

European Union



The European Regional Development Fund

The Interreg IVB  
North Sea Region  
Programme



# The Interreg IVB North Sea Region Programme



**Bremen**

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



## What is a cluster?

- A grouping of existing projects
- Aimed at increasing the impact of those projects
- Conventional cluster theory may be an inspiration – but is not the point



## A North Sea cluster is not...

- A completely new project
- A project extension
- A conventional cluster
- A communication initiative



## How to increase impact?

- Generating new results
- Improving existing results
- Targeting gaps and weaknesses
- Better communication of results
- Bringing in important new stakeholders

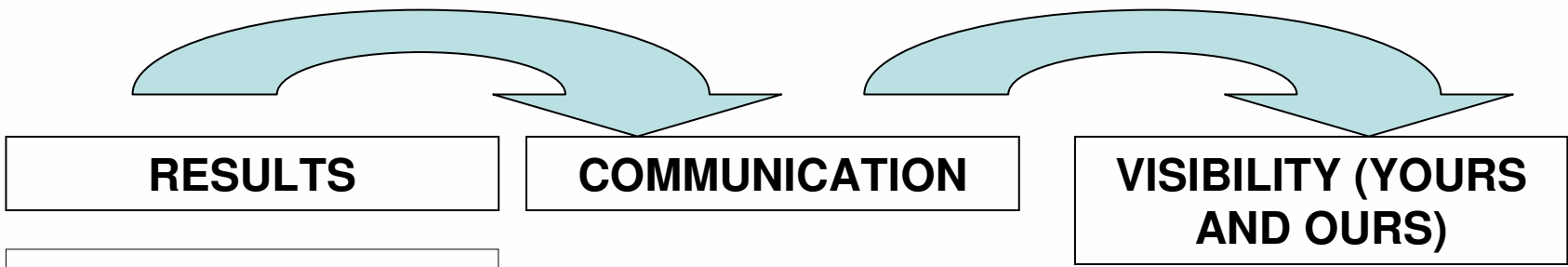


## Remember also programme criteria for high impact strategic projects

- The geographical area or area of influence covered by the project encompasses a large part of the region
- Project activities refer not to a single standing local or regional case but contribute to the prosperous development of a major part of the region
- The projects have political support and backing at the national level of the member states involved, which take responsibility for the endorsement of the policy recommendations
- The project has the potential to act as the preparation phase for a major cooperation project
- The projects will have a lasting impact



# Why is the programme supporting cluster projects?



*Is it new?*  
*Who will be interested?*  
*How important is it?*  
*Can others use it?*



# How to improve communication?

- Less is more...
- ...if it targets the right people...
- ...with something really relevant and important...
  
- The right phone call could be just as important as a conference...



## Why visibility? Regional vulnerability in a global perspective. Europe 2020 is important but don't forget Regions 2020

- Globalisation: EU regions will be exposed to increased competition from emerging countries.
- Demography: EU regions will face the largest old age dependency ratio in the world after Japan.
- Climate change: Existing conditions are projected to worsen in the Mediterranean regions.
- Energy: EU regions will have to move towards a low carbon economy.

(Taken from European Commission presentation on Regions 2020)





# Why visibility? The regional role in solving global problems. The climate change example

- 30% EU CO2 reduction by 2020?
- Denmark (as one example) fossil fuel free by 2050?
- But no binding global agreement after Kyoto?
- Who can best target real world measures?
- Who can report on what really works on the ground?
- Who can spread this information to businesses and home owners?



## Regional and local levels remain the key to policy implementation

- **Lessons learnt from regional experiences are a key resource**
- **North Sea regions seen as European leaders in many of the relevant fields**
- **You can make a difference to the development of this region and other regions**
- **If people know you are there**



## The cluster facilitator

- Is a partner from the programme side throughout implementation of the cluster
- Will promote you to key stakeholders and act as a door-opener to them
- Will ensure the widest possible visibility for your work
- Is happy to assist with concrete challenges and assignments (within limits)
- Needs to be fed with reliable information on achievements to work properly



## Tough choices...and great possibilities

- Do you need to focus your idea on other activities?
- Do you need to join forces with one or more other proposals?
- Do you need to expand your partnership and/or broaden your focus?
- There are 23 ideas currently on the table...that's too many to achieve visibility
- Note – maximum 2 clusters possible under priority 2

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**Thanks for your interest  
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