



DIRECTORS AND EXPERTS OF BETTER REGULATION (DEBR), 25th and 26th OCTOBER 2007, SLOVENIA

Thursday, 25 October 2007

The Margareta conference room

8.30 – 9.00 h	Registration
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1. Session: OPENING REMARKS <u>Chair:</u> Mr. Roman REP, Ministry of Public Administration, Slovenia	
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9.00 – 9.20 h	Mr. Roman REP, state secretary, Ministry of Public Administration, Slovenia
9.20 – 9.40 h	Mr. Tomaž JERŠI• , state secretary, Ministry of Economy, Slovenia
9.20 – 10.00 h	Ms. Renata ZATLER, Head of the Sector, Ministry of Public Administration, Slovenia

10.00 – 10.30 h	Coffee Break
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2. Topic Session: COMMUNICATION in CONNECTION WITH BETTER REGULATION <u>Chair:</u> Mr. Steven MURDOCH, BERR Seconded, Ministry of Public Administration, Slovenia	
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10.30 – 10.50 h	Theoretical point of view on the communication – limitations and possibilities in connection with public administration Mr. Edward DONELAN, OECD
10.50 – 11.00 h	DISCUSSION
11.00 – 11.20 h	"Does a Better Regulation Community Exist in Europe"? Mr. Karl O`COONER, University of Exeter, Centre for Regulatory Governance, United Kingdom
11.20 – 11.30 h	DISCUSSION
11.30 – 11.40 h	Communication as a way of gaining input for BR Policies Mr. Igor SAVI• , Chamber of commerce and Industry of Slovenia
11.40 – 11.50 h	DISCUSSION
11.50 – 12.00 h	Communicating output of BR policies Mr. Dominik B• LLHOFF, Federal Chancellery, Germany
12.00 – 12.10 h	DISCUSSION
12.10 – 12.20 h	Communication and Informatization of BR policies Ms. Eva MEILING, Danish Commerce and Companies Agency, Denmark
12.20 – 12.30 h	DISCUSSION

12.45 – 14.15	Lunch
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2. PARALLEL GROUP SESSIONS
14.30 – 17.15 h

The Margareta conference room

A. Communication as a way of gaining input for BR Policies

Chair: Mr. Igor SAVIČ, Chamber of commerce and Industry of Slovenia

Assistant: Mr. Andrew van der LEM, Department for Business, Enterprise and Regulatory Reform, United Kingdom

Member states: Mr. Igor PIPAN, Chamber of Craft of Slovenia and Mr. Daniel TRNKA, Ministry of Interior, Czech Republic

- external evaluation of EC impact assessment
- communication with interested parties on the national and EU level: citizens, NGO and stakeholders
- how to organise outside in-thinking
- lobbying (advantages and weaknesses of legal regulation)
- the manner of communication internally/at national level (in connection with other ministries, the business sector and the media)
- coordination of different interests
- the manner of communication externally towards European institutions and vice versa
- distinctions and similarities
- How do we "sell" the message? E.g. how do we sell Company Law?
- Challenges?
- Good/bad experiences?

The Serafina lecture room

B. Communicating output of BR policies and strategies

Chair: Mr. Dominik BOLLHOFF, Federal Chancellery, Germany

Assistant: Mr. Jeroen NIJLAND, Ministry of Finance, Netherlands

Member states: Mr. Federico BASILICA, The Presidency of the Council of Ministers, Italy and Ms. Mercedes RUBIO, Ministry of Public Administration, Spain

- external evaluation of EC impact assessment
- communicating abstract figures/targets vs. down to earth illustrations
- communication of results and successes of BR policies
- strategies of communication (tone of voice, what channels etc.)
- communication to enhance BR activities within government

The Katarina lecture room

C. Informatization of Communication of BR policies

Chair: Ms. Eva MEILING, Danish Commerce and Companies Agency, Denmark

Assistant: Commission's High level digitalization group **tbc**

Member states: Estonia **tbc** and Ms. Tatjana MIZORI ZUPAN, Ministry of Public Administration, Slovenia

- digitalization strategy
- informatization of legislative procedure
- e-democracy / e-bureaucracy
- advantages and weaknesses
- IT regulation in European institutions (in connection with this point we could ask the Commission to present its' ICT strategy)
- weblogs as a part of the communication; what is your experience in this field

Friday, 26 October 2007

3. Session: CONCLUSIONS FROM THE PARALLEL GROUP SESSIONS

Chair: Mr. Steven MURDOCH, BERR Secondee, Ministry of Public Administration, Slovenia

9.00 – 9.15 h	Report from first parallel group session (a) Mr. Igor SAVI• , Chamber of commerce and Industry of Slovenia
9.15 – 9.30 h	DISCUSSION
9.30 – 9.45 h	Report from second parallel group session (b) Mr. Dominik B• LLHOFF, Federal Chancellery, Germany
9.45 – 10.00 h	DISCUSSION
10.00 – 10.15 h	Report from third parallel group session (c) Ms. Eva MEILING, Danish Commerce and Companies Agency, Denmark
10.15 – 10.30 h	DISCUSSION

10.00 – 10.30 h	Coffee Break
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4. Session: CURRENT ISSUES IN THE FIELD OF BETTER REGULATION and CLOSURE (upcoming presidency and closing remarks)

Chairs: Ms. Renata ZATLER, Ministry of Public Administration, Slovenia
Ms. Mateja MLAKAR, Permanent Representation of Slovenia to the EU

11.00 – 11.20 h	European Commission, Mr. Detlev CLEMENS, European Commission Council of the European Union Mr. Anders OLANDER, Council of the European Union
11.20 – 11.30 h	Portugal Presidency Ms. Susana BRITO, Legal Centre of the Presidency of the Council of Ministers, Portugal
11.30 – 12.00 h	Upcoming presidency and possible topics for the next meeting Mr. Denis BESNAINOU, General Directorate of State Modernisation, France DISCUSSION
12.00 – 12.20 h	Closing remarks Ms. Renata ZATLER, Ministry of Public Administration, Slovenia

12.45 – 14.15	Lunch
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BRDO ESTATE SIGHTSEEING
If interested, Hotel Kokra's team will organise sightseeing,
which will start at 15.00 pm.
(at least 10 people)