



# **Project Ideas**

## **for the 4th and 5th Call**



**Transnational Cooperation Seminar – Integrated Regional Development:**

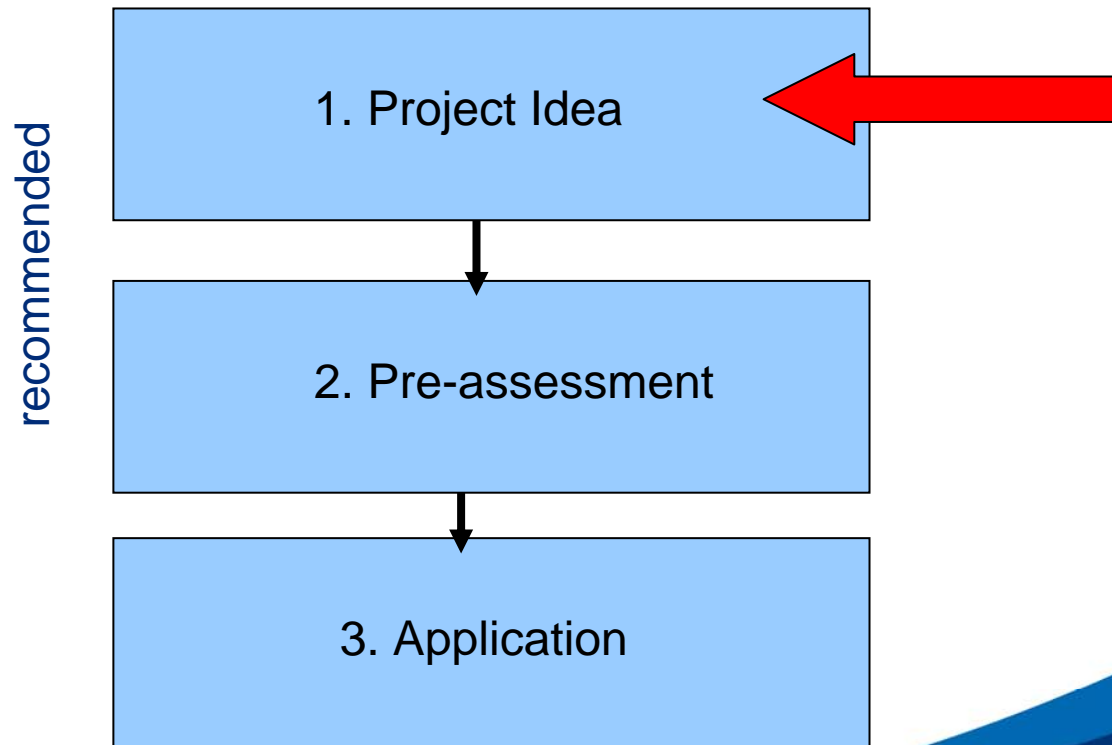
**Areas in Decline and Expanding Areas in the North Sea Region**

**January 20-21, 2009, Leeuwarden, The Netherlands**

**Sina Redlich**

# Project Ideas

## 3 Steps to submit your project application





# Project Ideas

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The Interreg IVB  
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The North Sea Region Programme 2007-2013 works with regional development projects around the North Sea. Promoting transnational cooperation, the Programme aims to make the region a better place to live, work and invest in. Read more about the Programme [here](#).

## Project Ideas

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#### Priority 1 - Building on our Capacity for Innovation

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# Project Ideas

The Interreg IVB  
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## Project Ideas

### 4.004 Landscape resources as income and job creator

#### Description

Globalisation implies a new and more pronounced labour division. As a consequence a transformation the rural production is needed if a depopulation of the rural areas shall be avoided. The goal of the project is through research and cooperation to activate landscape resources and nature by creating new marked products by the use of experience economy. The project will contribute to the development of new job- and profit creating products and offerings based on nature resources like Forest areas, Lake Districts, Rivers etc. The reasons why the project is relevant is the ongoing process of depopulation and the decline in job creating industries in the rural areas. The higher efficiency of the agricultural industry has resulted in fewer jobs and unemployment in the rural areas. The challenge is to develop market goods in relation to free goods like nature and open green spaces. As a parallel development it is interesting to notice the transformation of many harbours and industrial areas in total new and creative ways. The idea of this project is to consider how woodlands and extensive farm areas that no longer are profitable as resources for the primary sector production can be refined and reused in new creative and sustainable ways. The project will seek to identify the options that exist for making supplementary and experience based products what will generate a new economy in rural areas. The goal is by research and cooperation to qualify the product development in this field by applying the opportunities which the experience economy offers. The experience economy gives the options of offering products which are based on the resources of the landscape and nature such as tourism, events, retreats, educational offerings, niche production, art etc. Offerings that include values like authenticity, storytelling, experiences, services, and aesthetics etc. can be sold at a much higher price than the industrialised products. (Mainly to attract a new, sustainable, programme in the rural areas to

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sustainable and competitive region



# Resubmitting Project Ideas

see seminar pack

## SURF – Sustainable Urban Fringes

Rolf Oldejans; Municipality of Enschede, NL

## PACT – Partnership Agreement of Creative Urban Territories

Eva Fabry; Drammen Municipality, N



# New Project Ideas

see seminar pack

## 4.062 Improvement districts

Jeroen Westendorp; City of Groningen, NL

## 4.076 Innovation in social economy

Wim Stubbe; AGHO Port of Oostende, NL

## 4.082 M3 Blue Ribbon

Magne Haugseng, Hordaland County, N

## 4.078 Regional treasure hunting to develop diamonds

Hans de Wolf; Municipality of Winschoten , NL

## 3.019 CARE North

Michael Glotz-Richter; Free Hanseatic City of Bremen, G