

WORKSHOP 4

DAY 1

15:30–15:50 **CCC**

Creative City Challenge: Travelling Exhibition – A Road Movie: The Making of First Impressions

Andrea Kuhfuß, WFB Bremen Economic Development, presents the Making of the Creative City Challenge project 'Travelling Exhibition – A Road Movie'. The story about the idea behind the concept will be told and first film material will be presented.

16:05–16:25 **WaterWays for Growth**

Smart, sustainable, inclusive growth – the role of inland waterways

Europe's inland waterways can help drive forward the Europe 2020 strategy to move the continent out of recession. This workshop will explore opportunities presented through the multi-functional use of waterways and develop practical solutions to delivering growth and jobs.

16:40–17:00 **Ballast Water Opportunity**

Intellectual property to maintain and enhance the value of your project outcome

The Ballast Water Opportunity project is, like others, testing products, setting standards and innovating.... I will show how you can enhance and maintain the value of these results using intellectual property. Interactively we will investigate these opportunities for your projects.

17:15–17:35 **North Sea Commission**

Attractive and sustainable Communities

North Sea Commission has made a strategy with five priorities for the North Sea Region towards 2020. The Strategy is there, how can we use the next Interreg programme to implement the strategy?

WORKSHOP 4

DAY 2

14:00–14:20 **Energy Vision North Sea Region**

North Sea energy system integration: An Energy Vision

Energy industry developments is undergoing radical transformation. It's new state of being will be characterized by interlinking technologies, high technological intensity and high resource interdependencies. Increased cooperation on these developments is necessary to prevent inefficient resource use and speed up the energy transition.

14:35–14:55 **E-Mobility**

Municipal policy strategies to support e-mobility

During this session we will share and discuss the results from a recent workshop about electric mobility policies. From informing and supporting citizens and businesses to adding electric vehicles to public fleets, what can and should local governments do?

15:10–15:30 **E-Harbours**

e-harbours: What makes a smart grid profitable?

Peter, COO of an industrial company in the Bremerhaven harbour, is worried: although business is strong, high commodity costs let profits dwindle. One day, he meets his old friend Frank, who is now a researcher on smart grids....

15:45–16:05 **Vital Rural Area**

The Rural Power Pack!

The Vital Rural Area project, started 2009, is now developing its final deliverable: the Rural Power Pack. This toolbox for rural areas should help stimulate the economy through branding and developing new services, being disseminated 2013 to all of the EU!

WORKSHOP 5

DAY 1

15:30–15:50 **Northern Netherlands Region**

Demographic Change in the North Sea Region: a perspective for Interreg V

One of the main challenges for Europe is demographic change. With often negative effects on many areas of society, like the labour market and housing it also offers innovative approaches and products and services; perspectives for the future!

16:05–16:25 **North Sea Ballast Water Opportunity**

International impact: How North Sea Ballast Water Opportunity project does it

NSBWO hosts international bodies and liaises with others to develop policy strategies, organise events, promote worldwide harmonisation and transparency, while we seek co-operation to spread our message. I will show how we develop joint North Sea strategies to meet international requirements.

16:40–17:00 **German Länder**

Does the future NSR Programme need more thematic focus?

Thematic concentration might be the hot issue for the next programming period. But do we really need this in NSR? Within an open disputation opposing opinions should be discussed. Arguments for impulse statements offer a study about results and perspectives of NSR-cooperation (undertaking by German Länder, 2011) and ideas from Session "My North Sea Region!"

17:15–17:35 **North Sea Commission**

Promoting Innovation, Excellence and Sustainability

NSC has made a strategy with five priorities for the North Sea Region towards 2020. The Strategy is there, how can we use the next Interreg programme to implement the strategy?

WORKSHOP 5

DAY 2

14:00–14:20 **Care North**

Message from the CARE North Project to the Rio+20 conference

Reducing transport related CO2 emissions and reducing dependence on mineral oil will be an output of sustainable transport strategies – creating a more resilient the North Sea Region.

