

NORTH SEA PROGRAMME EVENTS

Thursday 21 June 2007

13.30–17.00

This is a detailed description of the North Sea Programme Events that will take place during the afternoon of Thursday 21 June 2007

Partner Search Forum 13.30–17.00

In preparation for the new Interreg IVB North Sea Region Programme, participants have been asked to submit project ideas in line with the transnational strategy and four priorities of the new programme. The first round was held for the Pre-Launch Event in March, making this the second Project Idea Book.

More than 130 ideas have been collected in the Project Idea Book, which you can find in your conference pack. Prior to the event, participants have been given the opportunity to request meetings with holders of interesting project ideas.

During the Thursday afternoon, these partner search meetings will take place between people that want to discuss and develop project ideas together. The meetings will be held according to the "speed-dating model" and they are scheduled to last 20 minutes each. Each participant has received an individual meeting schedule.

Staff members of the secretariat, representatives from the National Authorities and Contact Points will be available for consultation during this afternoon. At the same time, drop-in seminars will be held, where members of the Secretariat will give advice on practical issues related to project management and project applications. In the entrance hall, there will be a dedicated space for exhibiting project ideas.

The first call for applications under the new programme is scheduled for the autumn of 2007.

Drop-In Seminars

13.40–15.40

The drop-in seminars are a series of sessions in which key topics are addressed that are crucial for project preparation and development. Each seminar comprises a brief presentation of approximately 10 minutes and a subsequent discussion round. This is an excellent opportunity for participants to learn about the rules and strategic focus of the new programme and clarify open issues with the secretariat staff. Signing up is not necessary; participants are welcome to attend only the sessions of interest to them.

13.40–14.00 Strategic Environmental Assessment

This seminar will inform about this new instrument through which plans and programmes, e.g. those co-financed by the European Community, must be assessed with regard to their environmental impact prior to adoption and implementation. The presentation will inform about requirements in relation to SEA for project applicants before and at application as well as throughout project implementation.

14.00–14.20 Key changes on project finances

This session addresses the principles of financial planning and management of projects and highlights changes compared to previous programmes. A presentation will provide guidance on the management of partnerships and their finances, e.g. Partnership Agreements, and the role of sub-partners in projects. The seminar will also outline control mechanisms such as on-the-spot checks and inform about possibilities to carry out activities outside the eligible area.

14.20–14.40 Detailed Costed Workplan

This seminar is dedicated to project design in terms of realistic planning of activities over time. It will particularly address the importance of the budgeting of project activities (linking activities to a budget) as a precondition for realistic project planning. The session will also inform on possibilities and limits of making changes the project budget and discuss ways to minimise the need for it.

14.40–15.00 1st Level Control

This seminar addresses the key requirements concerning 1st level control and will present good practice approaches. Important related issues will be covered and discussed, such as provisions to be made in respect to 1st level control in the partnership agreement as well as suitable measures to protect the audit trail.

15.00–15.20 Public-Private Partnerships

This session will elaborate on the programme's aspiration to increase the involvement of private sector entities in order for them to play a more active role in transnational projects and engage in partnerships with public sector institutions. Important aspects to be considered during project preparation, such as the ownership of results and any revenue generated as a result of project activities will be addressed and discussed.

15.20–15.40 Transnationality

This session will strive to sharpen the profile and meaning of the concept of transnational co-operation for the new programme period and encourage projects to be more ambitious in the intensity of co-operation. The presentation will outline the key requirements for projects to make the case for their transnational dimension. The session will also help in identifying different aspects of added value created through adopting the approach of transnational co-operation.

Interreg IIIB North Sea Programme Exhibition

Wed 13.30–Thurs 17.00

As in previous years, the Interreg IIIB North Sea Programme has organised an exhibition to celebrate the successful outcomes of its projects. The exhibition will be on display on Wednesday and Thursday in the entrance hall. It has been organised around the 6 themes of the Interreg IIIB North Sea Programme: **1)** New opportunities for rural and peripheral areas, **2)** Risk management along rivers and coasts, **3)** Improving transport, **4)** Using the environment responsibly, **5)** Making use of innovation and knowledge, **6)** Developing more competitive cities and towns.

In the entrance hall there will also be a space set aside to exhibit project ideas for the new Interreg IVB North Sea Region Programme.

European Union  The European Regional Development Fund



The Interreg IVB North Sea Region Programme



20–22 June 2007

JOINT ANNUAL CONFERENCE 2007

Brunstad, Norway

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

Please note that we have a NEW web address

www.northsearegion.eu

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REGIONSAMARBEIDET
Buskerud Telemark Vestfold


KOMMUNAL- OG REGIONALDEPARTEMENTET
Ministry of Local Government and Regional Development

PROGRAMME

SEMINAR INFORMATION

Thursday 21 June 2007

10.30 – 12.30



Wednesday 20th June

08.30–12.45 **North Sea Commission Study Tours**

- Culture & Tourism
- Sustainable Development
- Maritime Resources and Fisheries Group
- Innovation & Education
- Transport

10.00–11.00 **Contact Point Network Meeting**

12.00–13.30 **Lunch**

13.30–15.00 **The Launch of the New Programme**

Chair: Gunn Marit Helgesen, President North Sea Commission

“Welcome” – Inge Bartnes, Norwegian Deputy Minister of Local Government and Regional Development

“Making the North Sea Region a Better Place to Live, Work and Invest in – the Launch of the New Programme” – Preben Gregersen, National Agency for Enterprise and Construction, North Sea Region Programme Managing Authority, Denmark

“The New Agenda” – Ann-Kerstin Myleus, European Commission, DG Regional Policy

“Setting the Scene” – Lorraine George, Head of North Sea Region Programme Secretariat

