

THE UPSHOT is the North Sea Region Programme's newsletter for project results of the 2007 - 2013 Programme. THE UPSHOT 5 sums up the results of Build with CaRe and CARE-North.

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The North Sea Region Programme

THE UPSHOT

Your news update on project closures



Dear colleague

As 2014 is coming to an end, so is the IVB programming period. The Cooperation Programme for 2014 - 2020 was submitted to the European Commission on 29 October and we are now awaiting their comments while getting as much as possible in place for the new programme.

With THE UPSHOT 5, we take a moment to look back on some of the results of the closing programming period. This time, we zoom in on Build with CaRe and CARE-North, both of which used an extensive transnational partnership around the North Sea to create inspiring learnings for the future.

CARE-North results were taken further with the CARE-North + project, which currently offers an excellent chance to learn about innovative, carbon-responsible transport solutions at the project's final conference in Bremen on 15 – 16 April, 2015.

Are you a RegioStar?

Another great opportunity to celebrate and communicate good project results is the RegioStars Awards 2015. The RegioStars Awards are designed to demonstrate the results of EU funding, by putting the spotlight on the most inspiring and innovative European projects co-funded by the Cohesion Policy.

The Award Categories for 2015 are

- SMART GROWTH: Unleashing SME growth potential for a digital economy
- SUSTAINABLE GROWTH: Mobilizing investments in energy efficiency for the benefit of citizens and society
- INCLUSIVE GROWTH: Integrating in society those at risk of social exclusion
- CITYSTAR: Transforming cities for future challenges

For further information, please visit the [RegioStars website](#).

Best wishes for the new year.

The North Sea Region Programme Secretariat

Build with CaRe

Mainstreaming Energy Efficiency in the Built Environment



Construction of low energy homes in Norfolk, United Kingdom. See more photos from Build with CaRe [here](#).

Showcasing the possibilities of energy efficient technologies

The building sector accounts for more than one-third of the world's energy consumption and carbon dioxide emissions. While this is a major threat to our environment, it also presents an opportunity to improve the way we design our buildings.

The Build with CaRe partnership, consisting of 18 public and private organisations across Sweden, Belgium, Germany, the United Kingdom and the Netherlands, united to showcase how the right expertise and new technologies can result in modern, energy efficient buildings and a better environment for all. In other words: How to Build with Carbon Reduction (CaRe).

Highlights

Energy efficient buildings - does that equal complicated engineering and boring architecture? In Gothenburg (SE), a modern so-called "passive" apartment building was constructed to challenge common perceptions and showcase the benefits of energy efficient buildings to the public.

The project was a success: The building only used half the energy of other conventional buildings. The residents' body heat and household appliances provided sufficient heating for the entire building. In addition, solar panels on the roof ensured the supply of hot water.

Within the first year, residents made significant savings while reducing their environmental footprint, all without compromising their level of comfort.

Stories from the project

Gloomy, spooky, vandalised and broke. That is how Prittlewell Chapel and its burial ground in Southend-On-Sea (UK) was perceived by locals until 2009. The 130-year old chapel had been abandoned for more than 60 years and turned into venue for graffiti and a hangout for youth gangs.

Fortunately, that same year Build with CaRe helped secure programme support to renew the chapel with a unique approach integrating respect for the historical architecture and the local community with the use of new, energy efficient building methods.

The building is now well-sealed and well-insulated with thick walls and highly efficient insulated glass windows. The energy consumption is covered by renewable energy from solar cells and an air source heating pump. Ventilation and heating is regulated in five different zones in an automated process, and toilet waste and waste water are handled through a bio tank and rain water tank. Floor heating and LED low-energy lamps further contribute to energy savings, while a system monitors the energy efficiency of the building.

Now rented to a local volunteer organization, the renovated chapel is a clear proof that energy efficiency technologies can also be integrated in existing buildings.

