



The North Sea Region Programme 2007–2013



Project Idea Book

JUNE 2009 EDITION

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



Sustainable Innovation

24–26 JUNE 2009 Egmond aan Zee | Haarlem | the Netherlands

***Joint Annual Conference
and General Assembly 2009***

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Project Ideas

Priority 1 - Building on our Capacity for Innovation 3

- 1.025 North Sea Shores
- 1.030 Sustainable Airport Solutions (SAS)
- 1.031 New Civility – Towards better regulations through Co-operation, Commitment, Creativity, Capacities and Competencies; Acronym: C6
- 1.034 North Sea Regional Food Initiative

Priority 2 - Promoting the Sustainable Management of our Environment 16

- 2.052 Carbon neutral industrial estates
- 2.053 Sustainable business clusters
- 2.099 StoWaRes
- 2.100 Preparing Communities for Climate Change
- 2.101 Dealing with Climate Change through Integrated Coastal Zone Management
- 2.102 Network on operational management of the North Sea
- 2.103 Live and work on water: Place_2b

Priority 3 - Improving the Accessibility of Places in the North Sea Region 34

- 3.018 IMPRES: Improved Response to maritime disasters and incidents in fairways and port areas
- 3.019 CARE North
- 3.020 PLEASURE - Port logistics' value added services supporting accessibility to regions
- 3.021 IKARUS - Innovative Kinds of AiRport Accessibility Using Sustainable public transport systems
- 3.022 NORTHERN COMFORT - Safeguarding and improving accessibility of northern remote regions by air

Priority 4 - Promoting Sustainable and Competitive Communities 50

- 4.083 Internationalisation and Talent Strategies of Metropolitan Regions
- 4.084 Territorial cohesion by urban-rural-partnership food chains
- 4.086 Expansion Through Enterprise
- 4.087 smART

Priority 1 - Building on our Capacity for Innovation

1.025 North Sea Shores

1.030 Sustainable Airport Solutions (SAS)

1.031 New Civility – Towards better regulations through Co-operation, Commitment, Creativity, Capacities and Competencies; Acronym: C6

1.034 North Sea Regional Food Initiative

1.025 North Sea Shores

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Project Description			
<p>North Sea Shores is about building networks and partnerships with small and medium sized culture creators, disseminators and communicators in the coastal regions of the North Sea. Our aim is to promote collaboration and solidarity in the region, and to encourage a greater engagement of peoples of the North Sea Shores in the culture, languages, creative literature, food and drink, and social thinking of their "co-literals" who live in the other parts of the North Sea Region.</p> <p>We will organise events, produce and distribute publications, developing internet communities and promoting collaborative innovations to develop cultural communication and exchange, and we will act as a catalyst for new collaborative projects that create a greater sense of cultural identity in the region and build capacity at the local level.</p>			
Central Aim			
<p>The project will work with small and medium sized culture creators, disseminators and communicators in the coastal regions of the North Sea to increase cultural exchange in areas ranging from food and drink to translation and publishing. By doing so, the project will support the economic and social sustainability of the coastal regions by linking them with others who face similar challenges on other parts of the North Sea Shores. It will foster long-term relationships between these coastal communities and an increased</p>			

solidarity among these peoples. Local coastal identities will gain an international, regional dimension.

By promoting a nuanced understanding of the shared history, and the legacy of social responsibility throughout the region, the project will encourage and assist inter-regional cultural exchange, new collaborative projects, and a greater sense of identity in the region. This will enhance the capacity of local organizations to develop regional networks and build a greater sense of identity in a significant European region. This will in turn promote the validity of Northern European models of cultural, social and environmental responsibility.

Envisaged Outcomes

By organising events (e.g. The Suffolk Herring Festival), producing and distributing publications (e.g. translations of contemporary fiction) the outcomes will encourage a new sense of cultural identity in the region. This will help to develop a sustainable spirit of interregional collaboration. The project will lead to a greater engagement of peoples of the North Sea Shores in the language and literature, the visual and performing arts, and the food and drink of their "co-literals" in the other countries that surround the North Sea.

North Sea Voices will be a series of (mostly translated) texts that represent the best of current and classic literature from the North Sea Region. North Sea Shores 2010 will be an annual digest of news and articles on regional cooperation across the broad spread of culture, literature, food and drink, academic groups, museums, and design. Networks & dissemination are developed through <http://www.northseashores.com> and <http://northseashores.wordpress.com> which will create a virtual community to share information on cultural events and cooperations in the region, act as a catalyst for the development of collaborative ventures, provide information on funding, and publicize the North Sea Region as a vibrant cultural pole. As for food & drink, North Sea Shores will organise events for sharing the regional food and drink of the North Sea Shores, for example hams, smoked fish, beer and bread.

These activities will involve food and drink producers, processors, retailers, markets, food writers, food and drink festivals, and restaurants.

Thematic Keywords	cultural communities, food & drink, translation & publishing
Partners already found	Suffolk Herring Festival, Hagen Agency, Norwich University College of Arts, East Anglian Film Archive
Partners requested	Prospective partners include writers and artists, publishers, translators, food producers and retailers, festivals, galleries, universities, academic and professional groups, cultural and media organisations, local authorities and regional development agencies.
Estimated budget	250.000
Date	03 April 2009

1.030 Sustainable Airport Solutions (SAS)

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Project Description			
<p>Within SAS, airports, local and /or regional government authorities, small and medium enterprises (SMEs), and knowledge institutions will cooperate in an international project in order to stimulate innovation on the subject of enhancing the sustainability of airports. SAS is initiated by Groningen Airport Eelde (GAE).</p> <p>Within the project there are four types of partners; regional airports, regional government authorities, knowledge partners (universities and / or research institutions) and companies. Each partner airport within the project works within a consortium of four or more regional partners to work on the specific sustainable innovations.</p>			
Central Aim			
<ul style="list-style-type: none"> ● Building an international network, in which knowledge will be developed, shared and implemented; ● Measuring the current and future Carbon Footprint of all partner airports; ● Implementing 'Quick wins', which are energy saving measures which are cheaply and easily to implement, in order to achieve fast results on energy saving and to generate knowledge about the effectiveness of these quick wins; ● Developing and testing innovative applications which will contribute to a more sustainable and greener exploitation of all partner airports; ● Developing project-market combinations on sustainable applications which (possibly) can be implemented in other sectors than aviation as well; ● Building up or strengthening the relationship amongst the partner airports, resulting in knowledge exchange and various forms of cooperation; 			

- Working together on innovations for the airport industry;
- Reducing emissions of NOx, carbon dioxide and particulate matter (PM).

Envisaged Outcomes

Large scale innovations

1. Using earth/platform heat, generated by asphalt for heating buildings or electrical energy
2. The application of LED-technology to runway lights
3. Improving and greening of public transportation to/from the airports
4. Ecological management of airport areas
5. Sensor applications (measuring emission levels)
6. Green for air (reduction of Carbon, NOx, and particulate matter emissions)
7. Clean underground APU (biogas / solar energy)

Quick wins

1. The usage of rain water for toilet facilities, cooling of buildings, etc.
2. The deployment of vehicles on sustainable energy on airport areas
3. Usage of solar energy

Thematic Keywords	Innovation, Sustainability, Regional Airports
Partners already found	<p>We have contacted several regional airports within the Northsea region. At this moment we are informing potential partners.</p> <p>If you are interested please look at our website www.greenairports.eu. You will find within two weeks more details about the proposed project.</p>
Partners requested	<ol style="list-style-type: none"> 1. Regional airports; 2. SME's for specific sustainable airport applications; 3. Knowledge institutes; 4. Shareholders of regional airports (i.e. local/regional authorities)
Estimated budget	2.000.000
Date	16 February 2009

1.031 New Civility – Towards better regulations through Co-operation, Commitment, Creativity, Capacities and Competencies; Acronym: C6

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Project Description			
<p>Imagine: an inspired entrepreneur plans to set up a new business in the midst of a valuable landscape. He aims to combine innovative economic activity with high-quality public realm. By carefully embedding his concept into the spatial and social context he will keep the area vital and contribute to future prosperity. An innovator pur sang, you would say. Alas, present local government would not allow it. "Companies belong on the company park; that's how it's done", he's told.</p> <p>This is a real life example of day to day practise. Instead of supporting innovative ideas, we stick to the rules we once set out. Regulation in all fields of public life has become more and more prescriptive. Technology, within all sectors undoubtedly has achieved great results. The problem is that it neglects its aim to facilitate people. Regulations have alienated from people, their culture and their traditions and affect our efficiency and our competitiveness. EU as well as its member states expressed their concerns about an excessive and 'nannying' approach to health and safety issues, which are the fields most regulations refer to. Hence, they are striving to carry forward a series of reform measures aimed at tackling the 'red tape'. Barroso's Commission has drastically slowed the pace of new legislative activity.</p> <p>Through tougher impact assessment guidelines, EU legislative proposals will be screened for potential</p>			

significant negative impacts on competitiveness. In eurospeak this is referred to as the 'simplification' process. Of course, changes in ownership through privatisation are not enough and deregulation as it is practised today is an insufficient principle for market and society reform. The real aim of reforming regulation should be to create competitive markets that reward value to society, re-allocate resources, and adapt to changing opportunities and risks. Focus today is not the size of the public bodies, but their role, their effectiveness and their helpfulness, which is to say, their quality. Conclusion: We do not need small government, but smart governance. Institutional reforms must strengthen both market and society.

The C6 project builds upon the results of the INTERREG IIIB project Shared Space. Pioneering schemes demonstrated that it is possible and achievable to combine traffic movement with high-quality public realm throughout our land- and townscapes. It proved that safety and proper behaviour can be effectively modified through social and cultural messages, rather than through legislation and standards imposed by the state. Responsibility was returned to the users of public space, by working out new designs, building new working teams and entering a process of mutual learning. This is easier said than done. When realised properly, such new regulation involves various sectors, but also various actors, whose commitment and responsibilities need to be redefined. This is what the C6 partnership will explore.

