream on Facebook - 998 views.

After

@RegionVbtn -Region Västerbotten on Twitter

April 28 - 13 tweets, 9860 views (videos)

<https://twitter.com/RegionVbtn/status/990319510623346688>

<https://twitter.com/RegionVbtn/status/990316342308941824>

<https://twitter.com/RegionVbtn/status/990299676841775104>

<https://twitter.com/RegionVbtn/status/990297170246033410>

<https://twitter.com/RegionVbtn/status/990295486828511232>

<https://twitter.com/RegionVbtn/status/990293479564640256>

<https://twitter.com/RegionVbtn/status/990290863036293122>

<https://twitter.com/RegionVbtn/status/990288456009027584>

<https://twitter.com/RegionVbtn/status/990283420239613953>

<https://twitter.com/RegionVbtn/status/990281124755722240>

<https://twitter.com/RegionVbtn/status/990278454347288576>

<https://twitter.com/RegionVbtn/status/990275105124122629>

<https://twitter.com/RegionVbtn/status/990271653404962816>

After

-Facebook

Video posts on Facebook - 769 views.

https://www.facebook.com/pg/regionvasterbotten/videos/?ref=page_internal

Video posts on YouTube - 39 views.

<https://www.youtube.com/watch?v=KpwxW-Vx-c8&t=15s>

<https://www.youtube.com/watch?v=XCvXOpUkbW0&t=17s>

https://www.youtube.com/watch?v=ZcC_lfrGR_A&t=11s

<https://www.youtube.com/watch?v=xFpOZljg118&t=4s>

<https://www.youtube.com/watch?v=phpnl0J3u2U&t=14s>

<https://www.youtube.com/watch?v=LitLedKHp4A&t=1s>

<https://www.youtube.com/watch?v=rBzsUUcFr5k&t=10s>

<https://www.youtube.com/watch?v=fmAHDITlhRg>

<https://www.youtube.com/watch?v=v2RUMvtjEkk>

<https://www.youtube.com/watch?v=GcWEoiE8q-Q>

<https://www.youtube.com/watch?v=hgP83fvd0cs&t=3s>

<https://www.youtube.com/watch?v=uOnSXiqdN7g&t=13s>

<https://www.youtube.com/watch?v=pK1BATIsMEc&t=809s>

- Press conference : no
- Press release : before the event
<https://regionvasterbotten.se/pressrum/#/pressreleases/moete-om-eu-s-framtid-haalls-i-skellefteaa-2484382>
- Number of webpage views: 40
Region Vasterbotten Website
<http://www.mynewsdesk.com/se/region-vasterbotten/pressreleases/moete-om-eu-s-framtid-haalls-i-skellefteaa-2484382>
- Video
<https://www.youtube.com/watch?v=WkE06dL8f6o&feature=youtu.be>
- Press clipping after the dialogue indicated and number of articles echoed by media
 - Article in Svt Nyether
 - Television report online: <https://www.tvskelleftea.se/filmer/>