Other key achievements

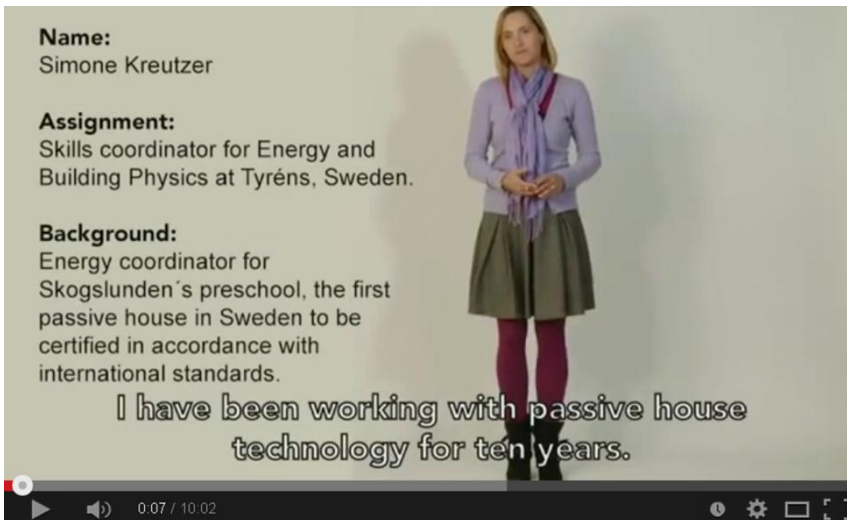
Build with CaRe brokered contact and facilitated learning about low energy construction, providing sound evidence, international experience and study visits. A notable consequence is the decision of a housing association to build over 240 apartments with passive house standard in Norwich (UK), making it the largest passive house project in the UK. Without Build with CaRe influence, this project would not have been realised to such high energy standards.

The project also successfully influenced various European policies through formal consultation processes, including Towards a new Energy Strategy for Europe and input to EU Energy Efficiency Directive via the CPMR Energy working group.

Among other successful demonstration project was the Puyenbroeck Visitor's Centre in Gent, Belgium, which is featured in the [North Sea Region Programme 2007 - 2013 at a glance](#) video.

Furthermore, Build with CaRe was part of the cluster project [LOWCAP](#).

Build with CaRe on video



Watch the video [here](#) and find other Build with CaRe videos on the [North Sea Region Programme's YouTube channel](#) under "Project results".



The Build with CaRe publication CARE Magazine was among five finalists nominated for the 2011 Swedish Publishing prize for info magazines.

CARE Magazine presents best practice examples of energy efficient buildings and was published in English, Dutch, German and Swedish.

Read the magazine [here](#).

Word of mouth



Jean Lambert, MEP and project ambassador (UK)

This [energy-efficient buildings] is not something weird that is only done by very rich people or very strange people, it is something that works for everybody. In many ways it's more expensive not to do it. Build with CaRe picked up the really good practice of what was already working somewhere else - the best use of resources, to the least cost.



Jens Schwarz, Ausbildungszentrum-Bau (DE)

The students here learned the importance of taking responsibility in every step of the construction process. The construction industry is quite conservative and we can all benefit greatly from international networking and expertise. Build with CaRe supplied us with a constant flow of opportunities for proactive learning.



Tine van Besien, Puyenbroeck architect (B)

The lack of experience is a problem, but I hope it is a temporary obstacle. Passive houses make us question our habitual ways of thinking. We must get used to thinking differently.



Hanna Katarina Nyroos, Project Manager (SE)

Buildings have a long life. In fact, most buildings that will be standing in 2050 already exist. We cannot wait until tomorrow, we have to deliver low-energy buildings and refurbishments today, if EU energy efficiency targets are to be met.

Through expert exchanges and over 20.000 visitors at events across the North Sea Region, the Build with CaRe project tried to demonstrate that knowledge already exists and that energy efficient buildings will deliver long-term benefits for the environment, the economy and for the users.

Did you know that...

The building sector accounts for more than one-third of the world's energy consumption and carbon dioxide emissions. Energy efficient building techniques are the best way to reduce the impact on both our planet and the economy. The long term rewards are:

- **Environment:** Harmful carbon emissions are effectively reduced.
- **Economy:** Reduced energy costs, increased security and self-sufficiency, higher building quality and resale value.
- **Society:** New business opportunities, less dependency on energy imports and production.
- **Users:** Long term economic benefits, better indoor comfort and air quality, exciting design opportunities.

