



Integrated Regional Development

Declining and Expanding Area in the North Sea Region

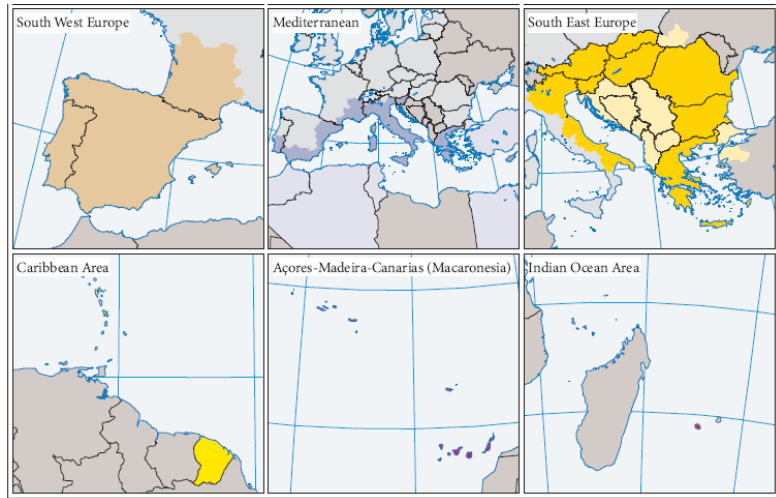
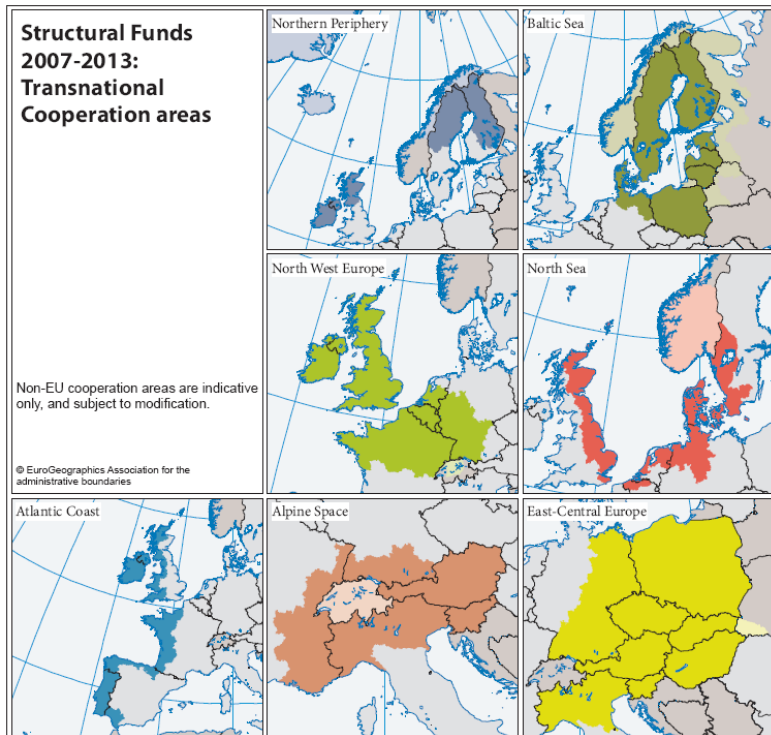


@ Interreg NSR IVB Transnational Cooperation Seminar

20-21 January 2009 – Leeuwarden, NL

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North Sea Region Programme 2007-2013**

