

THE NORTH  
SEA REGION  
2020



# AC&GA 2010

16–18 JUNE 2010  
Stavanger, Norway

The Joint Annual  
Conference and General  
Assembly 2010



The North Sea  
Region Programme  
2007–2013

European Union  The European Regional Development Fund



# Welcome to the Joint Annual Conference and General Assembly 2010!

*The conference is the main annual event of the North Sea Region Programme and the North Sea Commission. As in previous years, it is arranged and hosted by the two organisations in cooperation. The aim of the conference is to collect different expectations and to formulate key challenges stakeholders foresee in the development of the North Sea Region towards 2020.*

## THE REGION 2020

The theme of the conference is 'North Sea Region 2020'. The theme was chosen to reflect and react on a number of current discussions in the EU and the European Commission.

The recently launched EU 2020 strategy by the European Commission, its impacts on the North Sea Region and the possibilities and relevance of a North Sea Strategy, are key aspects to mention in this respect.

The theme was also chosen to reflect the ongoing work of the projects of the Programme. They will be asked about their perspectives towards ongoing EU policy initiatives and how to generate long lasting results and make an impact on the North Sea Region and beyond.

The conference will aim to make concrete links between current work and initiatives with future perspectives.

## CLUSTERS CAFÉ

In order to achieve the aim of the conference a participative approach has been chosen to include all stakeholders and to give room for interaction. It has been named the 'Clusters Café'.

A number of work shop sessions will be held. For the sessions five main themes have been chosen. Each theme will include two sub-themes. The sub-themes reflect the projects of the Programme as well as the different themes the North Sea Commission is addressing.

The set up will lead to 10 different sessions in which the participants will share ideas and discuss challenges and expectations for the region towards 2020. The main conclusions from the sessions will be presented and discussed at the final plenary.

## Project exhibition | 16 JUNE

*A number of projects under the Programme will exhibit their work, results and outcomes to date in the luncheon area of the venue.*

### STUDY TOURS

Arranged by Rogaland Fylkeskommune and the North Sea Commission.

All buses will depart from the conference venue, the Stavanger Forum. Lunch arrangements will be made for the relevant tours. Please see the individual tour for arrangement details.

### CULTURE & TOURISM:

#### *Exploring the culture and heritage of Rogaland*

This study tour will give you a brief insight into the culture and heritage of Rogaland as a Norway in miniature. The tour will start with lunch and visit to Rogaland Art Museum, continue to the Sword in rock monument of Norwegian unity 1100 years ago.

The tour will look into important stages in the history of the area: herring fisheries, sailing vessels, canning industry, oil and gas industry, and also visit a regeneration area: from traditional industry to culture and residence.

The tour will conclude with a visit to the old fire watch tower in the centre of the city of Stavanger: contrasting features in an old port. Along the route there will be surprises in the form of artistic performances.

The bus will leave from the conference venue.  
Time 12.00–17.00, lunch included.

### INNOVATION AND EDUCATION:

#### *Stavanger Innovation Park (iPark) and the House of Culinology*

iPark and the House of Culinology form part of the knowledge community in the city's university campus at Ullandhaug in Stavanger. iPark's incubator department assists in hatching out new commercial ideas.

It offers support in the early phase as well as the further development of companies. You can also get help here with securing capital and your first customers, as well as partners and alliances.



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## ...towards 2020

We will also pay a visit to The House of Culinology (Måltidets Hus), which opened in May 2009. The house is staffed with creative and knowledgeable people within the various sectors of the food industry.

This is a house both for "green food" (from the earth) and "blue food" (from the sea). The house also consists of a laboratory where studies are carried out on subjects such as heat treatment and packaging.

The bus will leave from the conference venue.  
Time 13.00–16.30. *Lunch at venue.*

### TRANSPORT

#### *Sub sea tunnels and bridges*

Outside Stavanger, in the heart of Rogaland County, there is an archipelago of islands. Some of these islands are linked to the mainland and interlinked by sub sea tunnels and bridges. Other islands are only accessible by boat or ferry. This study tour will visit the archipelago to study transport solutions.

Topics of particular interest for the participants include a number of tunnels such as: Rennfast / Byfjord sub sea tunnel (length 6 km and depth 223 meters, opened in 1992), Mastrafjord sub sea tunnel (length 4,4 km and depth 133 meters, opened in 1992) and the Finnøy subsea tunnel (length 6,7 km and depth 210 meters, opened 30 in 2009).

Topics of interest on the study tour will be the scope of the tunnels, technical solutions, constructions and financial solutions. If time permits, we will include a boat trip.

The bus will leave from the conference venue.  
Time 12.00–17.00, *lunch included.*

### SUSTAINABLE DEVELOPMENT

To preserve a clean North Sea is a high priority issue for all the North Sea Regions. However, human activities have different impact on the sea and its multiple ecosystems. Challenges include avoiding damaging impact from oil and gas activity; reduce pollution from marine farming and controlling acidification of the sea from air pollution. A potentially important political issue is whether or not sedimentary rock under the sea bed can be used for CO<sub>2</sub> storage.