From the Build with CaRe material ["We spare no energy ensuring your buildings save it"](#).

Political statement

Build with CaRe calls for:

- The introduction of policies and fiscal measures for all sectors to address the new build/refurbishment imbalance and to ensure that the latter domain receives the attention it must get
- The introduction of national targets for energy efficiency in existing buildings
- Local and regional authorities to continue to put pressure on national legislation by taking a pro-active approach and leading by example.

Build with CaRe's political statement was adopted at the North Sea Commission's annual business meeting on 18 June, 2010. Read the full statement [here](#).



Project facts

Project started 1 August, 2008 (44 months duration)

Total budget was 7,419,752 €

Lead beneficiary was Västra Götalandsregionen
Miljösekretariatet, Sweden

Lead beneficiary contact Hanna Katarina Nyroos
(hanna.nyroos@vgregion.se)

[Read more](#)

Transnational partnership

Sweden

Västra Götalandsregionen Miljösekretariatet

Belgium

Provincie Oost Vlaanderen

Germany

Gesellschaft für Energie und Klimaschutz

Schleswig-Holstein GmbH (EKSH)

AZB Ausbildungszentrum Bau in Hamburg

GmbH

Technische Universität Hamburg-Harburg

(TUHH)

Staatliche Gewerbeschule für Bautechnik (G19)

Internationale Bauausstellung IBA Hamburg

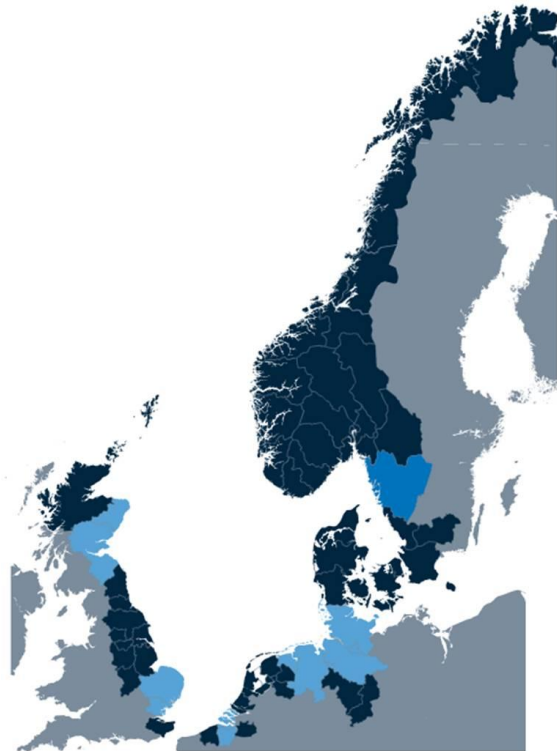
GmbH

ZEBAU Zentrum für Energie, Bauen, Architektur

und Umwelt

Bremer Energie-Konsens GmbH

Stadt Oldenburg



United Kingdom

Aberdeen City Council

Dundee College

Southend-on-Sea Borough Council

University of East Anglia

West Suffolk College

The Netherlands

Gemeente Groningen

Provincie Groningen

Gemeente Noord-Beveland



Related transnational projects

ANSWER

Cluster: LOWCAP

Learn more [here](#).

Build with CaRe was a priority 4 project and thus worked for the overall goal of promoting the sustainable management of our environment. Its area of intervention was 4.3: Promoting energy efficiency in settlements.

CARE-North

Carbon Responsible Transport Strategies for the North Sea Region



Car sharing as part of the CARE-North project. More photos from CARE-North are available [here](#).

Stimulating carbon-responsible transport

While the world deals with the effects of climate change, our traditional understanding of transport is leading to a continued high level in CO₂ emissions.

CARE-North aimed at reducing the dependency on oil and the use of fossil fuels in countries around the North Sea by testing the potential of alternative means of transportation.