Transnational Cooperation Programmes 2007 - 2013





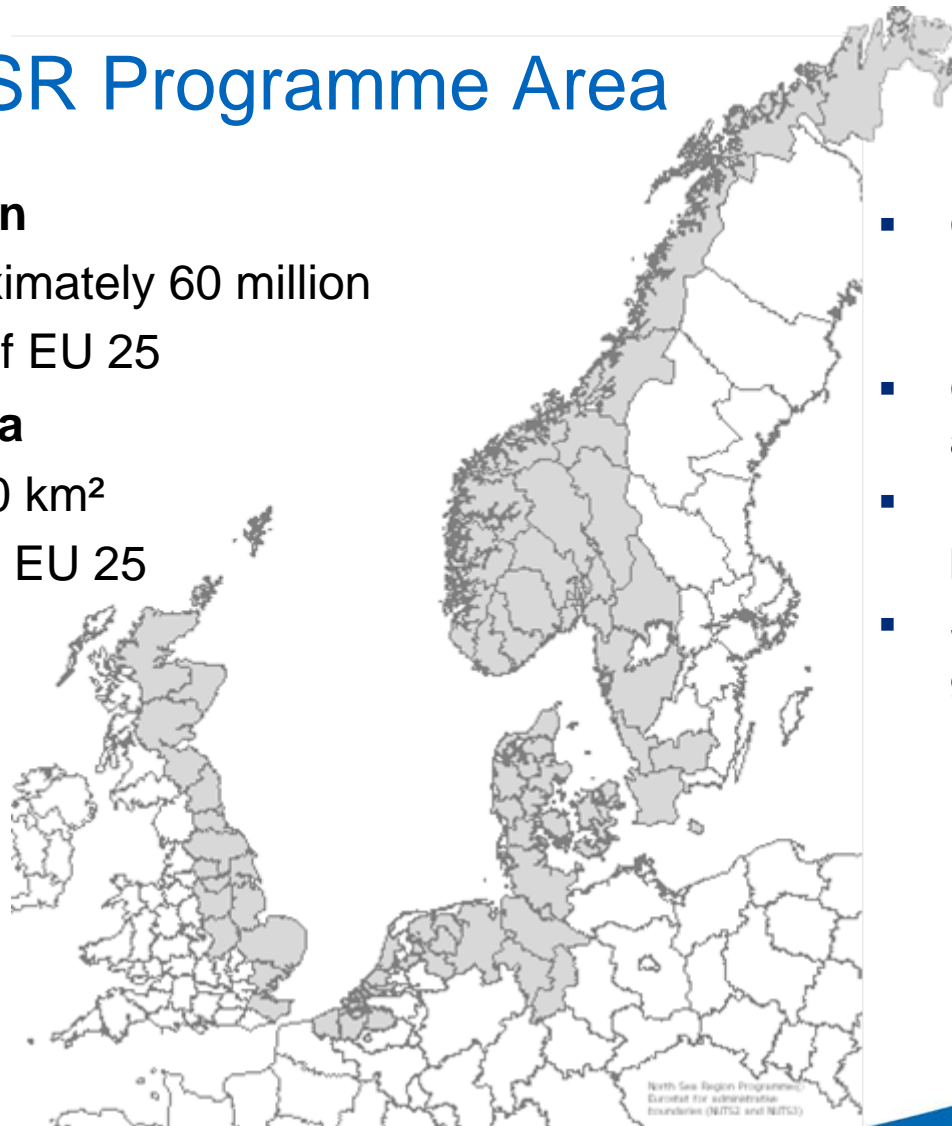
The NSR Programme Area

Population

- Approximately 60 million
- 13 % of EU 25

Land Area

- 664.000 km²
- 14 % of EU 25



- **Geographical diversity**
Finnmark (N): 1.5 inh./km²
Hamburg (G): 2.293 inh./km²
- **GDP/Capita** 75-150 % EU 15 average (2002: 28.516 €)
- **Unemployment**
below EU average
- **SMEs**
99,6% of enterprise is SME



The North Sea Region: Common Challenges and Opportunities

- Economic Development
- The Environment
- The Energy Sector
- Accessibility
- Demographic Development
- Territorial Challenge

A region with shared problems and common opportunities

Programme aim:

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

Objective 1: Building the innovation-capacity of businesses

Objective 2: Building the transnational dimension of clusters and research and innovation networks

Objective 3: Building society and the institutional capacity for innovation

Objective 4: Promoting the adoption and use of ICT applications

Priority 2: The sustainable management of our environment

Objective 1: Sustainable development of the coastal land and sea areas through integrated coastal zone management

Objective 2: Developing preventative and responsive measures to address acute and chronic marine pollution

Objective 3: Adapting to and reducing risks posed to society and nature by a changing climate

Objective 4: Promoting environmentally-responsible energy production practices

Priority 3: Improving the accessibility of places in the NSR

Objective 1: To promote regional accessibility strategies

Objective 2: To promote the development of multi-modal and transnational transport corridors

Objective 3: To promote the development of efficient and effective logistics solutions

Priority 4: Promoting sustainable and competitive communities

Objective 1: Tackling the needs of areas in decline

Objective 2: Promoting sustainable growth solutions for expanding areas

Objective 3: Promoting energy-efficiency in settlements



Transnational Cooperation dealing with Declining and Expanding Areas



Areas in Decline

Challenges:

- Economic and population decline
- Out-migration of young people
- Effects of demographic change

Trends are not inevitable:

- Settlements can be viable and vibrant centres
- Offering sustainable living conditions and good quality of life



Areas in Decline

Opportunities for transnational cooperation:

- New approaches to economic development
- Solutions based on new technologies
- New ways of delivering services and amenities
- Improve and maintain access to and extend high-quality services
- New concepts for sustainable tourism
- ...