The tour will visit IRIS Research laboratory at Mekjarvik 10 km outside Stavanger (Akvamiljø Marine Environmental Research Centre). IRIS is a research institute, based at the University of Stavanger, that deal with research within fields of petroleum technology, biological sciences, gas and energy, social sciences and business development.

There will be introduction to important research topics and lunch served at the premises, followed by a visit to the laboratories.

The tour will also be a round trip to the scenic landscape of Northern Jæren, followed by information of land use, urban development and conservation issues given on board the bus.

The bus will leave from the conference venue.  
Time 12.00–17.00, *lunch included.*

### MARINE RESOURCES:

#### *Coastal administration and fish farming*

The Norwegian Coastal Administration – NCA (Kystverket) is the national agency for coastal management, maritime safety and communication in Norway. NCA is present along the whole of the Norwegian coast, and we will visit a traffic central who is located at Kvitsøy, just outside Stavanger.

The Norwegian aquaculture production is large, and we will also visit a site for farming salmon. The farming facilities are developed to be stronger and bigger, so they could be located in more open fjords. We will visit one of the biggest companies, Grieg Seafood, when they are feeding the fish.

The bus will leave from the conference venue.  
Time 12.00–17.00, *lunch included.*



ROGALAND  
FYLKESKOMMUNE



The North Sea  
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# Programme

## DAY 1 Wednesday 16 June

09:00 Registration and coffee

10:00 **North Sea Region Programme**  
*Project Clustering: Presentation and Discussion of the Programme's Concept*

**North Sea Commission**  
*Thematic Group Meetings*

- Culture and Tourism
- Marine Resources
- Transport
- Innovation and Education
- Sustainable Development

12:00 Lunch

Moderator: Vivien Collie

13:00 **PLENARY SESSION:**  
**The North Sea Region 2020**

■ **Welcome and Introduction**

**Tom Tvedt**, County Mayor Region Rogaland  
**Christian Byrith**, Head of the North Sea Region Programme Secretariat  
**Gunn Marit Helgesen**, President of the North Sea Commission

- **Eleni Marianou**, General Secretary, CPMR Conference of Peripheral Maritime Regions,
- **European Commission**, Maritime Affairs and Fisheries

14:45 Coffee break

15:15 **CLUSTERS CAFÉ – SESSION 1:**  
**Interactive Dialogue Forums about the Future of the North Sea Region**

**Climate Café**

- Adaptive Measures
- Sustainable Energy

**Culture & Tourism Café**

- Creative Industries
- Storytelling

**Innovation Café**

- Entrepreneurship
- Public-Private Interaction

**Maritime Management Café**

- Resource Management
- Safety and Maritime Environment

**Sustainable Communities Café**

- Connectivity
- Governance

17:00 End of day 1

17:30 **The North Sea Commission – National Meetings**  
*By invitation only*

17:00/ 18:00 Bus transfer from conference centre to hotels

18:30 Bus transfer from hotels to conference centre for dinner

19:00 **Dinner** hosted by the North Sea Region Programme, Stavanger Forum

## DAY 2 Thursday 17 June

08:30 Transfer from conference hotels to venue

09:00 **CLUSTERS CAFÉ – SESSION 2:**  
**Conclusions**

- Climate Café
- Culture & Tourism Café
- Innovation Café
- Maritime Management Café
- Sustainable Communities Café

10:00 Coffee break

Moderators: Vivien Collie & Audrey Findlay

10:30 **PLENARY SESSION:**  
**Expectations and Challenges towards the North Sea Region 2020**

- **Final Conference Conclusions on Expectations and Challenges towards the North Sea Region in 2020** – Statements from the Clusters Café Sessions
- **Liv Signe Navarsete**, Norwegian Minister of Local Government and Regional Development
- **Christian Byrith**, Head of the North Sea Region Programme and **Gunn Marit Helgesen**, President of the North Sea Commission

12:00 Lunch

**Study Tours**

12:00 Culture and Tourism (*lunch included*)  
Marine Resources (*lunch included*)  
Sustainable Development (*lunch included*)  
Transport (*lunch included*)

13:00 Innovation and Education

17:00 Back at hotel

18:30 Bus transfer

19:00 **Boat trip and dinner**  
hosted by Rogaland Fylkeskommune and the North Sea Commission

## DAY 3 Friday 18 June

09:30 **General Assembly of the North Sea Commission**  
*Venue: Sola Strand Hotel, members only*

13:00 Lunch

14:00 **Executive Committee of the North Sea Commission**  
*Venue: Sola Strand Hotel, members only*

*There will be ample opportunity for networking during the entire event, including the study tours and the boat trip.*