Central Aim

The C6 partnership will find new strategies towards balancing rules and ethics to facilitate healthy social and economic organisms. We believe new alliances of public and private stakeholders can provide a better quality of life through a new sense of civility. All sectors of policy and business feel the need to be accountable and in compliance with various regulations. However, we believe that simply being accountable and in compliance doesn't guarantee quality and effectiveness, which should be our focus.

In our view, civility is the underlying principle to rediscover the 'spirit of the law' and to behave accordingly. We understand that this is an attitude rather than a fixed set of principles. The way in which public bodies, NGOs, citizens, scholars and entrepreneurs get involved in this process is decisive for the success or failure of any innovation. By working out and implementing the conditions, contents and qualities of new civility, the C6 partnership will create an agenda for joint action and investments. Efforts to formulate such process are not new, but to our knowledge there has not been a proven and transferable strategy.

Detailed objectives

1. Achieve a sense of shared commitment Adapting institutions to new roles and functions that serve social and market demands is vital to public support for growth. Everyone has the right and the responsibility to improve his or her surroundings, which will succeed only, if we co-operate in a well-planned way, addressing the factors that affect all of our lives. This demands responsibility building, institution building and capacity building, a process of value adding thinking, the training of trainers, activities with multiplier effects, and networking. As members of society, we all are resources and agents of change, provided we are able to learn with, from, and about each other and to build on each other's knowledge and strengths. We can only do so, when we learn to make a difference between legislation, regulations and directives, which all need to be understood and dealt with in a reasonable way.
2. Realise a programme of shared policy Integrating multiple policy goals (spatial, social and economic policies) will result in policy coherence within a complex world, breaking down silos and promote horizontal thinking. We cannot achieve that by working in a vacuum. Hence, an arena of shared interests, purposes and values is needed, which the C6 partnership found in public space. It provides room for diverse societal

values and interests: to interact, to debate, to associate, and to influence the direct surroundings, the wider society and political processes. Public space is used by an array of diverse actors, and it is related to diverse policy fields. The increasing demand for more crosscutting, flexible and responsive management for the development and management of cities and settlements calls for new and very different organisational structures and relationships. It also calls for new relationships between different organisations that have a role direct or indirect, in urban development and management. Again, we are challenged to review the framework of legislation, regulations and directives: obey the law whilst learning to interpret rules and directives in a reasonable manner.

3. Build a structure of shared investment Within a region and a local area there are always many stakeholders and policy departments with each their own programmes and budgets. If we succeed to establish networking mechanisms between entrepreneurs and stakeholders among themselves, and with the authorities providing the policy context for their actions, we will enable them to organise themselves towards concentrated regional planning, funding and investing. Strategic focus within this objective is to discover and to mainstream stakeholders' programmes, and to integrate stakeholders' regional actions and their budgets. It is our aim to develop a structure for such network funding, to find an appropriate legal and administration protocol, and to work out how to ensure that all groups of shareholders can contribute by the means that are suitable for them.

Envisaged Outcomes

In compliance with the NSR Programme Rationale for Priority 1, our central result will be to work out strategy, which allows ongoing rethinking regulations and delegating responsibilities (as to contents and finance), to where they belong. C6 will result in a model of shared management and new alliances between organisations, agencies, networks and individuals. This will be achieved on transnational, national as well as on regional level.

Our target groups are: public authorities, business clusters, research institutes, universities, public support agencies in urban and rural areas, citizens' organisations

Output details: --1 new transnational durable C6 – alliance established in order to keep up reviewing and improving the New Civility approach; thus encouraging transnational partnerships within and between clusters; --10 transnational C6 techniques adopted for co-operative investments within and between clusters and target groups --7 new demonstration schemes on improved regulation frameworks on national level --7 new regional alliances on investment funds --7 regional new approaches to innovation policy elaborated, assessed and implemented --7 regional intermediary bodies established focused on building the capacity of public and private bodies and knowledge institutes to keep engaged in innovation, and to improve the access to finance of SMEs engaged in innovation -- Not yet set amount of complementary financing secured (additional to approved project budget).

Thematic Keywords	Reregulation, shared responsibilities, building institutional capacities, quality management, risk and safety management
Partners already found	The Netherlands: Province of Fryslân Municipality of Smallerland, departments of spatial development, social care and welfare, culture and heritage, environment, communication Noordelijke Hogeschool Leeuwarden, Institute of Advanced Professional Education Hogeschool Van Hall Larenstein, Institute of Advanced Professional Education Cartesius Institute, National Innovation Research and Knowledge Institute Entrepreneurs

association HNI Drachten Heritage institution Smelne's Erfskip Theatre Lawei, Museum Smallerland, Library Drachten, Creativity Centre Meldei, Music Centre Iduna Residents' organisations of the neighbourhoods of Vogelzang, Torenstraat, Drift and Berglaan/Gauke Boelensstraat Werkgroep Toegankelijk Smallerland, organisation of handicapped people VVN, organisation for traffic and safety VISIO, organisation voor blind and partially sighted VISIO Arriva, public transport organisation Regional police Regional architecture advisory organisation Hûs&Hiem Businesses

Belgium: Flemish administration for spatial planning Flemish administration for Roads and Traffic Municipality of Aalst NMBS, National company for public rail transport 'De Lijn', Regional company for public transport by bus GECORO, Local commission for planning OPR, interdepartmental discussion forum Aalst Association of local businesses University of Hasselt Advanced Education Institute Businesses / private partners

Germany: Ministry of [detail] Affairs of Lower Saxony Regional authority / Landkreis of Oldenburg Regional authority / Landkreis of Osnabrück Municipality of Bohmte University of Oldenburg Advanced Education Institute Businesses / private partners

Denmark: Odense City departments, (Mayor's Department, Department of Elderly and Disabled and Department for Children and Youth) Private investor Lillebælt Gruppen Private investor Aberdeen Property Investors City Association Danish Cycle Association Odense Disabled Committee Fyn Bus (public transport company) SMEs Odense Water Ltd. Fire-fighting service University of South Denmark

Technische Universität Harburg, Department of spatial planning Finance Institution Sparkasse Harburg – Buxtehude Federal Traffic and Road Planning Administration of Lower Saxony

Partners requested	Public and private partners as well as knowledge institutes searched in United Kingdom, Sweden and Norway
Estimated budget	€ 4.500.000
Date	18 February 2009

1.034 North Sea Regional Food Initiative

Priorities Interreg IVB NSR Programme	1 - Building on our Capacity for Innovation		
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Project Description			
<p>Local food distinctiveness primarily comes from the geography, climate and culture of an area. The cold, nutrient rich but ice-free North Sea, and its fertile land margins, give a set of conditions for specific types of food animals and plants. In addition, the human communities around the North Sea have been relatively stable and have, to a large extent, been spared traumatic disruptions to agriculture, fishing and long-established food cultures. This combination of indigenous commodities and accumulated food knowledge/practices means that there is a historically-based distinctiveness to the North Sea rim. As the North Sea Region is part of the busiest transport and economic areas, its high quality environment is under constant threat and managing this shared food distinctiveness amongst competing demands is a challenge that requires transnational co-operation. This can be achieved through encouraging areas around the North Sea to work together and share knowledge and experience.</p> <p>The North Sea region has a varied coastline. Significant parts of the region have a high dependency on agriculture and fisheries. The Region's off-shore and landward areas offer a rich environmental, cultural and economic resource. There are also, however, wide disparities between areas around the North Sea in terms of population density, economic activity and accessibility. As the North Sea Region is part of the busiest transport and economic areas, its high quality environment is under constant threat. Managing this shared natural resource amongst competing demands is a challenge that requires transnational co-operation. The areas around the North Sea share a number of common challenges and problems. The Interreg Programme aims to help secure a sustainable and balanced future for the whole region. This can</p>			

be achieved through encouraging areas around the North Sea to work together and share knowledge and experience.

Innovative Approach:

- Business is at the core of this project. It is more than sharing best practice. The business forums/networks will help inform the project partners about current and future needs.
- The use of mentoring and coaching will break down transnational barriers
- The project will demonstrate a new way of working together on food projects across the North Sea to achieve common goals. Our aim is that every part of the project structures will be delivered transnationally. Every partner will contribute to every part of the project. This strategy for involvement could help inform the structure of other transnational projects and act as a model of best practice.

Central Aim

The main project objective is to develop regional food 'product and knowledge' distinctiveness, across the North Sea area to assist in managing change in the food sector with the resultant economic and environmental challenges it brings. The project objective will be achieved through an integrated approach of product development, business engagement, marketing, training, and the sharing of best practice models. The project's two main themes of "Developing and promoting the regional identity of food" and "Encouraging and enhancing the sustainable food production and market for regional produce" have at their core the issues of sustainability, education, health, innovation within a traditional sector and the development of sustainable local communities. By working in partnership and through the transfer of knowledge amongst partners it is clear that a stronger North Sea Regional Food identity and sector can be achieved.

The project objective will be achieved through an integrated approach of business engagement of SMEs, product development, marketing, training, innovative "local" distribution systems and the sharing of best practice models within the North Sea food sector. Support of the positive aspects of the North Sea Food identity will be achieved by increasing the exchange of experiences between areas, and amplifying 'learning from each other's activities. The North Sea Region's economy is highly dependent on SMEs. Although SMEs traditionally lack the scale and capabilities to innovate, those working in new sectors and niche markets often act as leaders in developing and testing new products and processes. There is a major opportunity to improve the economy and diffusion of welfare in the North Sea area by increasing the innovation potential of SMEs.

The project objectives include:

- More profitable sales for food businesses.
- Sustainable food businesses.
- Adding value to North Sea regional produce.
- Sell quality produce across the North Sea area to support and develop our internal markets.
- Create a bigger market place for our businesses (develop 'economies of scope').
- Encourage more business innovation and growth.
- Upskill our workforce.
- Create new jobs.

- Encourage the development of a sustainable workforce.
- Encourage more young people to become involved in this sector.
- Develop a total quality food experience for visitors.
- Encourage the use of local and regional produce in restaurants.
- Extend our tourist season.
- Use events to promote local produce.
- Increased engagement with the key stakeholders in the North Sea regional food economy.
- Demonstrate that business innovation is not just confined to large urban areas.

