

## **Ms Pröhl calls upon the public sector to replace bureaucracy by leadership.**

The Director-General of the European Institute of Public Administration opens the 6<sup>th</sup> edition of the *Santcugatribuna*. She encourages cooperation with private companies.

The sixth edition of the *Forum Empresarial Santcugatribuna* was inaugurated yesterday at the *Teatre Auditori* of *Sant Cugat del Vallès* and the keynote speaker was Marga Pröhl, Director-General of the European Institute of Public Administration. In her intervention, Ms Pröhl stressed the importance for the European public sector to move on from bureaucracy to leadership.

According to her, to reach this goal it is necessary "to invest in innovation and research", and here is where the private sector jumps in. Cooperation between the public and private spheres will be of crucial importance during the next decade.

The most authoritative voice of the European public sector made this statement before more than 300 local entrepreneurs and high-level executives and members of the European public service, since during these days this city of the Vallès was also hosting the international knowledge-transfer workshop of the European Public Sector Award (EPSA) 2009 in which Sant Cugat was the award winner in the category "Leadership and Management for Change".

Frederic Boix, President of the Sant Cugat Business Association, introduced the event and asked for "better European practices that will improve public administrations". He added that Sant Cugat is considered as a business friendly territory, a place where administration is already cooperating with private companies with a view to simplifying mutual relations.

*"We have to go for shared services and also for a round-the-clock one-stop-shop".*

*"The task of leaders of public companies is very much similar to that of private companies' executives".*

Marga Pröhl, Director-General of the European Institute of Public Administration

### **Moving ahead and evolve**

During his introduction of the German leader, the mayor of Sant Cugat, Lluís Recoder, stated that "administration should adapt to the new needs, it should modernise itself" since "its good functioning is a factor of competitiveness".

After underlying that the Santcugatribuna forum - sponsored by Ono companies, and cosponsored by Banc Sabadell and with the collaboration of Avui, B30, Diari de Sant Cugat, Esadecreapolis, Parc Tecnologic del Vallès, Pimee, Cecot and Chamber of Commerce of Terrassa - organised yesterday its 30<sup>th</sup> event, he gave the floor to Ms Pröhl who stated that "in 2020 Europe will be led by those cities that go for smart, sustainable and inclusive growth."

Under the title: The EU 2020 - What Public Management Model for the next Decade", the Director-General of EIPA said that "(administration) staff should be able to become the elite of the public sector; this does not mean that they will have more privileges", she added, "but they will hold particular responsibilities in the society".

So, EIPA's top leader spoke about transparency, honesty, working for a good financial management, incorporating new technologies "that make it possible to be present everywhere and above all "to communicate, communicate and communicate".