



# Coast Alive!

An Interreg North Sea Project

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Hordaland County Council

# Merge two routes from IIIB

North Sea Cycle Route

- Attractions and sights [Søk](#)
- Cyclist welcome accommodation [Søk](#)
- Events [Søk](#)
- Services for Cyclists [Søk](#)
- Tourist offices [Søk](#)

North Sea Trail

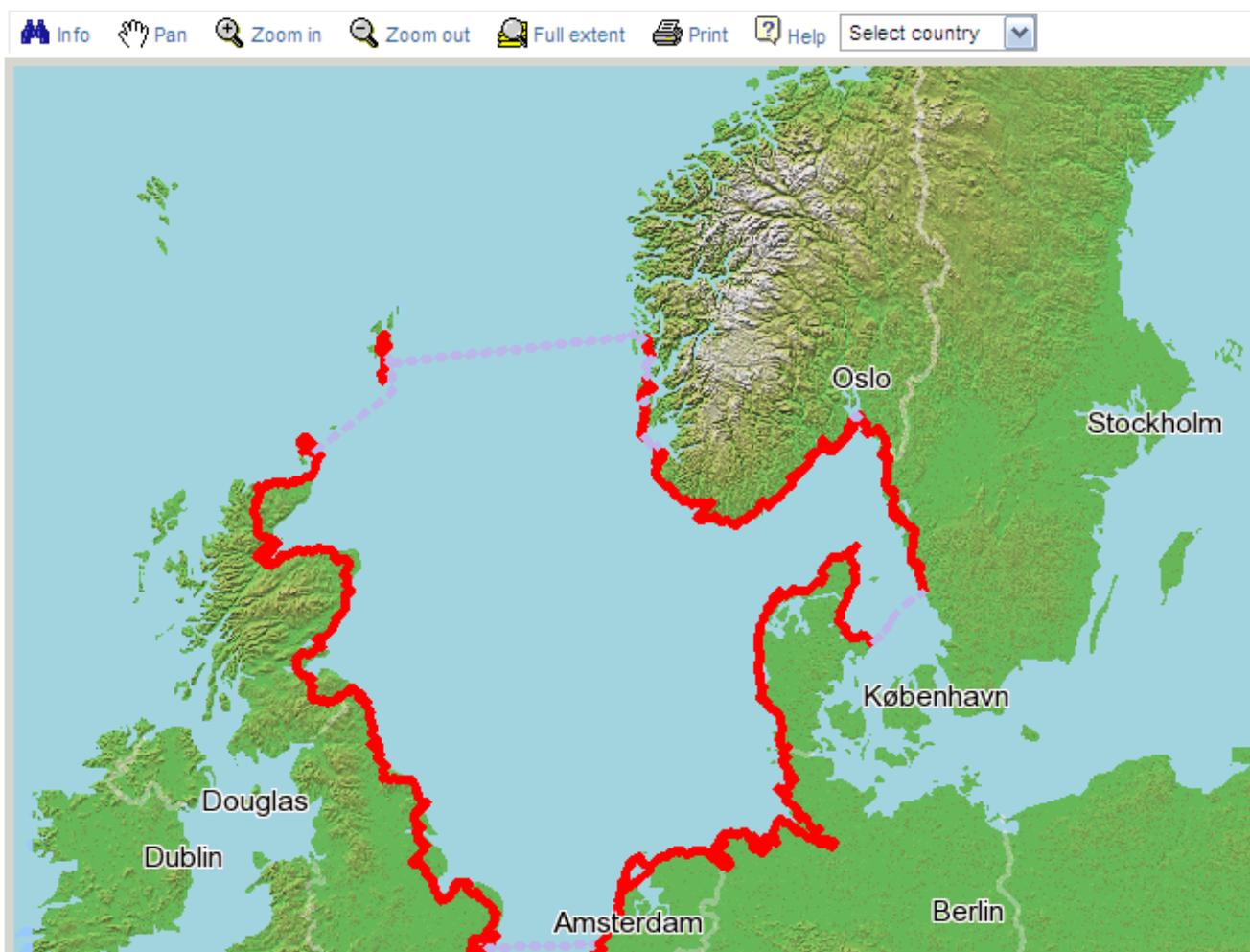
- Building and architecture [Søk](#)
- Culture and traditions [Søk](#)
- Discover the natural heritage [Søk](#)
- Historical Routes [Søk](#)
- Working life now and then [Søk](#)