Envisaged Outcomes

Activities and expected results:

- Four common themes were agreed from the discussions:

- Identity
- Business Engagement
- Marketing and Promotion
- Training and Education

It was agreed that these themes would become the basis for future work packages for an Interreg application. Each of the work packages will be led by different partners. A Project Steering Group would be created comprising the Lead Partner and leaders of each work package. The group was advised that two additional standard work packages would also be required for the Interreg application: • Project Management • Communication Plan (for dissemination and mainstreaming information)

Recent research in Denmark has shown that the success of SMEs (including SMEs in the food sector) depends on them having skills, networking opportunities, niche differentiation and an inclination for growth. Businesses involved in the project will have the opportunity to benefit directly from access to innovative learning, new commercial ideas and professional mentoring from other countries. Groups of businesses will also benefit from the local application of successful collaborative business and innovation models from other countries. In addition, participating businesses will benefit from the development of niche business clusters (eg for collaborative buying, distribution and marketing). Also of benefit will be the identification of strategic issues, and participation in joint lobbying at national, regional and European levels to influence policies.

North Sea Regional foods will be supported by a combination of trade development activities, improving business competitiveness, and developing projects designed to both influence decision makers and increase consumer awareness. Improvisation and innovation is not precluded by a regional food identity if it exploits the area's traditional food commodities and recipes. Equally, combinations of regional and other foods can give a modern 'twist' to existing methods and techniques. This type of innovation can be applied throughout the food supply chain to include packaging, processing, purchasing, retailing, existing food hubs and tourism operators. The potential also exists to encourage innovation through learning from what works (and doesn't work) in other areas around the North Sea, and identifying transferable knowledge, skills and techniques. Centres of Excellence will also be identified and their services promoted around the North Sea (eg the University of Abertay Food Innovation project in Dundee, Scotland and the ID-NORFOOD project at the University of Copenhagen, Denmark).

The project will provide some stimulus to the supply chain, and restaurant businesses, through the utilisation of food from different parts of the North Sea rim. This sort of activity could help embed a more general idea of the North Sea identity. The work of this project will produce research, an analysis of business needs (eg infrastructure and learning) and a strategy to support local food innovation. This strategy could be adopted by the North Sea Commission. • The project will also help create a common understanding of the shared values and commercial potential of the North Sea food region. The project's ability to offer local and transnational business networking opportunities should help the potential growth and development of SMEs in the North Sea Region. The project will contribute to the EU's aims of promoting local sourcing, diversity and innovation.

Thematic Keywords	Food, SME's, Innovation, Clusters, sustainability.
Partners already found	<p>Partners have already been involved in developing the initial project concept/issues from Scotland (Angus Council, Aberdeenshire Council, Dundee College and Fife Council), England (Norfolk County Council and Suffolk County Council), the Netherlands (Province of Zeeland), Sweden (Region Vastra Gotaland and Vestra Svensk Tourist Board), Norway (Telemark County Council).</p> <p>Each of the project's activities are designed to be led by the project partner who has demonstrated "best practice" within that area and who will assist the other three national groups to develop their own solutions, using the best practice example as a base. From that each national group should have produced their own Products/services, which will then be combined to provide a North Sea network interlinking each of the national products/services.</p> <p>The project structure has been deliberately designed in this method to ensure maximum 'ownership' of the project by the partners, in addition to securing maximum involvement and shared responsibility of project delivery.</p>
Partners requested	Open for discussion.
Estimated budget	Up to 5 million Euros.
Date	11 June 2009

Priority 2 - Promoting the Sustainable Management of our Environment

2.052 Carbon neutral industrial estates

2.053 Sustainable business clusters

2.099 StoWaRes

2.100 Preparing Communities for Climate Change

2.101 Dealing with Climate Change through Integrated Coastal Zone Management

2.102 Network on operational management of the North Sea

2.103 Live and work on water: Place_2b

2.052 Carbon neutral industrial estates

Priorities Interreg IVB NSR Programme	2 - Promoting the Sustainable Management of our Environment		
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Project Description			
<p>In view of the effects of climate change and the current and future targets on carbon dioxide emission reduction, extra efforts will have to be made to reduce energy consumption and to maximize the use of renewable energy sources. This is especially a challenge for Small and Medium sized enterprises (SMEs), because they commonly do not have expertise nor time to invest in this matter.</p> <p>As SMEs constitute the majority of the companies, it is essential that they contribute to the efforts on carbon emission reduction in order to reach the targets. Since many SMEs are located on industrial estates, this offers potential for clustering in the field of energy efficiency, heat exchange and local, decentralized energy production from renewable energy sources. Current programs in Flanders stimulate the creation of new carbon neutral industrial estates, but there is room for increased efforts on existing estates.</p> <p>The proposed project aims to convert a number of existing industrial estates (or parts thereof) into carbon-neutral or low-carbon industrial zones. The project focusses not only on information gathering, inventarisation and feasibility studies, but also on implementation of new techniques in demonstration areas. As not all regions in the North Sea area are at the same level with respect to the implementation of renewable energy sources, the aim is to learn from experiences and pilot projects in other regions and to exchange knowledge.</p>			
Central Aim			
<p>The project aims to convert existing industrial estates into carbon neutral zones by creating clusters for local energy production based on renewable sources, improving energy efficiency and stimulating exchange of excess heat.</p>			

The overall goals are:

- the inventarisation of opportunities and feasibility studies
- the implementation of pilot projects and demonstration areas on selected industrial estates
- the creation of an international network for knowledge transfer concerning energy clustering on industrial estates
- the promotion of alternative energy and energy clustering on industrial estates

Envisaged Outcomes

1) Identification of (existing) industrial estates with great potential to convert in a carbon neutral estate. This could be, for instance, industrial estates housing a company with large amounts of excess heat available. In this process, clustering with public services as for instance civic amenity sites of municipalities may be considered. Civic amenity sites have traditionally large amounts of combustible garden pruning, grass clippings or lawn mowing available which could be used as biomass for local energy production.

2) Information gathering on energy use and energy management at the industrial estates identified during the first phase. The companies will be questioned concerning their energy needs, the availability of excess heat (type, amount, heat capacity, ?) and the availability of organic wastes (potential for biogas plants). Also, the potential for wind energy, solar energy, geothermal applications etc will be investigated, as well as the availability of vacant land to allow construction of cluster installations on renewable energy. Based on this information, in each participating region a selection will be made of two or three industrial estates most suitable for conversion in a carbon neutral estate.

3) Feasibility study to investigate possibilities to convert an existing industrial estate into a carbon neutral zone. Such study will be performed for the selection of two or three cases (per region) identified during the 2nd phase, and includes a financial plan with breakdown of necessary infrastructure works and associated estimation of investment and operational costs, as well as an identification of potential partners for implementation.

4) Implementation of a number of demonstration areas for new techniques on the selected industrial estates, for instance new types of photovoltaic cells, small scale on-shore wind turbines, etc. The pilot scale demonstrations are performed in order to: - obtain information for technical scale-up- obtain information for business and financing plans- promote carbon neutrality towards other (similar) sites, SMEs and municipalities In addition experience and knowledge exchange with other projects, demonstrations and similar technologies (in e.g. other applications) are necessary in order to obtain a high level of demonstration credibility and convincing power.

Thematic Keywords	Industrial estates, energy efficiency, renewable energy production, clustering, CO2 reduction, carbon neutrality
Partners already found	POM West-Vlaanderen
Partners requested	Regional authorities, development agencies, business associations, research institutes
Estimated budget	5000000,00


Date	18 May 2007
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2.053 Sustainable business clusters

Priorities Interreg IVB NSR Programme	2 - Promoting the Sustainable Management of our Environment		
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Project Description			
<p>Sustainable business clusters are a powerful tool to promote regional sustainable development. The idea is that geographically close businesses (for instance, companies located on the same industrial estate) can benefit from working together. This leads not only to economic savings but also to environmental and social gains, ultimately benefiting the local community and the entire region. Businesses can co-operate on a large number of issues in order to improve their sustainability performance.</p> <p>A non-exhaustive list of examples is presented below:</p> <ul style="list-style-type: none"> ● Physical environment: businesses co-operate for a higher quality public and private space by collective maintenance contracts for green areas, signalisation, external lightning, ● Facilities: businesses co-operate on waste management and disposal, collective security contracts, joint parking, ● Utilities: businesses collectively purchase energy, reduce water use by exchange of rain water, ● Employment: businesses work together for child care, employee training programs, sustainable transport systems, ● Development: businesses are working together for a positive image. Working together in sustainable business clusters is particularly interesting for Small and Medium sized Enterprises (SMEs), because they reap the benefits without spending costs and time for doing it alone. <p>This project builds on existing experience from previous projects in West-Flanders and East-Flanders since 2003. We wish to broaden our expertise and share it with other partners in the North Sea region.</p>			

Central Aim	
<p>The project aims to promote sustainable development by business clusters. The clusters consist of groups of geographically close businesses wishing to work together on a number of issues in order to:</p> <p>(1) promote local entrepreneurship and make the economical activities more sustainable;</p> <p>(2) reach a higher quality level of the private and public space to prevent expensive revitalisation.</p>	
Envisaged Outcomes	
<p>Improved competitiveness of local businesses because of reduced costs, better (environmental) management, improved staff motivation, enhanced reputation with key stakeholders and increased market opportunities due to networking. Higher quality public and private space and prevention of brownfields.</p>	
Thematic Keywords	co-operation, clustering, businesses, industrial estates, brown field prevention
Partners already found	POM West-Vlaanderen, POM Oost-Vlaanderen
Partners requested	<p>(1) regional authorities and development agencies with experience in clustering,</p> <p>(2) business associations, groups of geographically close businesses as "clients" of the project</p>
Estimated budget	3000000,00
Date	18 May 2007

2.099 StoWaRes

Priorities Interreg IVB NSR Programme	2 - Promoting the Sustainable Management of our Environment		
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Project Description			
<p>Due to climate change factors huge amounts of storm water, which comes from extraordinary rainfalls are one environmental consequence. Storm water has already caused severe flooding with economic damages to public and private properties in urban areas. Storm water also have environmental consequences further downstream, due to the load with pollutants found on streets, parking lots, rooftops, etc. These pollutants end up in streams and rivers and survey shows that storm water runoff contributes from 60 to 80% of total water pollution.</p> <p>Storm water problems will also increase in the future, due to the increasing urbanisation, which means bigger areas of impervious surfaces, if the present development continues. Storm water problems are traditionally solved by building more and bigger sewers. But the present and future amounts of storm water we are expecting will demand huge investments. In order to reduce the investments and the pollution mentioned above a new way of thinking is needed.</p> <p>During the recent years there has been a shift in the opinion of wastewater and storm water. Instead of just "waste" it is also viewed as a resource. This thinking fits with a new trend in affluent urban societies where the additional assets of water, i.e. as a recreational, cultural and aesthetical element in the urban landscape, are in increasing demand.</p> <p>Due to increasing urbanisation and problems with floods and droughts caused by climate change the using of storm water as a resource gets more and more important. Additionally storm water should be used to enhance the ground water resource to adapt to future demands on drinking water and irrigation. This thinking demands a new approach and way of working, where several sectors in society and professional</p>			

disciplines work together.

