

Tuesday, 10 September 2013  
Conference day

The Lead partner is very proud about  
Leeuwarden being the Cultural Capital 2018!



### Introduction D2D

In Cradle to Cradle Islands we learned from EPEA and what islands need. Cradle to Cradle® is very strict with for some not enough handles. In D2D we want to implement, so don't hold on to Cradle to Cradle only but use it as an inspiration. People don't want to pay for quality anymore, so this leads to new challenges. Yesterday partners introduced themselves. Some partners are new and some partners are new. All presented their plans for this project which is short in duration. Now we are ready to start.

**Ole B. Sorensen, president of the North Sea Commission.** The NSC is founded in 1989 and has 35 members (regions) out of 8 countries. NSC: 1. Policies: CPMR and 2. Projects: interreg.  
Secret of Jutland: nobody is going to help you. The region has been challenged, because many industry disappeared. They needed to find something else. You have to innovate and think out of the box. For Jutland this worked out well and it could work for other regions as well.  
Do it together/Do it yourself.



**Anne de Vries, project manager D2D of the province of Fryslân**  
*Include supporting partners at spreading the information!*

Important project dates to remember

- The actual project period is short: 9 September 2013 to 28 February 2015.
- D2D Reports: 2 reports in May 2014 and February 2015.
- From 8 April 2013 you can start claiming costs
- 31 March 2014 final date of claiming costs for the first report
- In May 2014 there will be a midterm meeting
- 28 February 2015 final date of claiming costs for the project.

**Lise Espersen/Karsten Westerholt, North Sea Region, Interreg Secretariat,**  
At the end of this 2014 the new Interreg V programme should be ready. It depends very much on Brussels. It is excellent to have an informal atmosphere during the project meetings. It is the result that counts. Keep in mind to present the project in a serious way at official events.



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**Sven Buch, Housing Association Himmerland (supporting partner)**

We will visit our project tomorrow. The housing association wants to develop a Nordic Smart City 2020: a challenge. There is a lot of social housing in Aalborg. Almost 50% of the people are unemployed and on welfare. The housing is not very attractive. In a few stages sports, health, shops, transport and houses will be renewed and rebuilt. There is a whole range of investments going on. We are trying to connect them.

**Mette Schmidt/Brian Rasmussen, Port of Aalborg (supporting partner)**

Our port has an unique selling point/strategy: We want to be the Most intelligent (eco)port. We develop this strategy together with Himmerland. There is a guided tour tomorrow in the harbor. The harbor is over 1000 years old. The port of Aalborg has 67 employees and a turnover of 18 million euro's. We want to get sustainability in our business. Solar panels have been in stored in existing buildings and the University helps monitoring and improving them. Current subjects are district cooling, waste energy/heat, organic waste, renewable energy, Business to Business. The Universities of Delft and Lund already have ideas how to help the port. The port is very interested to have students in this area.



**Martin Lehmann, Aalborg University/Urban Design Studio 2013**

The Urban Design Studio 2013 will link 3 master programs together from 7 to 11 October. The final presentation of the projects is the end of October. It is a contest for Urban Design solutions for problem areas like mobility, green/blue infrastructure, community and social cohesion, sustainable business, connect the sorts of transportation. Inspiration all over. The main question is How can we shake up Aalborg?

**Han Brezet, Delft University of Technology**

D2D islands, regions with problems or challenges, D2D implementation and commercialization. Sustainable innovative concepts, products, service, processes, projects, policies, business proposals in this project need proposal improvement of the universities and Flanders in Shape before it can be implemented and commercialized. For inspiration: The

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idea of the foldable water cup has been tested on Vlieland the beginning of September 2013 and worked. Now this water cup needs to be improved en commercialized.

**Nick Lyth, IRRI**

IRRI will commercialize the ideas and will facilitate your ideas. You have to consider what ideas you want to put in as a partner. And what role does your organization bring into the system. IRRI has created a investment environment on the sustainable en recycling area. How do you want to spend your cash, because you can only spend it ones. Investment money is very hard to raise. There are many ways, like 'Business Angels investments', crowd funding or bank loans. Not only the idea is important. It is the full package that does the trick. It is like a beauty parade: the best looking wins. Question How can we ask supporting partners for their ideas?

