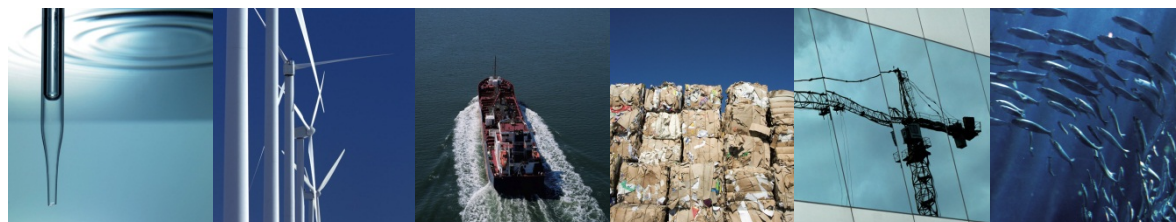




AQUARIUS

– How to spread the messages to the European level?

13 October 2011, Knebel, Denmark



Aquarius

The farmer as water manager working for a good water environment.



Effective agricultural production adapted to new climatic conditions and environmental demands in the North Sea region.

Matt Nichols

*Investing in the future
by working together for a
sustainable and competitive region*





What was the idea of clustering?

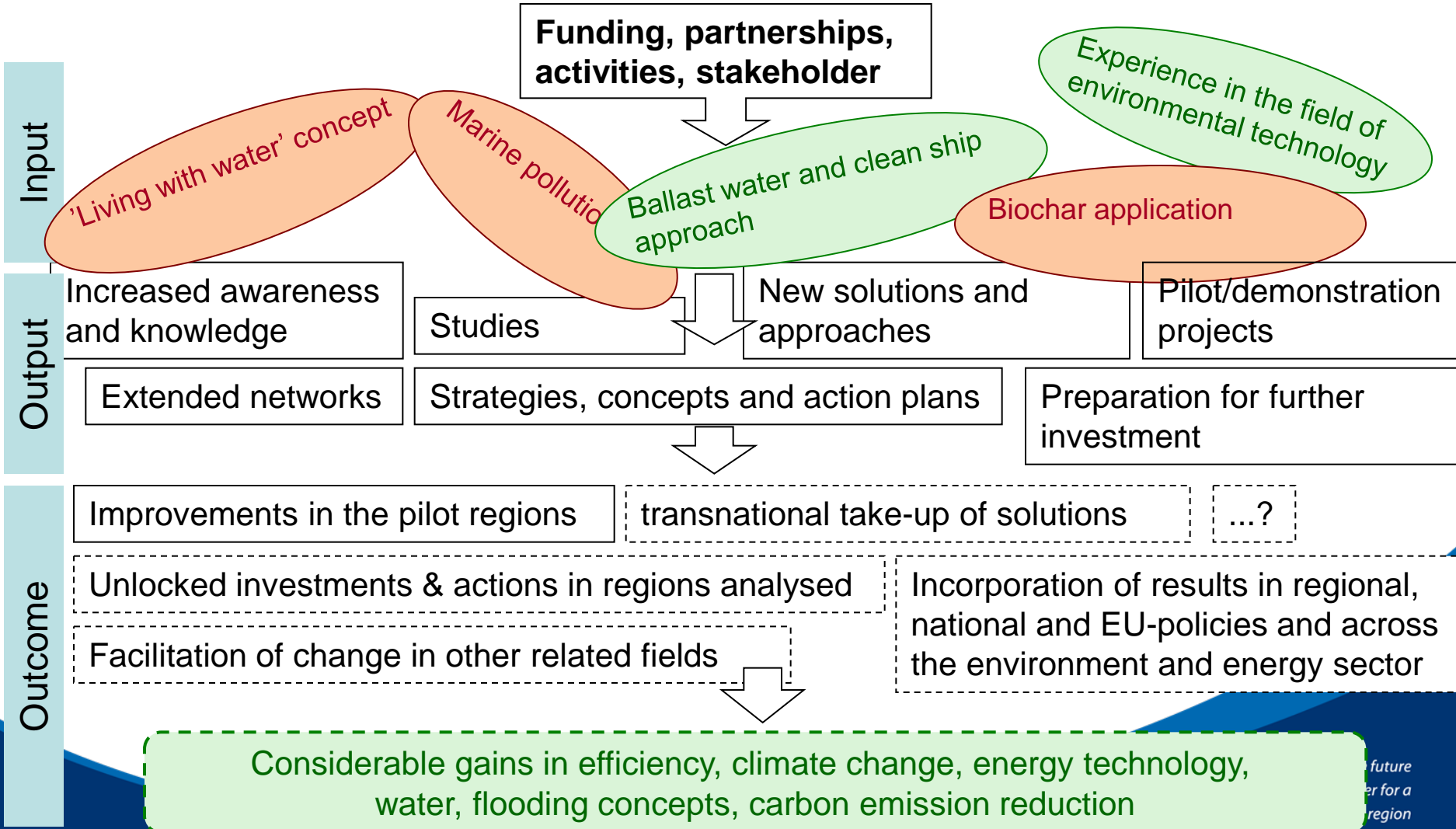
The Interreg IVB
North Sea Region
Programme



Aquarius covers:
9% DK NUTS 3
~10% NSR NUTS 3
~0.5% EU NUTS 3

Good scale for
Implementation but..

Capturing the outcomes of cooperation





Results have been demonstrated on local/regional level. What next?

- Benefit to participating regions is a start but not really enough
- If others can achieve same benefit, they should – starting with the North Sea Region
- For example, Norwegian pilot achieves ~80% reduction in phosphorous fertiliser pollution. Huge impact if scaled up to North Sea Region. Same for other pilots
- Programme talk = ‘Increasing the visibility and take-up of results’
- = What has been shown to work some places should be made to work other places



What do we have at the end of the project?

New techniques

Evidence of
success

Policy ideas

Open questions

Unsolved
problems

What can we do
with each of these
resources?

New ideas



Cluster messaging to different levels

Local, regional, national, European, business, academic, special interest organisations etc. etc. Who can make the kinds of changes you want to see?

- Clusters offer something closer to a complete package of solutions rather than specialist fragments
- Wider base of regional partners should offer easier access and overcome 'not invented here' barriers
- Evidence of wide support and success a key European door-opener
- Those who propose solutions are those who have a voice
- The programme can promote clusters much better than individual projects



Whatever you do...

- Start in the middle
- Focus on results not processes
- Update results – keep things current
- Ruthlessly edit the irrelevant
- Use web and printed resources as a back-up but do not expect them to reach new target groups
- Become part of the expert crowd
- Have time and resources to be a problem-solver



Have faith in your results!

The European and national levels set policy targets but they are made into reality in the regions.

- You have practical knowledge of what works that is often missing at policy level – use it!
- This is a precious resource – if it is presented right
- Watercap should have a very attractive vision, shouldn't it? What would the North Sea Region be like if Watercap approaches were implemented in every region...?