The new idea behind a storm water project is to integrate urban planning, engineering and environmental knowledge in using storm water as a resource and linking the cities with their rural surroundings for the benefit of the economic growth and stability of the NSR. The integrated approach of environmental, social and economic aspects in the Storm water project is in line with Agenda 21 that focuses on long term sustainability of urban development, It also helps fulfil the EU Water Framework Directive and the EU Floods Directive.

Central Aim

Overall aim: The overall aim of the project is to adapt to and reduce the risks posed to the cities in the North Sea Region by the climate change. Quite the contrary this risk should be changed into a benefit by using the water as a recreational and retention area or by draining this storm water into the ground to enhance the ground water resource. More concrete the project will contribute to solving the problems of flooding and storm water, which causes high costs for municipalities, businesses and citizens and further external costs to society, on the one hand. On the other hand it will make the best of it by sustaining the ground water resource.

- 1.) First aim: The first aim of the project is to broaden the implementation of the "living with water concept" by including storm water as a recreational and useful resource in cities. The project wants to develop climate-change adapted solutions, based on water as an asset, instead of seeing it as a waste product that can be implemented in climate-change affected cities and regions around the North Sea. Water is to be used for multifunctional purposes instead of becoming storm water runoff. It also aims to show how investments in storm water measures will add social-economical value, contribute to the liveability of the cities besides the environmental benefits.
- 2.) Second aim: For rehabilitation of sewer systems disconnection is an appropriate method. There are tools available for identifying possible areas infiltration measures and disconnection potentials. With these measures the water balance in the area will be changed. The second aim is to quantify the water balance in the present state and in the state with disconnection. This change in water balance has an effect on local climate and the measures used in the urban or rural areas. The aim is to get close to the "natural state" when no sealing of areas was made.
- 3.) Third aim: The third aim, which is tightly connected with the second aim, is the influence of higher infiltration on the groundwater level. Main problem to be addressed is the question if there will be a ground water level rise and if buildings will be affected. At the moment there is no simple approach of combining surface runoff and easy and simple but reliable groundwater models. To make prediction simple is a main effort. The second and third aim of the project is quite new and innovative for the planning process and as planning criteria.
- 4.) Fourth aim: The fourth aim is the influence of higher infiltration on the different water bodies in wet and dry weather conditions. There is a need to have more water flow especially in dry weather conditions. Low flow affects the life in such water bodies negatively. Aim is to improve the situation. This means reduction of flow in wet weather and longer flow in dry weather conditions.
- 5.) Fifth aim The way we cope with storm water and urban renewal today is locked-in to a situation where stakeholders are working sector wise, but without fundamental changes, due to old habits, demotivating

barriers and lack of understanding. Therefore a fifth aim is to create interactions between politicians, professionals, administration, citizens and companies and connection between sectors to solve storm water problems. A Storm water management project will support that integrated storm water management becomes an part of (green) infrastructure planning and design and vice-versa. Accordingly conceptual models and supportive tools will be developed and evaluated transnationally to create better interfaces and understanding between hydrological engineer, infrastructure designer, urban planners, landscape architect, decision maker, businesses, citizens etc.

Envisaged Outcomes

- Integrated planning approach for surface and ground water
- water balance as improved planning criteria for storm water and water management regarding climate change
- Integration of all relevant disciplines involved in water management in urban and non urban context

Thematic Keywords	Integrated storm water management planning; Ground water management; Establishing models, maps, calculations and scenarios
Partners already found	Germany, Danmark, Netherlands, Scotland
Partners requested	partners from England, Sweden and/or Norway
Estimated budget	5.000.000
Date	20 April 2008

2.100 Preparing Communities for Climate Change

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Project Description			
<p>This project is seeking to improve the capacity of communities to adapt in response to climate change. It will improve the implementation of necessary adaptive changes through a more comprehensive framework of public and business stakeholder engagement. The project is seeking to ensure that communities are resilient when faced with the inevitable need for change resulting from environmental, accessibility, demographic and territorial challenges. In particular the challenges faced by communities impacted by Sea Level Rise. It will assist this through a Comprehensive Framework Approach to engagement which integrates economic planning with social wellbeing with environmental planning.</p> <p>The project will centre on the populations and communities on the North Sea coastal rim which are affected by sea level rise and as a consequence need to adapt. The project's transnational nature arises from all the partners facing a shared; environmental threat, responsibility for populations under threat and desire to jointly develop good practice. This will be achieved through the principles of sustainable development, innovation, territorial cohesion, transnational co-operation and additionality. The project responds to the need to promote sustainable and competitive communities and EU Government Frameworks such as the Bristol Accord which seeks to create jobs, economic prosperity, social justice and improved quality of life for all of the EU's citizens</p>			
Central Aim			
To strengthen the resilience of the regions and communities to create a safer environment. The project will create greater skills capacity within communities and business stakeholders and within the organisations			

with responsibility for planning and preparing for change. The project will do this firstly through identifying community and economic interest stakeholders and then engaging them in transnational project activities.

The partners are seeking through the project a more integrated and consistently better way to plan and manage the implementation of changes in the populations under threat, taking into account the 'living with water' concept. The outcomes being a better life for the people in these threatened communities and the promotion of sustainable economic activity, through developing and implementing transnational management plans involving multiple institutions and stakeholders in the relevant fields.

Envisaged Outcomes

- A Comprehensive Framework Approach for communication and engaging stakeholders in planning and implementing necessary adaptation as a result of climate change. Stakeholders would include; communities, businesses, Government organisations, politicians and NGOs. This will also be applicable to other geographic areas in the EU where change and adaptation as a consequence of climate change are necessary. For example, where pressures on water resources necessitates changes to agriculture and land use.
- Increased skills and capacity within the partner organisations and project communities and businesses to plan and implement the changes necessary.
- Increased understanding and awareness of new opportunities which might be created and realised from required change.

Thematic Keywords	
Partners already found	All the partners are currently involved in engagement and communications activities relating to adaptive change. All the partners are having difficulties with engagement, some of the problems are similar, others are being faced by only one partner currently but are likely to arise for other partners some time in the future. There is therefore a recognised potential to learn from each other through joint transnational actions.
Partners requested	
Estimated budget	
Date	16 February 2009

2.101 Dealing with Climate Change through Integrated Coastal Zone Management

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Project Description			
<p>Coastal regions in the North Sea Region programme area are dealing with the effects of rising sea levels as an effect of climate change. On many places serious coastal defence measures are needed to ensure long-term coastal safety. Next to defending the coastal hinterland, coastal zones generally have various other functions and uses. They may cover valuable nature (incl. Natura 2000), have a recreational use for the regional population, are economic drivers (e.g. tourism) or have a role in regional water systems. Climate change response measures in the coastal zone are likely to impact all these areas.</p> <p>The approach of Integrated Coastal Zone Management (ICZM) offers an opportunity to develop balanced solutions for these multiple issues. One of the regions working on this approach is the province of Zuid-Holland in The Netherlands. Zuid-Holland is engaged in an ambitious Coast Programme for the integrated development of the Delfland coast, south of Den Haag. Much needed coastal defence measures will be combined with new natural spaces and recreational provisions for the Randstad conurbation.</p> <p>A landmark feature of the programme is an innovative development called Zandmotor (Sand-engine). The coastal defence will be strengthened by creating a massive body of sand just outside the coastline. Through wind and currents this sand mass will evolve into an area of coastal nature. Zuid-Holland wants to share the experiences gained to date with the Sand-engine and Coast programme. In this transnational</p>			

project we aim to share and jointly develop the instruments that can help to realise such integrated coastal development plans with key actors from across the North Sea Region.

Central Aim

The objectives of this transnational cooperation project include:

- To jointly develop a comprehensive set of instruments and approaches for (regional) authorities to plan and realise integrated development strategies for the coastal zone in response to climate change.
- To share and jointly develop methods for effectively working with the multiple actors and stakeholders involved in planning and implementing integrated coastal zone development strategies.
- To jointly develop an effective communication strategy for the regional population regarding the consequences of climate change at the regional scale, the (ICZM) measures taken by regional authorities in response, and the possibilities for the public to be prepared and get involved.
- To apply the joint instruments, strategies and approaches designed in regional implementation schemes to demonstrate their validity.
- To disseminate the outputs and results of the project to ICZM stakeholders across the North Sea region.

Envisaged Outcomes

The following project outputs can be envisaged:

- Inventory of the partners' experiences in ICZM, focussing on combining coastal defence measures with nature development and recreational and touristic use. This includes site visits to partners' coastal zone that are (being) developed through ICZM.
- Identification and development of stakeholder involvement models and methods, to facilitate complex multi-actor processes generally associated with ICZM
- Developing a handbook for dealing with climate change through ICZM, offering guidance, methods and instruments for designing and implementing coastal development plans
- Designing a dedicated communication strategy and campaigns on the effects of climate change in coastal regions, (ICZM) measures taken by the authorities and getting the public prepared and involved
- Joint development of regional ICZM plans and implementation schemes based on jointly designed approaches and measures

The results of this transnational cooperation project will include:

- Improved capacity of the partners to design and implement Integrated Coastal Zone management plans and measures.
- Integrated solutions for the partners' coastal areas, combining responses to climate change with improvements to (f.i.) natural quality, recreational and touristic possibilities and accessibility of the coast.
- Improved awareness and involvement of the regional public on the consequences of climate change and possible actions to be taken.
- Availability to coastal regions and stakeholders across the 2 Seas area of a comprehensive set of methods and tools to address climate change through ICZM.