Partners from Germany, Sweden, the United Kingdom and the Netherlands joined forces to develop lighthouse projects focused on electrical vehicles, sustainable fuels for transport and awareness and behavioural changes among the public.

Highlights

The city of Bremen, Germany, is a frontrunner when it comes to rethinking urban transport. The CARE-North project helped establish this position as it paved the way for a renowned car-sharing plan, the ambitious Bremer Car-sharing Action Plan. With the plan, Bremen aims to remove 6,000 cars from its streets by 2020, thus saving 8,000 tonnes of CO₂ a year.

One of the approaches taken to reach this goal and make car-sharing more attractive, was to make a wide variety of cars available, allowing users to choose the most appropriate sized car for each trip. This typically made users choose smaller cars, thus reducing CO₂ emissions.

The Bremer Car-sharing Action Plan was the first municipal thematic plan for Car-sharing in Europe and was selected by an International Jury as “Urban Best Practice Example” for the World

EXPO 2010 in Shanghai, China.

Stories from the project

In November 2014 in Ghent, Belgium, Filip Watteuw, City Counselor for Transport, announced the Ghent Car-sharing Action Plan, which aims at having 20,000 car-sharers in Ghent by 2020. Today, the number is 4,000. The plan was inspired by Bremen's work and a good example of the legacy of CARE-North.

Other key achievements

The project included an extensive range of activities to measure the impacts of current urban transport solutions and actively encourage people to take up some of the many more sustainable solutions available. Details of all these activities can be found [here](#).

The [CARE-North +](#) project is currently building on CARE-North results, promoting a comprehensive, strategic and practical approach to urban and regional transport and accessibility in the North Sea Region and disseminating existing and new project results. CARE-North + closes with a **final conference in Bremen 15 - 16 April, 2015**.

Awards and nominations

While CARE-North itself did not receive any awards, some of the work undertaken by CARE-North partners during the project received international recognition. A few examples are included here.



The Aberdeen Sustainable Urban Mobility Plan was presented with the first ever Sustainable Urban Mobility Plan Award in 2012 as part of the European Commission's "Do the Right Mix" campaign to encourage Sustainable Urban Mobility in European cities.

A part of Aberdeen City's plan was the work of the Car-sharing action (call for tender) and installment of Car-sharing in Aberdeen, which was a result of a transnational exchange between CARE-North cities, especially between Aberdeen and Bremen.

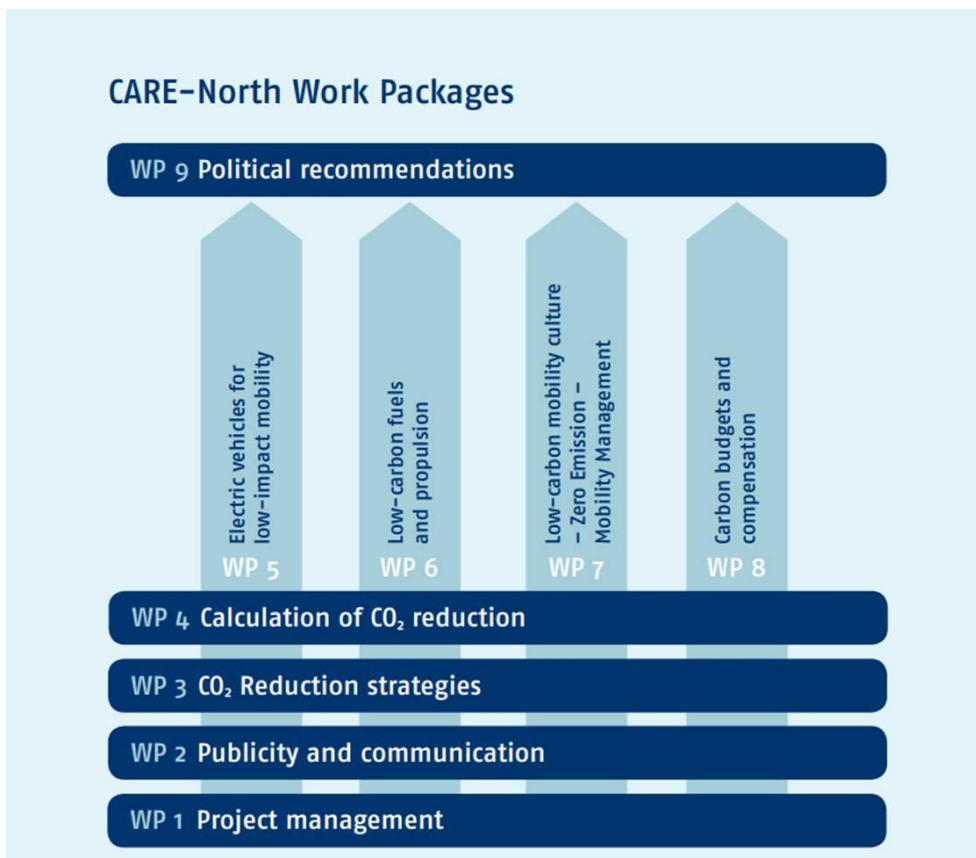
Photo: Louise Napier of Aberdeen City Council receives the award.



