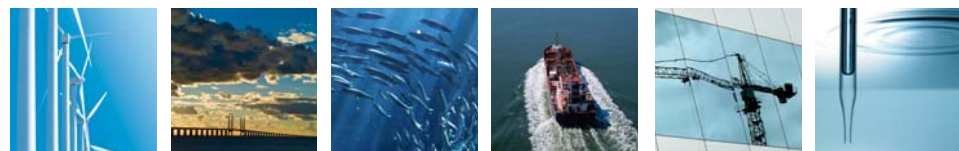


THE LOGIC OF THE PROGRAMME

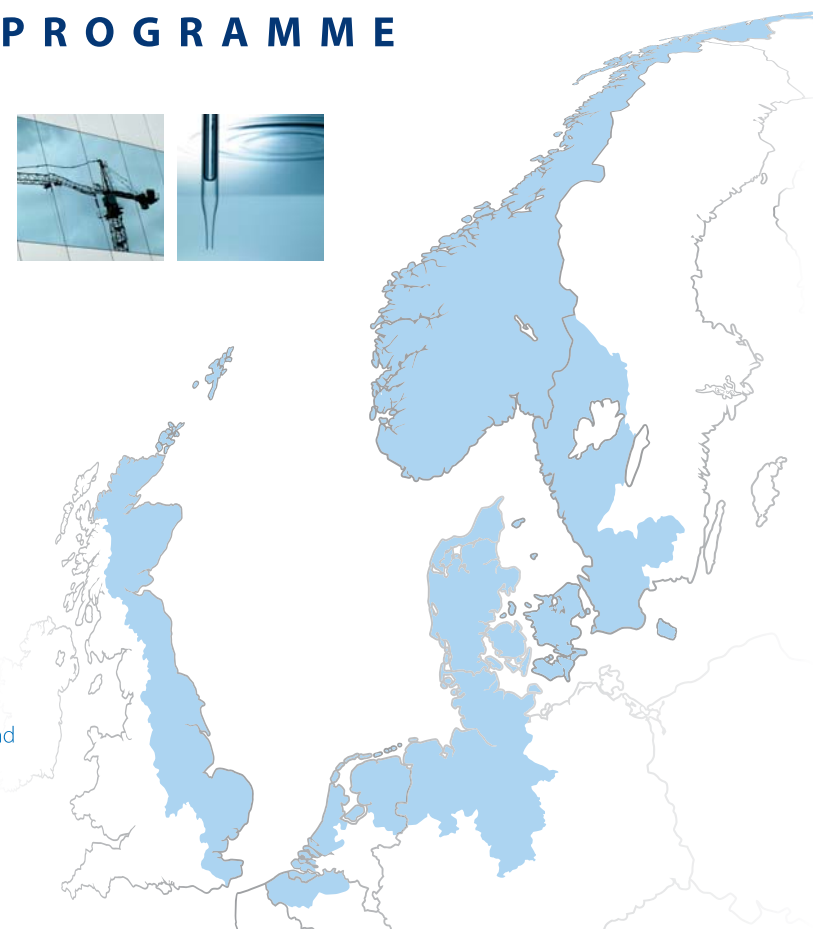


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About the North Sea Region

The 7 North Sea Programme countries are Sweden, Denmark, Germany, the Netherlands, the Flemish Region of Belgium, the UK and Norway. The region is connected by the North Sea, and the programme area is made up of regions in the 6 member states and Norway that border the North Sea. In size the region covers an area of 664.000 km², 14% of the EU25 area and a population of approximately 60 Million, 13% of the EU25.



The Interreg IVB North Sea Region Programme



2007–2013: To make the North Sea Region a better place to live, work and invest in

1. Increase the overall level of innovation taking place across the North Sea Region
2. Enhance the quality of the environment in the North Sea Region
3. Improve the accessibility of places in the North Sea Region
4. Deliver sustainable and competitive communities

PRIORITY 1: Building on our capacity for innovation

Areas of intervention

- ▶ **Building** the innovation capacity of businesses
- ▶ **Building** the transnational dimension of clusters and research and innovation networks
- ▶ **Building** society's and the institutional capacity for innovation
- ▶ **Promoting** the adoption and use of ICT applications

PRIORITY 2: The sustainable management of our environment

Areas of intervention

- ▶ **Sustainable development** of the coastal land and sea areas through integrated coastal zone management
- ▶ **Developing** preventive and responsive measures to address acute and chronic marine pollution
- ▶ **Adapting** to and reducing risks posed to society and nature by a changing climate
- ▶ **Promoting** environmentally responsible energy production practices

PRIORITY 3: Improving the accessibility of places in the NSR

Areas of intervention

- ▶ **To promote** regional accessibility strategies
- ▶ **To promote** the development of multi-modal and transnational transport corridors
- ▶ **To promote** the development of efficient and effective logistics solutions

PRIORITY 4: Promoting sustainable and competitive communities

Areas of intervention

- ▶ **Tackling** the needs of areas in decline
- ▶ **Promoting** sustainable growth solutions for expanding areas
- ▶ **Promoting** energy efficiency in settlements

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