The workprogramme and activities will be further developed in close cooperation with the partners.

Thematic Keywords	ICZM
Partners already found	
Partners requested	We are looking for partners in all the North Sea Region countries. Partners should be actors responsible for or involved in (integrated) development of the coastal zone, implementing or planning combined climate response measures and other developments of their coast. Partners should be able to contribute relevant good practice experience or state of the art knowledge in one or more aspects relevant to the theme of integrated coastal zone management e.g. coastal defences, nature development, recreation and tourism, accessibility, water management, communication and stakeholder involvement. Partners should be willing to cooperate during all stages of the project, starting with the preparation phase.
Estimated budget	N/A
Date	17 April 2009

2.102 Network on operational management of the North Sea

Priorities Interreg IVB NSR Programme	2 - Promoting the Sustainable Management of our Environment		
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Project Description			
<p>The operational management of the North Sea itself consists of many different tasks executed by several authorities per country. Within each North Sea country those tasks are often divided over different authorities. The EU Marine Strategy Framework Directive MSD was adopted June 2008. It sets out a roadmap to achieve good environmental status for the seas of Europe. That Strategy forms the environmental pillar of the EU Integrated Maritime Policy IMP. The Strategy and Policy ask for a better integrated and coordinated execution of those operational management tasks, on a national and international scale.</p> <p>The recent EU White Paper "Adapting to climate change: Towards a European framework for action" states that a more coherent and integrated approach to maritime planning and management is necessary. This project wants to establish synergy by cooperation on operational management tasks. Among the tasks are spatial planning, permits (i.e. for windmill parks; oil and gas exploration; extraction of sand and gravel), monitoring environmental quality, clean up of oil spills and other disasters, establishing nature sea reserves, maintenance of shipping lines, marine traffic management, etc.</p>			
Central Aim			
Intensify the cooperation and knowledge exchange between the authorities responsible for the operational management of the North Sea in order to achieve an optimal implementation of the Marine Strategy Framework Directive and the Integrated Maritime Policy.			
Envisaged Outcomes			

- Establishment of a cooperation network of North Sea operational management authorities.
- Work shop sessions on prioritised cooperation issues.
- Comparison of working procedures of the different countries and identification of best practices and opportunities to jointly execute management tasks.
- Web based portal to link management information systems from the different authorities to facilitate cooperation, joint standards and information exchange.
- Investment in joint equipment to monitor the environmental quality of the North Sea.
- North Sea conference on the practical implementation of the MSD and IMP.

Thematic Keywords	Marine, Maritime, Directives, operational management
Partners already found	North Sea Directorate of the Dutch Ministry of Transport, Public Works and Water Management (Rijkswaterstaat Noordzee)
Partners requested	From each North Sea country the authorities responsible for operational management tasks on the North Sea are invited to contact us.
Estimated budget	4 million
Date	

2.103 Live and work on water: Place_2b

Priorities Interreg IVB NSR Programme	2 - Promoting the Sustainable Management of our Environment		
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Project Description			
<p>Place_2b seeks to accommodate growth and economic development in metropolitan areas in a sustainable way: Development that also reinforces quality, identity and the natural cycle, and is energy efficient. Therefore place_2b applies a strategy which utilizes and enhances existing qualities and functions. One such quality is water.</p> <p>In the lower parts of the North Sea Delta water plays a major role for nature and landscape. Likewise it is an important asset for urbanisation and of cultural heritage. In the future even more interaction with all these challenging assets of water is foreseen. The challenge of accommodating water is raised not only because of spatial issues (lack of space, rising sea/ water levels) but also because of the wonderful opportunities it offers (quality of living, interaction with nature). To meet these challenges and opportunities innovations in construction, building and urban planning are needed. The construction of floating buildings and the upgrading to floating neighbourhoods is one of the most promising innovations.</p> <p>This implicates new ways of construction, architecture and urban design, with a unique character. The required innovation in construction can easily be combined with energy efficiency (light buildings, less road transport). This creates new challenges like; 'how to protect floating buildings from collapses with ships', or 'how to make connections for water, energy and sewage systems?'. Floating buildings also strengthen local communities; where people live on the water new collective arrangements are necessary for realization and maintenance of common services.</p>			

Our future challenge is to make use of the assets of water. When we want to live and work on water new collective arrangements are necessary.

Central Aim

- Higher quality and attractiveness of the environment (nature, culture)
- Stronger identity and more diversity
- Less energy use in construction phase and in operational phase
- Stronger local communities

Envisaged Outcomes

- Shared knowledge about synergy between water based environmental assets and urban development; using the potential of water for creating unique and sustainable urban areas, which are part of an ecological network.
- Inspiring pilot projects and knowledge about the realisation of floating buildings and the planning and realisation of floating neighbourhoods.
- A transnational network in Northwest Europe of those organisations that have an inspiring role in the synergy of water based nature, construction, architecture and urban planning.

Thematic Keywords

Floating buildings, Identity, Multiple Space use, Water

Partners already found

We (the initiating consortium) have started our search in the Netherlands and have successfully found several interested Dutch partners. Several private companies, public bodies, schools and universities are very interested. Only a Lead partner is not found yet!

One of our interested partners is a housing corporation in Rotterdam. They develop a floating platform for working units, as well as floating housing in old harbours. In the Flevopolder the cities of Lelystad and Almere realise a floating neighbourhood, based on self development by a citizens initiative. Members of the initiating consortium have lead partner experience in the INTERREG IIIb period.

Partners requested

Place_2b seeks international partners and a lead partner who share our ambition of building on the water. We are looking for partners with similar implementation challenges e.g. in the Thames Estuary and the coastal areas of Belgium and the Northern part of Germany.

Estimated budget

6 mln

Date

01 May 2009

Priority 3 - Improving the Accessibility of Places in the North Sea Region

3.018 IMPRES: Improved Response to maritime disasters and incidents in fairways and port areas

3.019 CARE North

3.020 PLEASURE - Port logistics' value added services supporting accessibility to regions

3.021 IKARUS - Innovative Kinds of AiRport Accessibility Using Sustainable public transport systems

3.022 NORTHERN COMFORT - Safeguarding and improving accessibility of northern remote regions by air

3.018 IMPRES: Improved Response to maritime disasters and incidents in fairways and port areas

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Project Description			
<p>Improved Response to maritime disasters and incidents in fairways and port areas. Contending better with maritime incidents and accidents on major fairways and port areas</p> <p>The port areas The project is essentially aimed at incident management in European port areas that do not lie directly on open sea but at ones that are located further inland. Usually, the shores of the fairways leading to them contain (huge) concentrations of habitation due to the population density in Europe.</p> <p>The fairways concerned have had a natural genesis and possess a high ecological value. However, this ecological value and the safety of the population as well, are being threatened by increasingly intensive shipping (sea-going vessels, inland shipping and recreational boating). The project is directed at proper control of (threatening) incidents with the purpose of guaranteeing the safety of the population and the quality of the environment.</p> <p>Importance of safe ports and fairways It is vital that safety is guaranteed where the accessibility and approachability of ports are concerned. Where an incident occurs or is impending, it is essential that relief services respond properly to prevent escalation of the threat. Moreover, the transport of people (cruise ships and ferries) as well as the transport of goods (containerization and bulk transport) need to be looked at.</p>			

At the same time, this guarantees that the surroundings of ports and fairways will have a safe and pleasant atmosphere --- for the population, tourists and businesses.

Environment

The safety of shipping and with it, also, proper response at the time of (threatening) incidents are of crucial importance for the aquatic environment. A nautical incident can, after all, bring with it serious environmental consequences. Now, as a rule, attention is still chiefly focused on preventing oil leakage and the eventual oil clean-up. That is justifiably so, but many other materials that can be a threat to the environment are also transported by ship --- toxic gases and liquids, for example. These demand another strategy from officials and relief services than oil pollution does. There is usually also a much shorter time to react. Concurrently, there must also be sufficient opportunities to quickly and efficiently clean up (residual) oil and other pollution. This holds not only for the coast but also for the fauna, birds in particular.

Economic importance

Safety on fairways is of importance to the economic development of the surrounding area.

A well-organized calamity organization has a positive effect on safety and on the image of the port area concerned.

Risks

Incidents with one or more ships can cause serious damage and danger to those vessels involved, their crews, cargo and other ships. The incident can also have far-reaching consequences for the population and businesses onshore, for port accessibility, for nature and the (aquatic) environment.

In addition, in the coming years, the volume of transport, and that of hazardous materials, in particular, is expected to increase considerably. Owing to this, the risks will only grow.

The complexity of incident management around the fairways is increased by:

- various transport streams, sea-going vessels, inland shipping and recreational boating;
- the tides;
- the presence of (petro)chemical industries around port areas;
- concentrations of population, partly as a consequence of employment;
- recreation --- the coast appeals to recreationers.

Incident management

Many parties are involved in controlling incidents in estuaries and port entrances. Besides the responsible official national, regional and local authorities, the relief services, private salvage companies and water rescue services are also of vital importance. Here, the coordination, fine tuning and communication between these official and operational bodies deserve particular attention.

International character

The complexity with sea-going vessels differs from other objects due to the fact that, as a rule, they are ships sailing under the flag of another country --- from a legal aspect, foreign territory. This makes action at the source, the vessel itself, complicated. Along with this, language sometimes forms a complexity.

European cooperation

Shipping is an international process. When a calamity occurs, the consequences are also often not limited to the region or national borders. This effect is strengthened even more by the increasing share of shipping worldwide but also certainly by European transport (Short Sea shipping). The growing volume, on

the one hand, and the growing population density, on the other, make that the effects of a calamity can be vaster and more intense.

