



The Interreg IVB
North Sea Region
Programme



EUROPEAN
UNION
European Regional
Development Fund



Region Halland



STUDY TOURS

Joint Annual Conference & General Assembly 2013 A Better Place to Live

12 June 2013, Halmstad, Sweden

PLEASE NOTE: THE STUDY TOUR BUSES WILL DEPART FROM THE VENUE AT 08:50 ON WEDNESDAY MORNING JUNE 12, AND RETURN TO THE VENUE AT 13:00-13:30, CIRCA. LUNCH WILL BE SERVED.

1. Entrepreneurship – Today and for the Future

Follow the journey of pupils in Halland and learn about the support they get to encourage entrepreneurship throughout their school years. Attend two of the following four sessions:

- Developing **an entrepreneurial mindset** among pupils, their teachers and principals. See how we develop skills like creativity and communication, identify opportunities and turn them into action.
- **Teknikcollege** is a public-private collaboration to increase interest in technical subjects among students, making sure future employees meet the needs of industry.
- **Junior Achievement/Young Enterprise** provides entrepreneurship education. Students learn about enterprise, entrepreneurship, business and finance in a practical way on this one year programme.
- **Science Park Halmstad** is a non-profit company supporting entrepreneurs and people with innovative ideas to make their businesses grow.



You will visit one of the schools in Halland that is actively working to encourage an entrepreneurial mindset among its pupils, the Trönninge School. Enjoy a free school lunch together with students and teachers from the tour.

Rutger Herlin and *Sandra Johansson*, working with educational and entrepreneurial affairs at Region Halland, will be your guides.

Maximum number of participants: 65

2. Management and Planning for Sustainable Development – The Kattegat Sea and Its Coast

Effective management and planning for sustainable development, especially when faced with ongoing climate change, requires cooperation. On this tour you will learn how different stakeholders in Halland work together to improve the sustainable management of the Kattegat Sea and its coast.

In the **“Aquarius” project**, farmers and landowners manage a good water environment and still conduct efficient and profitable production. You will visit Trottasjö, a small wetland, where you can see how wetland/irrigation pond constructions are used as a tool to obtain cost effective and good water management.



At Folkets Hus in Söndrum you will learn more about the **“Where Sea Meets Land” project** which connects the following issues: climate, water management and environmental monitoring, coastal and marine spatial planning. You will see the work being done to encourage environmentally friendly sailing in Halland, and visit the local marina at Grötvik.

Gert Erlandsson, working with environmental issues at Region Halland, will guide you on this tour.

Maximum number of participants: 60. Remember to bring appropriate shoes if you choose to join this tour.

3. Investing in our Health – Public Health and Health Technology

This study tour highlights the importance of working for equality in health. It provides an insight into how our health is affected by our surroundings and by basic requirements, such as education. We will visit three organizations, working to improve the health of people in Halland in different ways.

A preschool explains how the EU-funded **project “Coast Alive”** contributes to how you can use outdoor spaces to promote children’s health.

Nyhem’s clinic shares its experiences in working **to improve patients’ lifestyles** and how guidelines from the National Board of Health and Welfare affect healthcare design.

The study tour to the **Health Technology Center in Halland** gives details about how we organize innovation systems around health and social care in Halland. Many of these innovations make the daily lives of elderly people and those who take care of them easier.



Monica Svensson, working with public health at Region Halland, will be your guide on this tour.

Maximum number of participants: 50

4. Improving Connectivity – Public Transport and the ‘Coinco North’ Project



Halland is part of a functional region with a great variety of workplaces and attractions nearby. As many people work outside Halland it is important to provide a well-functioning infrastructure and public transport system, one which can be used to promote the area and make it even more attractive.

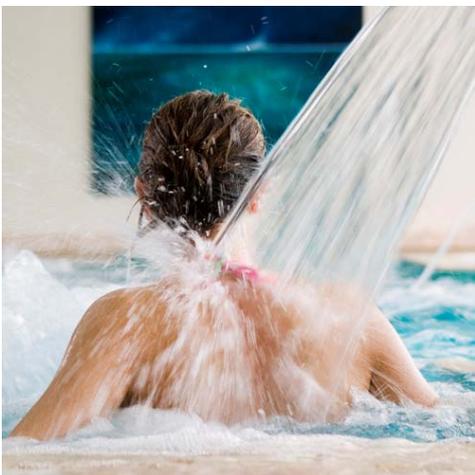
This study tour focuses on infrastructure and public transport development as key tools for the development of Halland. The tour takes place in Halmstad city centre, where you will visit the new regional Travel Centre, currently under development. On this tour you will learn about the Coinco North project, with its ‘8 million city’ concept. The ‘COINCO North II – Corridor of Innovation and Cooperation’

project has the goal of connecting the 8 million inhabitants that live in the corridor between Oslo and Copenhagen through Halland, and contribute to making this region one of the world's most competitive.

Your guide on this tour will be *Linn Berntsson*, Region Halland, who works with transport and infrastructure from a communication perspective.

Maximum number of participants: 50

5. Smart Regional Specialisation – The Kattegat Route, Spa Resorts and Food Businesses



This study tour shows you how Region Halland cooperates with businesses in the region to increase their competitiveness. By linking these businesses together and supporting their development, Halland becomes a more attractive destination for visitors, tourists and businesses.

The Kattegat Route promotes walking and cycling based tourism. At Hotel Tylösand you will enjoy a virtual tour of the route. Using ‘Bike Around’, an invention from Halland, you will pedal to one of the gateways on an exercise bike viewing an arched screen, where you will experience some of the tourist attractions and SMEs that are connected to it.

At one of the gateways you can learn more about how we support the spa and wellness industry. Today, four of Sweden's top ten spas are situated in Halland.

The tour ends at the Wapnö farm, a modern, innovative farm business. Experience at first hand the work being done to strengthen the region's food industry. The farm offers a wide range of products and services such as milk and dairy products, farm hotel, farm shop, restaurant and drama shows.

Your guides on this tour will be *Hans Bergsten* and *Tommy Löfqvist*, working with innovation and tourism at Region Halland.

Maximum number of participants: 75