All items

Select country

Legend

Administrationmodule



**INFO:** Click or draw a square around the object in the map to find more information

**PAN:** Click, hold and draw the mousepointer for moving around in the map

**ZOOM IN:** Draw a square around the area you are interesting to zoom in

**ZOOM OUT:** Click here to show the map in a smaller scale

**FULL EXTENT:** Click here to show the whole area

**PRINT:** Click here to print the map - Note that you can doing adjustment for printing in the right margin

**HELP:** Click here for finding more help

**SELECT COUNTRY:** Goes directly to a country

**SELECT MAPTHEME**  
Here you can select different categories which contain some fixed topics

# Tale of two paths...

- North Sea Cycle Route
- North Sea Trail



# Results

- A 11,000km network of paths walk/cycle
- Cultural landscapes indentified
- Stimulate local growth
- Knowledge platform or website



# All-year use benefits all

- More use
- More relevant
- Opportunities for business
  
- Requires new products



# Partnership interests

- Project members
- Experts
- Politicians
- Academia
- Practitioners
  
- Stakeholder groups



# Experts

- Federation of Small Businesses (215,000)
- National Obesity Observatory, UK
- Ancient Monuments Commission, N, DK
- Ramblers Association (135,000), UK (NL?)
- Copenhagen University
- Oxford University
- EURISY



1989-2009

20 YEARS OF BRIDGING SPACE AND SOCIETY

All Eurisy

PRESENTATION

MEMBERS

ACTIVITIES

CONTACT US

## NEWS

### MODELS OF GOVERNANCE OF NATIONAL SPACE ACTIVITIES IN THE EVOLVING EUROPEAN FRAMEWORK



Europe's diversity is one of its most powerful assets. This paradigm also applies to the space sector and to the governance of national space activities in the context of an emerging European framework. Hence, Eurisy is organising this conference together with its partners to help all European countries identify where and how they can play a role in European space programmes, given their respective assets and specificities, to most benefit from these programmes

while at the same time consolidate strategic coherence at European level.

Download

[Final Announcement and Programme](#)  
[Register and Book Accommodation](#)

## NEWSLETTER TO RECEIVE THE NEWSLETTER

All our newsletters

### CONFERENCE

Models of Governance of National Space Activities  
 Budapest, Hungary  
 26-27 January 2009



Download

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### WORKSHOP

Securing Human Resources for the Future Space Sector  
 Prague, Czech Republic  
 12-13 March 2009



Participation on invitation only

### WORKSHOP

Regions and Cities implementing Sustainable Energy Strategies  
 The Hague, The Netherlands  
 June 2009



More information soon!

### WORKSHOP

Empowering Regions to take action on Climate



# Why these?

- More folk on the path
- Improve health
- Create businesses
  
- Protect the landscape from the users



# Working with regional politicians

- Goal congruence
- Vertical integration
- Horizontal accommodation
- Relevance of/to
- Understanding
- Awareness



# Political input

- Regional - by partners
- National - by Steering Group/PM
- European - by Steering Group/PM



# The Fog of Politics

- North Sea Commission contract
- British MEP Fiona Hall
- Danish MP Orla Hov



# Deployment

- Presentations
- Briefings/comments
- Provide access
- Ad hoc input, based on awareness



# Politicians and experts; internal use

- Compliance with and influence on policies
- Networking and access to information
- Experience/expertise



**Be sustainable**



An aerial photograph of a vast, dense forest of evergreen trees, likely spruce or fir, covering a hillside. The trees are packed closely together, creating a textured, green canopy. The lighting is bright, suggesting a sunny day, and the overall scene is lush and green.

**Ever considered planting trees?  
€1000 could plant 1000 trees**

**We are planting over 30,000  
Ask me about it  
[magne@live.co.uk](mailto:magne@live.co.uk)**