Cooperation between the bodies involved across borders can contribute to better disaster management. Cooperation between official and operational services of and around European ports and their fairways leads to improved quality. An exchange of knowledge and experience takes place. By working together, training can be more effective. By doing so, the ports together can present a better image of Europe; where safety is concerned, there is no rivalry.

Around the various port areas, incident management is organized differently. By exchanging knowledge and experience, the various layers of government are better able to hold vertical integration up to the light. At the same time, horizontal integration occurs a result of this exchange.

Concrete results

Impres is aimed at concrete results:

1. The development or further pursuit of concrete strategies for incident management
2. The exchange of knowledge and exchange of practical experience in the operational field with regard to the management of various types of incidents

Central Aim

Improve the accessibility of ports by making fairways to these ports safer.

Envisaged Outcomes

1. The development of working methods and tools for tackling nautical incidents:
 - standard coordination frameworks
 - operational plans for the emergency services
 - coordination of responses to cross-border maritime incidents
 - internationally deployable expert teams
 - provision of assistance to (neighbouring) countries
 - blueprint for multi-disciplinary emergency assistance vessel
 - innovative fire-fighting techniques and extinguishing methods for maritime incidents
 - materials to ensure safety of members of the emergency services during maritime incidents
 - equipment for helping the injured on the water
 - standardisation of communications with ships
 - discussions with tugboat and salvage companies, insurers, etc.
 - rapid and reliable risk analysis for the cargo details
2. Education and training for partners in the emergency services chain:
 - international "Maritime Safety" module for relevant education courses
 - education and exercise programmes
 - scenarios for exercises and building up the emergency assistance organisation
 - international exercises
 - exchange of knowledge, e.g. through databases

3. Modification of European and international legislation:

-development of European and international standards, for example about cargo details

4. Bundling knowledge about techniques for damage control and salvage:

-a pool of rapidly deployable specialist advisers

-a database of expert knowledge for specialist elements of incident responses

-summary of available equipment

Thematic Keywords	safety, port areas, maritime disasters
Partners already found	Three partners in Belgium, one partner in the United Kingdom, all regional governments. Also 6 harbours, 4 in Belgium, 1 in the UK and 1 in Holland like to join the project. Than the national government in Holland and Belgium want to join this project
Partners requested	Partners in North Sea area who have similar situations. Especially we are looking for regional or local governments.
Estimated budget	€2
Date	17 February 2009

3.019 CARE North

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Project Description			
<p>Carbon efficient access in the North Sea Area – CARE North The North Sea Area is extremely affected by Climate Change. There is an undisputable need to reduce the emission of Greenhouses Gases (GHG). Transport contributes with about 25% to GHG emissions. The North Sea countries have an enormous potential to develop and show ways to reduce GHG emissions. There is a high need for implementing Carbon Reduction strategies in the field of transport – as this sector shows still an increase of CO₂-emissions.</p> <p>The project CARE North wants to prepare the North Sea area as a pilot region for more carbon efficient regional and urban transport. The EU has set targets for CO₂-reduction and for the development of sustainable transport as part of overall sustainable development (incl. NSRP). The project CARE North wants to develop and implement innovative Carbon Reduction Strategies for urban and regional transport – to maintain and improve accessibility in a more carbon-responsible way.</p> <p>The implementation of Carbon Reduction Strategies will not only reduce the emission of Greenhouse Gases, but at the same time can reduce the dependence on fossil fuels – thus implementing the EU policies on energy security. The less a region depends on road transport for passenger and freight transport, the less vulnerable the regional economy is in case of (expected) further increase of fuel costs. Implementations of model projects are planned in all partner regions.</p>			
Central Aim			

The central aims are the development of CO2-reduction strategies, the implementation of model elements of more carbon-efficient transport solutions and their assessment / evaluation. The sector of transport is politically and economically extremely sensitive. As already discussed during the development of the European White Paper on transport, we need a decoupling of transport growth and economic growth.

The project CARE-North wants to highlight a leading role of the North Sea Region in the responsibility for low-carbon transport through - more efficient transport organisation - a behavioural change towards less carbon emitting transport modes - technological solutions in the field of transport which produce less GHG

This will be done by:

- 1) producing strategic plans of CO2-responsible transport - by the involved authorities in close transnational cooperation.
- 2) Implementing model projects for low carbon transport in the involved regions Aspects will include impacts of spatial planning, image aspects of transport modes ("mobility culture"), promoting and improving the use of soft modes, alternatives to car-ownership (car clubs/Car-Sharing), more carbon efficient vehicles (e.g. hybrid buses) and systems (e.g. trams and trolleybuses), other innovative solutions.
- 3) Involvement of citizens and the business community in the debate
- 4) Transnational evaluation of the process and the impacts and feedback into local, regional, national and European strategies.

Envisaged Outcomes

The expected outcomes include:

- strategies for CO2-responsible transport in all partner sites
- to meet wider policy priorities, including improved accessibility, European CO2-reduction targets; security in energy supply, Air Quality Management, Noise Abatement and the objectives of the Green Paper on Urban Transport;
- model projects of highly efficient but low-carbon transport solutions implemented as showcases –thus reduction of CO2-emission and energy consumption - reduction of dependence on fossil fuels and mineral oil imports to the North Sea Area;
- more efficient use of existing transport infrastructure with reduced impacts on the environment (especially CO2 emissions) - economic and sustainable growth at minimum impact on the environment.
- model solutions in the North Sea Area as leading region for GHG reduction - presentation of CARE North solutions in the North Sea Area and beyond' - feedback to European and national policy making

Thematic Keywords	Climate Change, CO2-reduction, energy supply, efficiency, innovation, soft modes, mobility culture
Partners already found	From DE: Free Hanseatic City of Bremen (Lead Partner) and regional partners from the Metropolitan Region From UK: West Yorkshire PTE (Metro) From SE: City of Göteborg

Partners requested	Regional und municipal authorities – responsible transport and CO2-reduction strategies and their implementation – and related operators / institutions for implementation of model projects from Netherlands, Belgium, Denmark, Norway
Estimated budget	to be defined
Date	13 January 2009

3.020 PLEASURE - Port logistics' value added services supporting accessibility to regions

Priorities Interreg IVB NSR Programme	3 - Improving the Accessibility of Places in the North Sea Region		
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Project Description			
<p>This project concentrates on the commercial and sustainable development of ferry and ro/ro port areas in order to improve the accessibility of regions. By developing the ports to more valuable and innovative logistics hubs, accessibility of regions from the hinterland and from the sea will be strengthened.</p> <p>PLEASURE aims towards the improvement of port operations and a higher degree of intermodality. Furthermore ferry and ro/ro ports as well as the surrounding regions will only have a significant benefit, if they do not serve as water gates only, but also create value added services on the goods handled.</p> <p>The meaning of logistics for the local and regional development respectively the accessibility particularly in port-located areas is becoming more and more important. The increasing complexity and the rising dynamics of supply chains save a substantial potential for the contribution of services, which transcend the transport, the turnover and the pure storekeeping of goods. Thus traffic and logistics has become an important competition factor for the producing economy as well as a growth market for the service provider in logistics.</p> <p>In general, there are three big challenges for ferry and ro/ro ports as well as their surrounding areas: - Insufficient ro/ro port hinterland accessibility by rail, - Insufficient accessibility (frequency) from sea by ro/ro liner connections, - Lack of logistics' value added services within port regions</p> <p>To face these challenges the elaboration of following work packages are envisaged:</p>			

1) Logistics chains within the North Sea Regions - Analysis of intra-regional and trans-national logistic structures (incl. ro/ro and their hinterland connections) - Investigation of trade flows to unveil relationships between international manufactures and trade organisations in the NSR - Creating a model which covers the main relations in the NSR showing the origins and destinations of transport via the points of transshipment

2) Innovative logistics concepts and value added services in port located regions - Design of logistic market concepts regarding intermodality (e. g. implementation of shuttle trains), new ro/ro liner connections, port operations, settlements of different industries in port regions) as well as green logistics - Based upon the traffic information model the interconnections between manufactures and beneficiaries, their service providers and even those spots where the transport chain is interrupted for transshipment, commissioning or amelioration of goods, will be elaborated - Pre-Investment Studies for build up or enlargement of commercial port located areas (e. g. freight villages, combined terminals)

3) Implementation and activation of the results - Pilot actions (e. g. Implementation of new ro/ro liner and shuttle train connections) - Elaboration of position papers and guidelines for political and economic decision makers for demand driven business development and as a basis for long-term investments and political decisions.

Central Aim

The central aim of the PLEASURE project is to develop ferry and ro/ro ports towards more valuable and innovative logistics hubs in order to foster the accessibility of port regions from the hinterland and from the sea.

Furthermore there are sub-objectives, which describe the projects' aim in detail:

- To enhance investments in ports and commercial areas to build up logistics hubs and freight villages
- To draw viable logistic market concepts which combine sea, rail, road and inland waterway transport
- To improve the ferry and ro/ro links by more cargo leading to higher frequencies respectively better accessibility
- To strenghten hinterland connections, e. g. by combined transport
- To identify potential of value added services (VAS) in the North Sea-region and their activation for port located areas
- To create an information basis as well as to develop a traffic model, which makes it possible to identify logistics potentials for VAS in port-located areas
- To establish a forum for cooperation between public and private actors as well as the science across borders and sectors

Envisaged Outcomes

PLEASURE'S envisaged outcomes are dedicated to the overall improvement of ferry and ro/ro ports respectively their surrounding areas' accessibility by enhancing hinterland as well as sea accessibility by introducing new services and logistics concepts.