14:35–14:55 **BLAST**

COINS – An operational Indicator System for Coastal Zone Management

To support the decision-making process in ICZM we have developed a web-based, built on open source components, Coastal Indicator System (COINS) by taking outset in 27 key sustainability indicators, but concentrating on the indicators particularly connected to the impact of climate change.

15:10–15:30 **The North Sea Region Programme Secretariat**

What does not kill you makes you stronger

A session on lessons learnt from the Commission audit and the checks that every project should carry out to ensure that there are no problems in any future audit. Includes latest information on what exactly the Commission expects. A must for everyone working with project finances.

15:45–16:05 **The North Sea Region Programme Secretariat**

Doing it right: First Level Control and project closure

Practical tips for avoiding problems with two key procedures. The first 10 minutes will focus on how to complete the first level control list properly (i.e. in line with European Commission standards). In the very last part of the day you can hear how to avoid problems completing the financial parts of the final report form.



Creating a
Climate for
Change



MENU – Workshop Sessions

DAY 1 Monday 18 June 15:30 – 17:35
DAY 2 Tuesday 19 June 14:00 – 16:05



MENU – Workshop Sessions

DAY 1 Monday 18 June 15:30–17:35 | DAY 2 Tuesday 19 June 14:00–16:05

WORKSHOP 1

DAY 1

15:30–15:50 **MTC**

Maritime Transport and Future Policies – Perspectives from the North Sea Region

Presentation of the MTC policy paper which delivers input for future transport and cohesion policy. It represents the final outcome of a comprehensive overview that links transport related projects together with maritime industry trends/ developments as well as with on-going transport policy developments in the EU.

16:05–16:25 **German Länder**

My North Sea Region – what are the hot topics for the future Programme from your perspective?

Address your issue and tell us a transnational topic for the future of North Sea region! Within an interactive, crowd-sourcing session we want to open the discussion about themes and challenges that need to be addressed till 2020.

16:40–17:00 **BSRP**

Transnational cooperation in clusters – more visibility and greater effects

The Baltic Sea Region Programme projects joining in energy, water quality, transport and innovation clusters are expecting increased visibility for their outcomes. 'They use the clusters as a platform to change political agendas. Get to know how this is done and how your ideas could benefit from clustering in the future.'

17:15–17:35 **North Sea Commission**

Managing Maritime Space

NSC has made a strategy with five priorities for the North Sea Region towards 2020. The Strategy is there, how can we use the next Interreg programme to implement the strategy?

WORKSHOP 1

DAY 2

14:00–14:20 **NPP**

How to organise a memorable conference

Do your memories of conferences blur into one, with only handouts and giveaways as evidence of the events you attended? If so, you are suffering from conference fatigue... This session will give concrete examples of creating a memorable conference experience and using conferences strategically.

14:35–14:55 **FoodPort**

Focus on potentials in fresh fish logistics

The project aims at realising green transport corridors in food supply chains. We strive for the reduction of CO² emissions through the change of transport modes and the introduction of new packaging technologies. This will be demonstrated by using the example of fresh fish logistics.

14:35–14:55 **CoastAlive**

Climate Change for Business: Adapting your business to survive in the changing climate

Successful businesses manage many risks – one should be climate change. A risk-based approach allows you to make business modifications at the right time. Case studies will be shared, and simple techniques demonstrated, to prepare your business for the changing climate.

15:45–16:05 **The North Sea Region Programme Secretariat**

Essential facts you should already know

Essential facts to get you unharmed through project changes, communications, final reporting and assisting with the evaluation of the Programme. Lightning quick presentations summing up tips and lessons learnt so far followed by quick fire question round.

WORKSHOP 2

DAY 1

15:30–15:50 **BWC**

Europe: Renovate with quality!