Expanding Areas

Challenges:

- Preservation of cultural heritage
- Attract global talent
- Immigration – integration of migrant populations
- Urban expansion – increasing demand for land

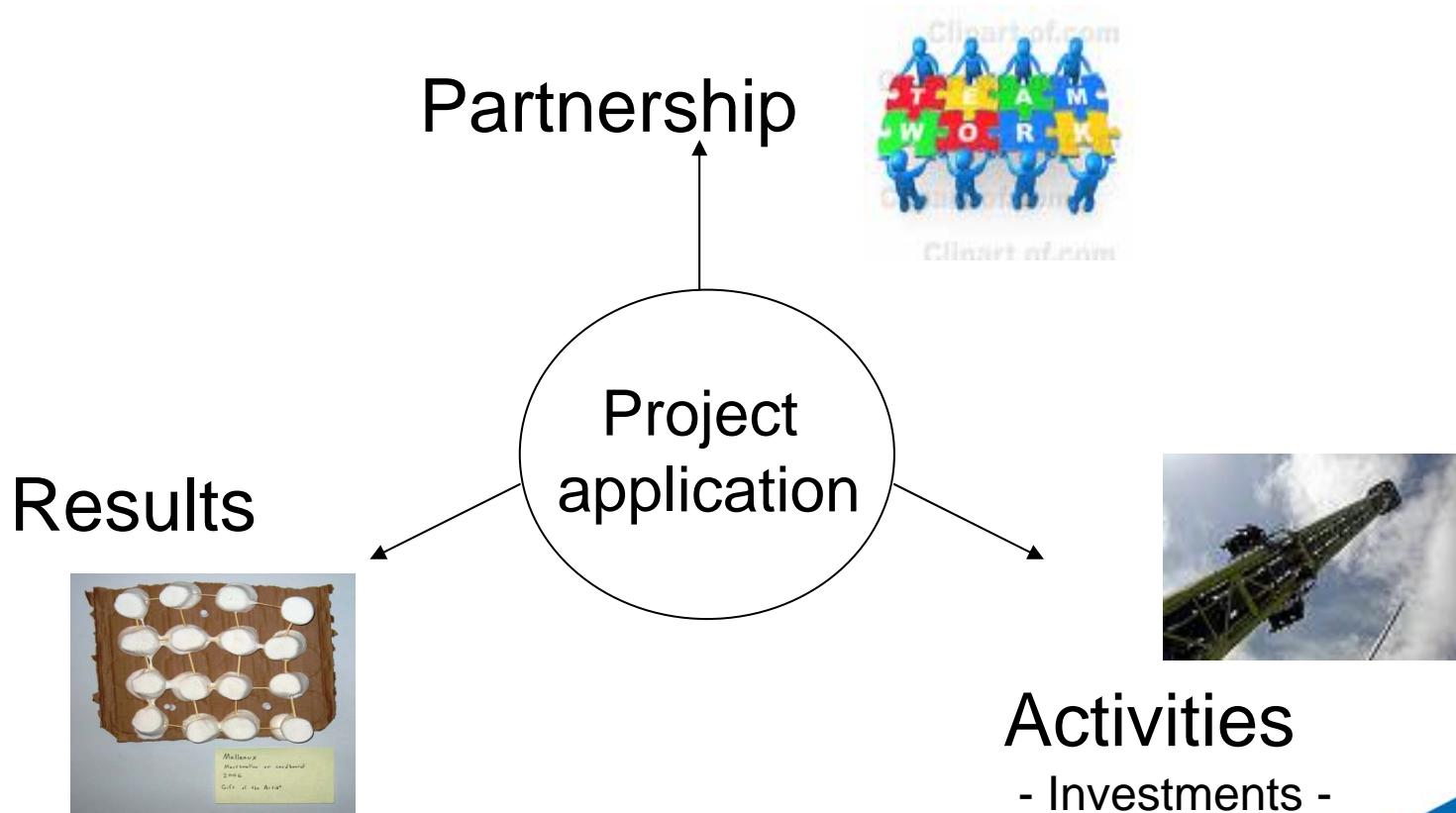


Expanding Areas

Opportunities for transnational cooperation:

- Transport solutions to tackle urban sprawl and congestion
- Strengthen functions of urban and metropolitan networks
- Integration of migrant populations
- Strategies for changing land-use and transport patterns
- Sustainable practices to preserve cultural heritage
- ...

Transnational Perspective





Transnational Co-operation is...

- Working between different levels of institutions/organisations,
- embracing different sectors,
- across national boundaries,
- in a large territory,
- which would otherwise not be achievable...



Transnational Investments

The project needs to communicate

- the added value of their investments for the NSR
- towards the relevant stakeholders/target groups across the NSR, considering the critical-mass
- in a realistic and convincing way



Transnational Investments

... if the impact is local, the investment is
by no means transnational! ...

European Union



The European Regional Development Fund

**The Interreg IVB
North Sea Region
Programme**



Project Communications

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



1. The regulations...

EC No 1828/2006

- This is where you find the Commission requirements relating to communications and publicity.

YOU NEED TO WRITE AND SUBMIT A COMMUNICATION PLAN

- Please do not try to change the world – be relevant and realistic in relation to the project and the budget.