- A database to visualise the interconnections between manufactures and beneficiaries as well as their service providers

- Potential analysis of existing and new ro/ro connections within the North Sea Region; analysis of hinterland connections and hubs
- Logistics maps illustrate the North Sea Region regarding different traffic modes, branches, value added levels and regions.
- Pre-Feasibility Studies on combined terminals at ferry and ro/ro ports intermodality
- Pre-Investment studies for build up or enlargement of commercial port located areas
- Pilot actions (e. g. Implementation of new ro/ro liner and shuttle train connections)
- Position papers and guidelines for political and economic decision makers as well as a manual for sustainable and value added Port development

Possible results are:

- New liner connections
- New combined terminals
- New shuttle trains
- New settlements in each participating port
- Additional jobs within the logistics industry
- Investments with a volume of approximately 50 m EUR
- Increase in regional purchasing power

Thematic Keywords	Accessibility, Sustainability, Ferry and ro/ro ports, Competitiveness, Regions, Intermodal
Partners already found	To be confirmed; in discussion with several potential project partners
Partners requested	Possible partners are: Ferry and ro/ro ports as well regional and port authorities within the North Sea Region; Universities; Ferry operators; Logistics operators
Estimated budget	2.5 m Euro
Date	24 April 2009

3.021 IKARUS - Innovative Kinds of AiRport Accessibility Using Sustainable public transport systems

Priorities Interreg IVB NSR Programme	3 - Improving the Accessibility of Places in the North Sea Region		
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Project Description			
<p>Many of the North Sea Region Airports have experienced dynamic growth rates in passenger handling throughout the previous years. As result, airports are facing ever growing passenger numbers. In this context, accessibility aspects of airports and their adjacent regions have gained importance, both for large European gateway airports but also for regional ones as well as for airport systems. European gateway airports (e.g. London Heathrow, Amsterdam Schiphol) are facing high-intense road congestion problems in their surrounding areas.</p> <p>Thus, these airports are searching for solutions to strengthen public transport, e.g. by introducing new management and operation concepts for innovative public transport systems, thus disburdening the road network. Regional airports are confronted with opposite challenges. Oftentimes their smaller passenger volumes do not justify the installation of regular public transport services. In consequence, these airports are searching for flexible public transport operation services matching their specific needs.</p> <p>On a European scale, a tendency towards developing airport systems is visible, leading to specific requirements regarding airport accessibility. A shift of passenger flows from large gateway to smaller regional airports is accompanied by respective local or regional traffic flows which may be ideally handled within new public transport systems and concepts. IKARUS will address these accessibility challenges airports are currently facing by developing and implementing innovative public transport concepts and systems following two main thematic routes. First of all, airport accessibility shall be improved by enhancing existing management and operation systems for public transport in the respective partner</p>			

regions (workpackage 3).

In this context, IKARUS will focus on how to achieve a better utilization of existing public transport infrastructures by adjustments on the managerial and operational level. This might include the introduction of e-ticketing systems, the harmonization of timetables as well as the improvement of interconnectivity between different modes of public transport. Secondly, airport accessibility shall be upgraded by developing innovative public transport systems and concepts (workpackage 4).

Contrasting the enhancements on the managerial and operational level, this topic will deal with new and innovative public transport systems and concepts which might be introduced to different airport regions. In this context, questions of integrating suburban trains, track-based buses, eco-taxis or electro-bicycles into the respective public transport sector will be analyzed.

Furthermore the dedicated usage of existing infrastructural facilities for public transport will be dealt with (e.g. the opening of highway's hard shoulders for public transport). Both thematic foci of the project – enhancing management and operation systems for public transport as well as developing innovative public transport systems and concepts – will be tackled on different levels, i.e. for European gateway airports, regional airports as well as for airport systems.

Central Aim

IKARUS sets out to improve regional accessibility in airport regions by means of strengthening existing public transport systems and introducing new and innovative ones, thus making the respective regions a better place to live, work and invest in. Accessibility improvements will be accompanied by positive effects on different levels.

First of all, the strengthening of public transport will induce environmental benefits, e.g. through a reduction of CO2 emissions. Secondly, the quality of life in the respective regions will be improved, e.g. by decreasing road congestion and by developing flexible, capable and reliant public transport systems, etc. Thirdly, the region's overall attractiveness will be heightened by ensuring a high level accessibility on different levels.

Envisaged Outcomes

IKARUS' envisaged outcomes are dedicated to the overall improvement of airport accessibility by enhancing existing public transport systems as well as by introducing new public transport services and concepts.

Possible outputs of workpackage 3 "Public Transport Management and Operation Systems" will be a transnational public transport strategy for each airport region dedicated to the improvement of public transport management and operation systems formulating measures in the following fields, e.g.: - Installation or improvement of public transport information systems - harmonization of timetables, thus improving interconnectivity - development of an e-ticketing system - feasibility study for the establishment of an incentive systems for public transport - development of an integrated ticketing system - conceptualization of decentral check-in procedures

Possible outputs of workpackage 4 "Innovative Public Transport Systems and Concepts" will be a transnational action plan for each airport region dealing with innovative public transport systems and concepts, comprising e.g.: - pre-design for a bus-calling system for at least one airport region - potential

analysis for a dedicated usage of a highway's hard shoulder for public transport - 2 new bus services installed for linking airports to their adjacent regions - Pre-investment study for operation of track-based buses - Installation of regular public transport services for at least two airport locations

The above mentioned main outcomes of IKARUS will function as preparatory step for concrete implementation and investment activities in the respective fields. E.g. the actual investment into a track-based bus at a partner location or into the installation of an e-ticketing system may be co-financed by the project.

Thematic Keywords	Accessibility, Innovative public transport systems & concepts, Sustainability, Airport regions, Airport systems
Partners already found	South East England Development Agency (Lead Partner) Gemeentelijk Eindhoven Others to be confirmed; in discussion with several potential project partners
Partners requested	Up to five regions each with 2-3 partners (regions, cities, airports, public transport organizations, etc.)
Estimated budget	3-4 m Euro
Date	24 April 2009

3.022 NORTHERN COMFORT - Safeguarding and improving accessibility of northern remote regions by air

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Project Description			
<p>Considering the time sensitive travel demand and transportation of goods, for many remote regions in the North Sea area integration into air transport networks is essential for economic competitiveness and regional welfare. Studies on regional economics underline the relevancy of regional airports for the regional development and territorial cohesion. Notwithstanding regional economic contributions and dynamic growth rates in passenger volumes during the last years most regional airports are not able to cover their operational costs and increasingly are facing new financial, economic, and operational challenges. Due to the current stagnation of air traffic volumes in the North Sea region and increasingly tightened public budgets more sustainable, innovative, cost-efficient strategies and solutions need to be developed. Considering an approach of transnational co-operation and partnership, NORTHERN COMFORT aims to bring regional authorities, regional airports, and airlines together to exchange and design feasible response strategies to safeguard and develop sustainable and competitive levels of accessibility by air. The project will include assessments on airport-specific route potentials. Workshops and study groups will be set up to identify common guidelines on business development, operational efficiencies, and innovations. The project will contribute to a better North Sea Region for residents and firms to live, work, and to invest.</p>			
Central Aim			
<p>NORTHERN COMFORT will support participating North Sea regions, airports, and airlines to safeguard and improve sustainable accessibility by air under consideration of transnational exchange and co-operation. More detailed, the following effects are to be expected: • Better and sustainable regional accessibility by air • Improved regional competitiveness • Positive regional economic direct, indirect, induced and catalyzed</p>			

effects on employment and economic development • Accelerated territorial and social cohesion

Envisaged Outcomes

The envisaged outcomes of NORTHERN COMFORT are focused on safeguarding and improving the accessibility of participating remote regions. All major outcomes of work packages will be summarized and documented in a hand–book. Work package 1 “economic sustainability” demonstrates response strategies, recommendations, and solutions on how to safeguard and improve accessibility of remote regions by air. In more detail, as outcome of common exchange, benchmarking and design of ‘best practices’ the handbook will include guidelines and solutions on • aviation business development, which stimulates more frequencies and flight connections, • market niches and airport development strategies to enhance economic sustainability, • optimization of aviation and non-aviation revenues to decrease the level of public subsidies as well as to consolidate financial independency and efficiency, • PSO agreements to cover commercial risk for new flight connections, • regional marketing concepts to increase the regional attractiveness, • efficient airport operations and innovations to realize more competitive cost structures and reduce thresholds for new flight connections to assist stakeholders to cope with economic challenges and to ensure sustainable accessibility of remote regions by air. Under work package 2 ‘route opportunities’ stakeholders design strategies and ‘best practices’ on sustainable and cost-efficient route development. As outcome the handbook includes guidelines and recommendations as well as region-specific analyses and forecasts on passenger respectively cargo volumes (current/future). The package of measures supports participating stakeholders to identify potentials and finally to safeguard and improve sustainable regional accessibility. Beside common guidelines and solutions pilot initiatives will be launched to highlight the feasibility and effectiveness of recommended measures and strategies. Some of the mentioned main outcomes of the project will function as preparatory step for concrete implementation and investment activities in the respective fields. Additionally an internet-based communication platform will be established to enable continuing networking between the participants and to invite other interested stakeholder to share more challenges and solutions.

Thematic Keywords	Accessibility, Sustainability, Regional airports, Competitiveness, Regions, Air Transport
Partners already found	To be confirmed
Partners requested	Regional authorities, airports and airlines in the North Sea Region
Estimated budget	1.5 m €
Date	27 April 2009

Priority 4 - Promoting Sustainable and Competitive Communities

4.083 Internationalisation and Talent Strategies of Metropolitan Regions

4.084 Territorial cohesion by urban-rural-partnership food chains

4.086 Expansion Through Enterprise

4.087 smART

4.083 Internationalisation and Talent Strategies of Metropolitan Regions

Priorities Interreg IVB NSR Programme	4 - Promoting Sustainable and Competitive Communities		
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Project Description			
<p>Throughout history, cities and especially metropolitan regions have been focal points of migration. Cities have benefited in a multitude of ways: Innovation, trade and handicrafts have flourished thanks to migratory flows that resulted in larger processes of social, cultural and economic integration.</p> <p>Against the backdrop of globalisation, metropolitan regions have become nodes in a global “space of flows” of goods, capital, information and people (Castells 2006). They compete with each other over international reputation and metropolitan functions. In this new global network, migration flows can be seen as resources strengthening and multiplying personal networks between the urban area and the rest of the world, as they enhance cultural diversity and thus lead to social, economical, political and cultural innovation. These connections are of vital importance for a burgeoning knowledge economy (Alesina, La Ferrara 2005).</p> <p>Thereby, city politics recently start focussing on the migrants as a resource for development, innovation and images. Generated by the discussion about the Creative Class (Florida 2003) and their needs and conditions, migration politics are no longer exclusively focused on problematic aspects like disintegration and segregation as a result of frictions of different life models and cultures. Cities (or its stakeholders) start developing talent strategies which combine marketing and image production with integration strategies</p>			

and instruments.

