



The North Sea Programme Joint Annual Conference 2007, Brunstad, Norway, 21st June

## **Rapporteur's Notes for Seminar on Priority 4 – Promoting Sustainable and Competitive Communities**

**“Creating Real Projects on Energy Efficient Housing and Sustainable Communities  
in both Declining and Rapidly Growing Areas.**

### **Speakers:**

Jenny Holland (JH), the European Alliance of Companies for Energy Efficiency in Buildings – EuroACE  
Steven Taylor (STTA), the Humber Economic Partnership, U.K

### **Panel:**

Thomas Jakob (TJ), Free and Hanseatic City of Hamburg, Ministry of Urban Development and Environment  
Sara Thiam (ST), “Waterfront Communities” project  
Mark Overman (MO), Ministry of Housing, Spatial Planning and the Environment

### **The North Sea Programme Secretariat:**

Christian Zieske (CZ), Wouter Bol

### **Concluding summary (Secretariat):**

The session started with an introduction of the speakers by CZ.

STTA explained about Hull and the Humber ports and used this to detail the case studies that raised a checklist of bullet points for new projects.

JH took over from here to give more case studies in another field of interest, namely the energy efficiency and emphasised on not being reliant on imported energy.

The panel took over from here by asking questions and raising issues from the presentations.

ST – the bullet points checklist of STTA is very good to use

MO – focus on the connection between the presentations

Sustainable means to be competitive /viable

Energy efficient (economic, environmental and social)

Think of connection of solutions, create fertile soils for companies with respect to environment

TJ – The word NEW, can confuse

Should we invent something new? Should we include the ‘old’ in this? How should we do it?

MO – working together should give new input - make the ‘old’ common sense!

Audience: In terms of ports (air/sea/road) it is clear what the transnational aspect is, but how do you in general see the transnationality in sustainable and competitive communities?

TJ – BEEN project – Studies example, these were only 3 local initiatives in the great wide world.

JH – the issue is transnationality – how would you define transnationality?

- best practise being shared among different communities is transnational working - create something in one part of Europe and then snowball it through the rest of Europe or possibly the world!

MO – connection Energy and Economy

It is important to find practical examples and solutions for common shared problems.

A couple of ideas could well for a project!

It should always be looked at with an integrated view at Sustainable communities.

ST – You can never predict what a good project is! The process of getting together and discuss can make your project stronger.

We should stop constantly discussing what transnationality is!

Big players (Hamburg/Oslo) can be inspired by initiatives from smaller communities – One should focus on how to sell the idea to the non-believers

Audience (from Hamburg) – Hamburg is shopping around in Europe to see what use we can make of it!

Audience (North Yorkshire) Is it enough to transform the presented case studies into new projects?

MO – The case studies were there cause they have already been done! Use these case studies to implement the ideas/results from it.

TJ – in new projects one should focus on the responsibilities of the boards of the projects, and use their involvement to implement the ideas at administration and private level.

Audience: Example from the UK that they are not changing to implement structures from Interreg projects

STTA – I know, but we have to make sure they do change by focussing on the added value part. Transnational working is ONE of the ways of changing economic development.

TJ – Communication best practise issue – It should not be done because the JTS says so, but it should be a key strategy in your project to explain what your doing to the general public.

Audience: But we have also the responsibility to tell our colleagues what we are doing and how Interreg is of value to the organisation. And we have to tell them, what are sustainable communities?

MO – It is hard to say what Interreg has achieved, too much flowers in bloom

But it should be possible to tell your local, regional and national politician, what you have learned from Interreg.

ST – We should cross-fertilize what we have learned of the projects and not reinvent the wheel.

No further questions appeared in the broad audience. Individual questions to the speakers at their desks were invited. Discussions there took on for about 10 minutes.

**Presentations can be downloaded from our website**

<http://www.northsearegion.eu/ivb/events/show/&tid=18>