

[POCACITO's Max Grünig Speaks at Open Days 2015](#) [1]



[2]

13 October 2015 - 2:30pm
Ecologic Institute

As part of Open Days 2015, POCACITO members including Ecologic Institute's Max Grünig held a workshop on October 13 from 14:30 - 17:00 at the European Commission in the Centre Borschette, Room 0D.

The workshop aimed to highlight how European cities may become emblematic places for attracting jobs and economic activities, transforming them into "innovation hubs" preserving natural resources and limiting environmental damage for the future generations. At the core of this transformation, innovation and sustainable urbanisation stimulate "green, blue, white and pink" growth. These allow us to move towards resource-efficient and more liveable cities enjoying technological, social, marketing and organizational innovations. The purpose of this workshop is to exploit the most recent EU research and innovation initiatives sponsored by the EU Framework Programme.

Target audience:

- EU, national, regional and local policy/decision makers
- Authorities managing and evaluating cohesion policy programmes and projects
- Other stakeholders: private companies, financial institutions, European and national associations
- Academics, students and researchers

For more information, check out the [full program](#) [3]. The agenda, list of participants, conclusion of the seminar and presentation slides are now [available](#) [4] as well.



- [View the full image](#) [5]



- [View the full image](#) [6]



- [View the full image](#) [7]





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<https://pocacito.eu/blog/2015-10-13/pocacitos-max-gr%C3%BCnig-speaks-open-days-2015>

Links

[1] <https://pocacito.eu/blog/2015-10-13/pocacitos-max-gr%C3%BCnig-speaks-open-days-2015>

[2] <https://pocacito.eu/sites/default/files/Open%20Days%20Max%20Gruenig.jpg>

[3] http://ec.europa.eu/regional_policy/opendays/reports/programme_full_2015.cfm

[4] <http://ec.europa.eu/research/social-sciences/index.cfm?pg=events&eventcode=FDB01756-D942-060C-613919F8FEC4C73D>

[5] <https://pocacito.eu/sites/default/files/Open%20Days%20Panel.jpg>

[6] <https://pocacito.eu/sites/default/files/Open%20Days%20Audience.jpg>

[7] <https://pocacito.eu/sites/default/files/Open%20Days%20Panel%202.jpg>

[8] <https://pocacito.eu/sites/default/files/Open%20Days%20Audience%202.jpg>