In 2013, the City of Bremen received the European Sustainable Energy Award in the category "travelling", honouring the activities in the field of Car-sharing.

The award was a special recognition of the Bremen approach to promote Car-sharing as supplement to cycling and public transport. The Bremen concept around the Action Plan and its implementation with the network of intermodal 'mobil.punkt' Car-sharing stations was selected by an independent jury out of 224 projects all over Europe.

Photo: Dr. Joachim Lohse, Senator for Environment, Urban Development and Transport, and Kerstin Homrighausen, Business Director of the Carsharing operator, Cambio, of Bremen, Germany.



CARE-North on video



As part of the project, a special foldable bike was promoted by the City of Bremen, the German Cycle Federation (ADFC) and the local Public Transport provider, BSAG. Watch the promotional film [here](#).

Word of mouth



Joachim Lohse, Senator for Environment, Construction and Transport, Bremen (DE)

I am grateful for the support by the North Sea Interreg project CARE-North. It helped to extend the innovative service of Car-sharing for our citizens. And the good idea spread out from Bremen to our CARE-North partner cities and even beyond: A good example of transnational benefits thanks to Interreg and CARE-North!



Louise Napier, Senior Planner at Aberdeen City Council (UK)

CARE-North has given Aberdeen City the opportunity to work with other European cities and regions who are leaders in the transport field: Bremen, Malmo, Gothenburg, Leeds and Fryslan. This has enabled Aberdeen to adopt best practice and tap into advice and experience on a range of projects from our Partners.

These include car clubs and low emission zones from Bremen, freight from Gothenburg, emission based parking and travel planning from Malmo, alternative vehicles from Fryslan and public transport improvements from Leeds.



Bonnie Fenton, Car-Sharing user in Bremen (DE)

It is just around the corner of where I live and for my weekly shopping trip this is very convenient. No more parking space search and I don't need to take care of service and repairs!

Did you know that...

- Much of our dependence on the car is created by spatial planning. Urban sprawl and low density developments create the need for more transport, which cannot be organised efficiently by collective or non-motorised means.
- Sustainable mobility practices must be supported through land-use decisions that earmark available land for smarter future use rather than for short term benefit. Policies and plans should be holistic and provide for expected future conditions and limitations, such as oil shortages and escalating oil prices.
- Mixed functions in urban areas and a concentration in corridors with collective transport in rural areas allow a reduction of dependence on the private car – giving non-motorised and collective modes better chances.

From the Care-North publication ["From the North Sea Region to a global perspective"](#).



Project facts

Started on 1 August, 2009 (42 months duration)

Total budget was 4,802,835 €

Lead beneficiary was City of Bremen, Germany

Lead beneficiary contact is Hendrik Koch
(hendrik.koch@umwelt.bremen.de)

[Visit project homepage](#)

[Read more](#)

The programme's [ANSWERS Transport Magazine](#) offers a collection of articles related to transport and accessibility in the North Sea Region.