In the NSR yearly only 1% of the buildings are renovated. With this renovation rate the EU will completely miss its 20% saving targets for 2020. Coherent and concrete actions are necessary. Let's discuss this NO-BRAINER and the regional need for speed.

16:05–16:25 **ICLEI**

EUCitiesAdapt

An opportunity to share insights on the EUCitiesAdapt project; communicate lessons learnt so far; emphasise existing European city adaptation case studies; and encourage involvement in the project and its outcomes.

16:40–17:00 **LOWCAP**

Headline: "Introducing cluster project LOWCAP: Low Carbon Regions in the North Sea Area"

"This session will introduce the cluster project LOWCAP which involves North Sea Region carbon reduction and energy efficiency projects. LOWCAP addresses the challenge of delivering carbon reduction by balancing what is technically possible and what is politically, socially and economically feasible."

17:15–17:35 **North Sea Commission**

Increasing Accessibility and Clean Transport

NSC has made a strategy with five priorities for the North Sea Region towards 2020. The Strategy is there, how can we use the next Interreg programme to implement the strategy?

WORKSHOP 2

DAY 2

14:00–14:20 **INTERACT**

Less is more – pinning down the main project achievements

Learn more about how to communicate your common or joint project achievement to the outside world. Which are the important additional effects of the cooperation in your partnership and of the results achieved?

14:35–14:55 **SUSCOD**

Interaction > inspiration > innovation by SUSCOD

The SUSCOD workshop is a short lateral thinking brainstorm session that resembles the way the partnership aims to unite coastal professionals and their stakeholders to fully effect the unique potentials of the North Sea Coast by sharing knowledge, experience and inspiration.

WORKSHOP 3

DAY 1

15:30–15:50 **MP 4**

Maintaining the Long Term Benefits of Priority Four Interreg IVb Projects

Maintaining the benefits of EU projects longterm presents a real challenge, threatening the advantages of transnational co-operation to sustainable communities. Tackling this risk requires active engagement of decision makers across Europe to include longterm stewardship arrangements within funding structures.

16:05–16:25 **Interact**

Simplification through harmonisation – getting rid of unnecessary (administrative) diversity

Intensive work on the preparation of the next programming period is currently taking place around Europe. Come and listen to the latest developments and more specifically get acquainted with and give your opinion on INTERACT work on harmonisation of administrative procedures.

16:40–17:00 **Northern Netherlands Session**

Interreg and SME's

How can we reach out for innovative SME's in our projects? How can we open up Interreg funding to SME's? Listen to our all-time-solution! Fire your ideas back to us during this 20 minutes workshop!

17:15–17:35 **North Sea Commission**

Tackling Climate Change

NSC has made a strategy with five priorities for the North Sea Region towards 2020. The Strategy is there, how can we use the next Interreg programme to implement the strategy?

WORKSHOP 3

DAY 2

14:00–14:20 **WATERCAP**

Recommendations towards water policy, supporting innovation and green growth in NSR - Experiences from WaterCAP - a water and climate cluster project.

What tools are available and how can the decision makers and politicians support the ongoing innovation and growth in the water and water dependent sectors.

During the session you will be introduced to water management based on sound evidence and scenario building. Further we will point the direction for future needs and support for transferability.

The way our recommendations are disseminated is based on advice from policy makers from the EU system. We will shortly touch upon this experience.

14:35–14:55 **DANS CLUSTER**

Digital tools and techniques for change in local government

The DANS Cluster Project will present esd-toolkit.eu and describe its role in implementing a Digital Agenda for Europe. It will summarise work across the North Sea Region to facilitate: Interoperability through standardised service references and, customer insight to focus services according to need.

15:10–15:30 **SEEDS**

Increasing Opportunities for Priority Four Interreg IVB Projects

SEEDS addresses the urgent need for revised policies and robust EU steer by promoting innovative land-use strategies and modern governance, encouraging regeneration and short term land-use in longterm planning. Achieving such change requires a robust and active EU level platform.