THE PLAN IS A LIVING DOCUMENT – REVISE AND UPDATE

- The conditions change fast, evaluate and adopt.



2. Background to efficient communications

- **INFORMATION AND COMMUNICATION IS NOT THE SAME THING**

There is plenty of information available, but not much is being communicated.

- **SECURE A PLATFORM AND A BUDGET**

You need top management to understand the value of communications and to resource it accordingly – then you will get the platform you need.

- **COMMUNICATION ADDS VALUE**

Communication is a way to add value to an organisation – a well communicated organisation will get more money and attract talent.



3. Experiences made – first 3 calls

ASSESSING THE COMMUNICATION PROPOSALS IN THE FIRST SET OF APPLICATIONS

- + Applicants understand there is a growing awareness and need to address communications
- – Lack of budget break-downs, time-frames and priority assessments **(they should be inter-connected in the plan)**

DO - Write what you actually plan to do and think is necessary, connect measures to available resources and budget! Draft a Plan!

DO NOT – Do not write what you think we want to hear (fluff)



4. The Communication Plan

THE COM PLAN HAS THE SAME FUNCTION FOR COM AS THE BUSINESS PLAN HAS FOR THE ORGANISATION

The com plan should at least deal with the following:

- Background [why]
- Aim and Objectives
- Target Group(s)
- Strategy [principles, timeframes, message]
- Measures [media, events, other]
- Budget [connects to measures]
- Responsibilities [who does what]
- Evaluation [a monitoring tool]



What project attributes is the programme looking for?

- Oriented towards implementation
- Following an overall transnational approach
- Creating impact for the North Sea region
- Creating long lasting results
- Contributing to the Lisbon and Gothenburg agendas
- Linking to European policies
- Contributing to a positive innovation orientated culture in the North Sea region



Application Process

before applying:

- project ideas
- pre-assessment

final application:

- application guide
- fact sheets
- info sheets
- Strategy and Priorities



Application Process

Pre-assessments for 4th call until 6th February

Call for applications:

4th call: 2 - 30 March 2009

5th call: 14 September - 16 October 2009



Annual Conference - Sustainable Innovation

Egmond aan Zee/ Harlem – June 24-26, 2009

- Call for Papers
- Partner Search, Project Idea Book 2009

Watch our website!

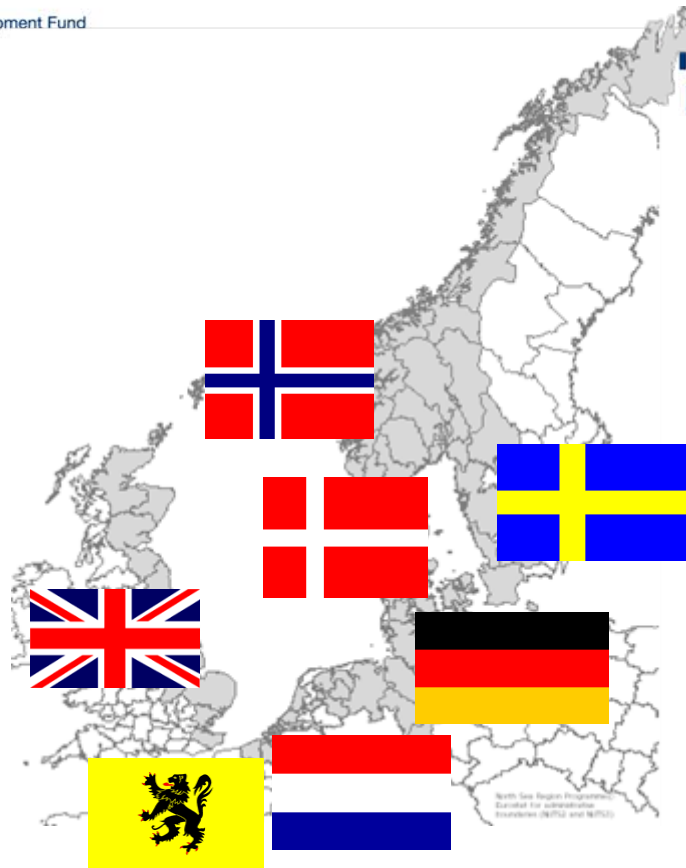


Upcoming Events

- 6th February: Deadline for Pre-assessments
 - 2nd-30th March: Fourth Call
 - 28-29 May: Maritime and Water Policy Seminar (Jointly with OKS-Programme)
 - 24th-26th June: Annual Conference Egmond aan Zee/Haarlem
 - 14th September-16th October: Fifth Call
- Visit our website: www.northsearegion.eu



The Interreg IVB North Sea Region Programme



Think transnational!



**The Interreg IVB
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Thank you very much!

Visit our website: www.northsearegion.eu

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