Transnational partnership

Germany

City of Bremen
swb AG
Nehlsen GmbH & Co. KG
ICLEI - Local Governments for Sustainability

Sweden

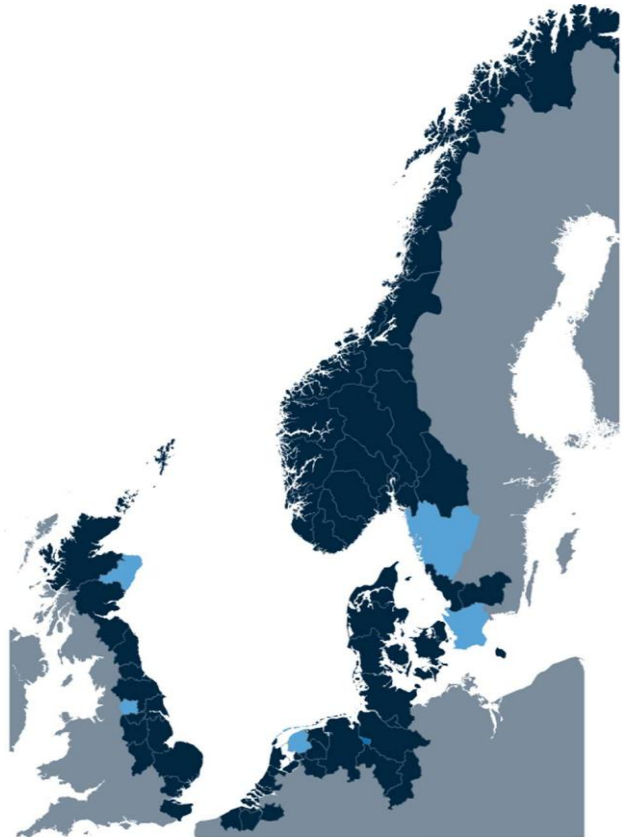
City of Malmö
City of Göteborg, Traffic & Public Transport
Authority

United Kingdom

METRO - West Yorkshire Integrated Transport
Authority
Aberdeen City Council
The Robert Gordon University

The Netherlands

Province of Fryslân



Related transnational projects

CARE-North +
Cruise Gateway
iTransfer
GSA
E-Mobility NSR
ITRACT
HyTrEc
Cluster: MTC
Cluster: EVNSR

Learn more [here](#).

CARE-North was a priority 3 project and thus worked with the overall goal of improving the accessibility of places in the North Sea Region. The project was placed under the area of intervention 3.1, which focuses on promoting regional accessibility strategies.

Web links

THE UPSHOT is first and foremost an online newsletter intended to be read as an email, in your browser or as a pdf on your screen. This is why we have used embedded links throughout. Should you wish to print this newsletter, the general web links referred to in our newsletter are:

All project information	http://www.northsearegion.eu/ivb/projects/
All videos	http://www.youtube.com/user/NSRProgramme
All photos	http://www.flickr.com/photos/northsearegion/sets
The North Sea Region Programme website	http://www.northsearegion.eu/ivb/home/
The North Sea Region Programme on facebook	https://www.facebook.com/NorthSeaRegionProgramme
The North Sea Region Programme on twitter	https://twitter.com/NorthSeaRegion
The North Sea Region Programme papers (including the ANSWERS magazine)	http://northseapapers.northsearegion.eu/

The Interreg IVB North Sea Region Programme

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



About the programme

The Interreg IVB North Sea Region Programme runs from 2007 - 2013. Bringing together regions around the North Sea from seven states, namely Denmark, Sweden, Norway, The United Kingdom, Belgium, the Netherlands and Germany, the programme has approved 78 projects in total, including five cluster projects and seven future perspectives projects and involving more than 850 beneficiaries.

Learn more on our [website](#), our [YouTube channel](#) and [flickr](#) and get the latest buzz on [facebook](#) and [twitter](#).

European Union



The European Regional Development Fund

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