15.00–15.30 **Coffee Break**

15.30–17.30 **Finding New Directions from the Lisbon and Gothenburg Agendas**

Chair: Lorraine George, Head of North Sea Region Programme Secretariat

“Creating Future Oriented Jobs with Innovative Energy Production” – Peter Wenzel Kruse, Vice President for Communication and Investor Relations, Vestas Wind Systems AS, Denmark

“Education: a Key for the North Sea Region on Its Way to Become an Innovation Society” – Peer Ederer, Managing Director, Innovation and Growth Academy, Germany

“Regions in Search for the Jobs of the Future” – Simon Tijmsa, Head of Economic Affairs, Recreation and Tourism, Province of Fryslân, the Netherlands

19.30 **Dinner: Interreg IVB North Sea Region Programme**

Music: Norwegian Folk Music

Thursday 21st June

09.00–10.30 **Plenary Session: Moving On**

“Application Procedure, Assessment and First Steering Committee Meeting” – Lorraine George, Head of Region Programme Secretariat & Christian Byrith, Finance Manager & Carsten Westerholt, Project Development Unit Manager, North Sea Region Programme Secretariat

“Communications Plus” – Henrik Josephson, Publicity and Communications Officer, North Sea Region Programme Secretariat

10.30 **Coffee in seminar rooms**

10.30–12.30 **Seminars**

PRIORITY 1: “Creating Real Projects on Research Clusters, ICT Applications and Society Capacity for Innovation” Simon Tijmsa, Head of Economic Affairs, Recreation and Tourism, Province of Fryslân, the Netherlands & Peter Cook, Head of Innovation & International Markets, ExDRA (Essex Development & Regeneration Agency), UK

PRIORITY 2: “Creating Real Projects on Marine Pollution, Climate Change and ICZM in the North Sea Region” Evert Kloosterboer, Ministry of Agriculture, Nature and Food quality, Service for Land and Water Management (DLG), the Netherlands tbc & Govert Geldof, Tauw Civiel en Bouw, the Netherlands tbc

PRIORITY 3: “Creating Real Projects on Regional Accessibility, Logistics and Transport Corridors” Jon Halvard Eide, Coordinator NSC Transport Group, Vest-Agder Fylkeskommune, Norway & Philine Gaffron, Institute for Transport Planning and Logistics, TU Hamburg-Harburg, Germany

PRIORITY 4: “Creating Real Projects on Energy Efficient Housing and Sustainable Communities in both Declining and Rapidly Growing Areas” Stephen Taylor, The Humber Economic Partnership, UK & Jenny Holland, EuroACE (European Alliance for Energy Efficiency in Buildings), UK

NSC Political Seminar: “Political Priorities for the North Sea Region and how INTERREG can help achieve them” Gunn Marit Helgesen, President North Sea Commission & Ann-Kerstin Myleus, European Commission, DG Regional Policy

12.30–13.30 **Lunch**

13.30–17.00 **North Sea Programme Events (in parallel)**

- **Partner Search Forum for the Interreg IVB North Sea Region Programme**
- **Interreg IIIB North Sea Programme Exhibition**
- **Drop-in Seminars – Topics:** Strategic Environmental Assessment, Detailed Costed Workplan, 1st Level Control, Public-Private Partnerships, 10%–20% Rule, Transnationality

17.00–18.00 **North Sea Commission National Meetings**

19.30 **Dinner: Buskerud Telemark Vestfold Region/ North Sea Commission**

Friday 22nd June

09.00–13.00 **North Sea Commission General Assembly Annual Business Meeting**

13.00–14.00 **Lunch**

14.00 **North Sea Commission meeting of the Executive Committee**

Saturday 23rd June

10.00–13.30 **Excursion: Boat trip on the Fjord including a light lunch**

Five seminars will be held during the morning of Thursday 21 June – four seminars on the different priorities of the new Interreg IVB North Sea Region Programme and one seminar for politicians. The seminars will run in parallel.

SEMINARS ON PRIORITIES 1–4

“Towards Real Projects”

Each of the 4 seminars will be framed by key presentations from experts with a background on the new programme priority fields. With the motto “Towards real projects” the seminars will raise issues on the priorities of the new Interreg IVB programme 2007–2013, its new directions and expectations, the importance of the Lisbon and Gothenburg strategies towards new projects, on the current issues determining the future development of the North Sea Region, and considerations of project quality and transnationality. The focus area of the speeches will help seminar participants to become familiar with the ideas of the new Interreg IVB programme and get motivated and committed to initiate and develop new and real projects.

The new programme issues will be addressed during the panel discussion with representatives from the National Contact Points, projects and administrations. The panel members will elaborate and discuss the new programme issues and will be an invaluable opportunity for seminar participants to hear the view on the new programme issues from the representatives of different areas.

Speeches and panel discussion will be followed by discussions with the audience and will offer the possibility for seminar participants to interactively debate and raise questions on the new programme and priority issues.

If you want learn what is going on in the North Sea area or if you feel you have a lot of new ideas and would like to share them and motivate other participants “towards real projects”, do not let pass this opportunity and join the seminar!

SEMINAR 5

“Political Priorities for the North Sea Region and how INTERREG can help achieve them”

This seminar will be led by three key presentations from North Sea Region politicians and a senior speaker from the European Commission. The speakers will explore future political priorities for the Region, reflecting the Lisbon and Gothenburg agendas, and how INTERREG might help achieve these priorities in the new period. They will be looking at both the high level view of “what is needed” and “what is possible” and the practical view of what one Council has got out of taking part in an INTERREG project.

The speeches will be followed by discussion in small groups to further explore political priorities and identify practical ways in which Councils can maximise use of INTERREG to help achieve them.

This is a particularly interactive seminar designed to help political representatives and others exchange views on high level issues and practical realities.