Process for making investments

- Invite innovation submissions for consideration
- Create a business model (add this step)
- Review and establish initial interest in specific ideas for commercialization.
- Request business plan
- Assess the team and the plan.
- Can they find a market and sell
- Can they hit financial targets and make a profit.
- Will the company gain in value and reach an exit point.
- Decision to proceed
- Negotiation of value/price equity/shares
- Agreement of role for investors/board position
- If extra management support is required, this is a condition of the agreement
- Due diligence of legals and technology (basic checks)
- Preparation of agreement terms
- Sign the contacts

**Søren Hermanson, Samsø Energy Academy about the Samsø Award**

The Energy Academy has thought about this award for a long while. This contest should not have only one winner. Lets up cycle losers! The award is not for innovation of multinationals: they don't need any help. We want a seminar to meet, inform and learn. Sustainability is about mentorship and is a long journey . Mind the long run, baby! The price could be: Live as a Samsøer for 2 or 3 weeks. When: final meeting February 2015, annual meeting June 2015 or a Royal ceremony?

We invented a new word: **Commonity** (Economy (business) of the commons (communities))  
But also Key words as honesty, innovation, help yourself, do it together, shared value are important.



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Please note that the ideas will stay in this group in case of protection.  
Make a blueprint for the ideas!

#### Partnerskills

1. Product, Technology or Innovation
2. Market based
3. Financial
4. Public
5. Supervising/managing
6. Inspirator/motivator



#### Project Ideas

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. 25 ideas of Pezy, like FrogScoop (C2CI)</li> <li>2. Malene chair (Han)</li> <li>3. Beach bal (C2CI)</li> <li>4. Eternal Holiday House on Ameland (C2CI)</li> <li>5. C2C beach chair (Han)</li> <li>6. Cargo bike (Han)</li> <li>7. Picnic set (Anne)</li> <li>8. Sun umbrella (Han)</li> <li>9. Certification for climat friendly holiday flat (Natalie)</li> <li>10. Energy podium on a festival (Han)</li> <li>11. Recording Tiles (Simon)</li> <li>12. Water cup on Vlieland (Han)</li> <li>13. Carbon free golf course (Søren)</li> <li>14. Calculator for energy efficiency for houses(Søren)</li> <li>15. Smarter smart meter</li> </ol> | <ol style="list-style-type: none"> <li>16. Cooler led light</li> <li>17. Calculator potential energy savings for shops/retail (Michael)</li> <li>18. Bendable PV (Han)</li> <li>19. Smart grid 400 households on Pellworm (Annemarie)</li> <li>20. 3D printing for waterpistols on Vlieland (Simon)</li> <li>21. Clogsit (Regio Crafts)</li> <li>22. Waxkit (Regio Crafts)</li> <li>23. Product maintenance for the circular economy (Stig)</li> <li>24. Rainwater management/Skatepool (Sven)</li> <li>25. District cooling system (Brian)</li> <li>26. PV test plant (Mette)</li> <li>27. Local Carbon service (Søren)</li> <li>28. Mobilotoop (Remco)</li> </ol> |
|--|---|

\* Send new and other ideas, with contact and outline to [b.t.feenstra@fryslan.nl](mailto:b.t.feenstra@fryslan.nl)

Next steps for this exercise

- 1,5 week: identify (approach or find) the idea owner.
- The owner provides us with an outline (3 or 4 lines)
- Brigitte will circulate the outlines and we vote





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**Klaas Sietse Spoelstra, Project leader festival Into the Great Wide Open on the island of Vlieland. (by Skype)**

Into the Great Wide Open was a creative cooperation between many partners. It was a carbon free festival and already questions have been asked by the local community: How can we copy the smart grid of the festival also for the island? For example they want to use the water cups also in schools. According to Klaas Sietse the Steels was the best performer, besides lot of new bands.

In May 2015 there is an other festival on Vlieland: Here comes to the Summer. We regret we can't combine this festival with the D2D midterm partner meeting.

provinsje fryslân  
provincie fryslân 

The Interreg IVB  
North Sea Region  
Programme



European Union



The European Regional  
Development Fund

[www.wisle.org](http://www.wisle.org)

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Partner skills

Organisation	Name	Product, technology or Innovation	Market based	Financial	Public	Supervising/ managing	Inspirator/ motivator
Provinsje Fryslân	Anne de Vries						
Provinsje Fryslân	Brigitte Feenstra						
Provinsje Fryslân	Albert Ruiten						
Provinsje Fryslân	Simon Tijsma						
Energy Academy	Søren Hermansen						
Energy Academy	Jesper Kristensen						
Energy Academy	Michael Larsen						
Delft University	Han Brezet						
IRRI	Nick Lyth						
Lund University	Mikael Backman						
North Friesland	Annemarie Lübcke						
Insel- und Halligkonferenz	Natalie Eckelt						
Flanders in Shape	Remco Lenstra						
Aalborg University	Carla Smink						
Aalborg University	Stig Hirsbak						
Aalborg Havn	Brian Rasmussen						
Aalborg Havn	Mette Schmidt						
Housing Association Himmerland	Sven Buch						