Central Aim

Objective of the project proposal is a mutual learning process around metropolitan regions about integration aspects of talent strategies and the development of pro-active internationalisation- and integration strategies. Preconditions of a pro-active development of migration and integration politics are:

- the awareness of demands and preconditions of international migrants and their role for urban development,
- knowledge about local talent strategies (e.g. strategies for recruitment, integration and qualification as well as return strategies for out-migrants) and
- its intended or unintended effects and outcomes.

The project aims to improve these preconditions for a proactive policy in the participating cities and to develop specific talent strategies regarding integration issues (on individual level) and needs of internationalisation for the cities and metropolitan regions.

Envisaged Outcomes

Work plan and method: To meet these objectives the following components need to be implemented within the project:

1. Analysis of existing internationalisation resp. talent strategies within the participating metropolitan regions (policy analysis encompassing the fields of politics, administration, university education and private enterprise. It builds on the legal, cultural and historical frameworks of each metropolitan region) as well as best practise analysis in Europe (or international) and its outcomes with special focus on the role of international migrants (who and how migrants should be attracted?);
2. analysis of demands and needs for specific talent strategies within the participating metropolitan regions (what kind of needs are addressed and what kind of options and instruments are used?) and comparison with the state of the art (and the best practices);
3. developing visions and concepts for more pro-active integration and internationalisation policies for the participating metropolitan / city regions and pre-estimating possible intended or unintended effects and outcomes of these strategies and necessary framework conditions;
4. implementation: definition of measures and responsibilities, first investments and
5. communication of the needs for talent strategies on city-regional level, good practices and project results concerning concepts for strategies and its framework demands.

Thematic Keywords	
Partners already found	Lead partner: HafenCity University Hamburg (with Free and Hanseatic City of Hamburg and Hamburg Metropolitan Region, International Building Exhibition Hamburg IBA 2013, to be requested)
Partners requested	Potential partners: The focus of the project should be laid on metropolitan regions or city regions because the metropolitan region allows analysing circumstances, policies and

strategies responding to global competition and at the same time exposes the consequences and potentials of migration in a comparative perspective.

Cities are adequate laboratories for investigating migration and its effects: Firstly, people target a concrete place with specific resources and conditions; the consequences of immigration – ranging from economic, social and political effects – become therefore most tangible in the urban space. Secondly, most every day-life aspects of immigration are discussed and governed locally. Living and working conditions in the city and the wider metropolitan area have an impact on the patterns of integration as well as the receiving cultural context and attitudes towards immigrants. They are deeply connected with the receiving country's history of immigration.

Estimated budget

Date

09 February 2009

4.084 Territorial cohesion by urban-rural-partnership food chains

Priorities Interreg IVB NSR Programme	4 - Promoting Sustainable and Competitive Communities		
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Project Description			
<p>The objective of the project is to promote a better management in quality of life through a sustainable handling of resources and the strengthening of regional economic potentials by the development of urban-rural-partnerships. Urban-rural partnerships are an innovative strategy of macro-regions to react on recent development challenges like ensuring competitiveness of regions and locally embedded enterprises in all sectors, creating job opportunities for high and low income people and raising environmental quality. It follows cooperative strategies and bunches urban and rural potentials for the development of regional circuits.</p> <p>Urban-rural-partnerships encourage networking in terms of functional relations between actors and companies in different areas as well as communication between regional stakeholders as a precondition for an innovative milieu. Thereby they aim to foster a region-wide understanding of potentials and responsibilities for a sustainable regional development. The project will contribute to the economic, social, environmental and cohesion objectives:</p> <p>Economic aspects:</p> <ul style="list-style-type: none"> ● Fostering regional development by strengthening qualities and resources of rural regions and by building up regional economic circuits in food and educational issues within the macro-region; ● strengthening the competitiveness of agricultural products from the region esp. of organic farming and sustainable production; ● rising the competitiveness of the macro-region through high quality of life for regional inhabitants by 			

a high quality of products, food and services within the region.

Ecological aspects:

- Strengthening ecological and qualitative objectives within the region by fostering fresh, organic and preserving farming, renewable resources, sustainable services, shortening of transport chains and environmental friendly modes of transport.

Social aspects:

- Fostering fair labour standards in all sectors (agriculture to services) and arise options of employment esp. for low qualified workers in urban and rural areas.

Territorial aspects:

- Foster the cohesion on the macro-regional level by regional economic circuits and closer urban-rural-partnerships.

Central Aim

The central objectives of the project are

- encourage the networking within the urban-rural- partnership in terms of functional relations between actors and companies in sub-regions as well as the communication between the regional stakeholders and thereby build up a milieu for new solutions in regional development;
- establish and institutionalize regional economic circuits and
- coordinate the needs, objectives and strategies for education/employment and supply necessities of regional markets and regional economic circuits and develop strategies to integrate low skilled, migrant workers into the labour markets.

Envisaged Outcomes

The following output of the project is expected:

- Objectives and qualitative standards for urban-rural partnerships in food chains;
- analysis of producers/supply demands and their requirements;
- analysis and strategic development for logistic needs; - strategic development for educational needs and labour recruitment and
- strategies for marketing, image building, communication and information.

The project can focus on the following measures:

- Weekly/ farmers markets for food and regional products, institutionalization of farmers networks;
- bio supply in cafeterias and canteens in schools, universities and private enterprises;
- bio supply in catering and event management and
- related Services (crafts, personal services, logistics).

Thematic Keywords

urban rural partnerships, farming

Partners already found	Lead partner: Hafencity University Hamburg (with Free and Hanseatic City of Hamburg and Hamburg Metropolitan Region, to be requested)
Partners requested	Partners which should become involved: <ul style="list-style-type: none"> • Public authorities (ministries, regional and local authorities), • private economic actors (farmers), unions and associations of farmers, organic farming or related organizations, • consumer associations, • institutions for education, employment centres, vocational training agencies, • institutions providing necessary services (transport, logistics, cooking, cleaning) and • media and communication agencies specialized for food issues.
Estimated budget	
Date	09 February 2009

4.086 Expansion Through Enterprise

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Project Description			
<p>The main aim of the ETE project is focussed on developing an enterprise culture and promoting entrepreneurship in disadvantaged areas so that individuals can earn a living, gain self respect and grow the work ethic within their communities.</p> <p>This will be achieved by fostering a culture of enterprise in schools, other training establishments, disadvantaged communities, rural areas, coastal towns and within under-represented groups themselves. It aims to contribute towards creating the conditions and attitudes which will result in increased support for individuals leading to higher levels of business start up.</p>			
Central Aim			
<p>By increasing the availability and quality of entrepreneurship education/training, bringing together the best of practical experience among the partners, over time the project will contribute to a step change and improvement in regional policies in this field, benefiting both citizens and regional economies.</p> <p>Entrepreneurship education and training in this context is not just about business start up support, although it includes it. It is about promoting a culture in which all citizens in all regions will have the confidence to take risks in their lives as well as in business.</p>			
Envisaged Outcomes			
<p>The final outputs will be twofold.</p> <p>First, a practical enterprise culture/entrepreneurship education and training materials for policy makers and</p>			

practitioners, outlining how the methods developed and tested in this project can be implemented taking into account differing priority target groups and realities on the ground. The training materials will incorporate trainer support materials for the beneficiary groups, which will be relevant for that group and their existing support organisations or similar establishments.

Second, a concrete action plan for each participating region, which will be developed in consultation with county / regional authorities as far as possible, specifying how the identified practices can be implemented using local, regional mainstream funding sources. The effect of this will be to increase the levels of enterprise culture / entrepreneurship leading to economic development and the regeneration interconnection of disadvantaged communities and the people who live in them

Thematic Keywords	Enterprise, entrepreneurship, community support
Partners already found	Ongoing
Partners requested	Ongoing
Estimated budget	
Date	23 February 2009

4.087 smART

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Project Description			
<p>Towns and cities in the North Sea Region are one of its unique and often unrecognised assets, due to their historic non uniform structures and spaces. They are at the core of social and employment activity. If we are to maximise these advantages when the current recession ends and attract new business, commuters, and residents to re-locate, we need to be promoting our cities and urban areas as vibrant environments, "the creative city" The development of attractive built environments with easy access green routes into the hinterland</p> <p>This will include creating exciting street landscapes that feel owned and are well used by local communities, workers and visitors alike - spaces that feel safe but also offer opportunities for mixed use, work on a human scale and on human emotions, create possibilities for movement as well as resting, socialising, playing and for cultural interactions. Public art can be performance, event or installation based or permanent design features such as paving, furniture, lighting or sculpture</p>			
Central Aim			
<ul style="list-style-type: none"> ● To identify the role of design and artistic intervention in the creation of successful open spaces ● To review locations where these issues are tackled effectively ● To review differences and similarities between partner countries ● To identify strategies for contributions for public arts ● To develop public realm strategies (across the partnership ● To develop links with the creative communities 			

- Overt and covert use of arts to create a talking point
- To promote public art by involving partners to create performances in each others locations

Envisaged Outcomes

- The identification of why people use specific spaces and how artistic interventions (permanent and temporary) can influence this behaviour
- An analysis of successful design and the role that artists and artistic skill can play
- Identify and promote community involvement in the use of space and a sense of public ownership of the public realm
- Within the project area to embed policy for public art and public open space within planning, to develop confidence at political and officer levels, and to set out a regional exemplar
- An understanding of how far authorities need to lead a community before it is ready to lead itself

Thematic Keywords	Art, culture, public art, public open space, public realm, design, employment
Partners already found	none
Partners requested	A broad range from novice through transitional to experienced participants who share a vision of ensuring that the urban areas of the North Sea Region continue to offer an all encompassing vibrancy that compliments the changing rhythms of the urban day.
Estimated budget	€1.5m
Date	24 April 2009

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