



Newsletter no 7



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More information on next call available

The next call for applications has been under preparation for a while now and the last newsletter already had some provisional information about the topics likely to be addressed. The Programme Monitoring Committee has now approved the themes and the schedule and invites applications on the following themes:

- Increased accessibility of the North Sea Region
- Integrated coastal zone management (including establishing new and improving existing coastal defences)
- Water shortage
- River basin management strategies and structures
- Sustainable tourism framework for the North Sea Region

The next call will be limited to these themes and only projects meeting the criteria outlined in explanatory papers will be considered. The outline papers are available for download in the Focused Call section on the [programme website](#).

Deadline for sending in applications is 30 November 2004. It is expected that the Steering Committee will have its meeting to decide on projects in March 2005.

If you are interested in developing a project on one of these themes, please contact the project development unit at the secretariat, which can also help you in finding partners.

Update of the Spatial Vision

The spatial perspective for the North Sea Region, NorVision, describing the state of spatial development and suggesting directions for future progress, was published in 2000. It was the outcome of the work of a transnational working group consisting of regional and national representatives of the six participating countries in the IIC programme.

Some preliminary discussions have taken place during the last months about the future of the North Sea Programme under the new structural funds period and it was proposed that an update of NorVision would be a way to prepare for the future for a number of reasons:

- Many developments have taken place over the last 4 years, such as the expansion of the EU and the increased awareness of the risks associated with maritime transport.
- 4 years of working together in dozens of projects have delivered many new insights and tested the strategies and proposed actions of the first Norvision in practice.
- New developments in EU policy call for different approaches and emphasis: the Lisbon strategy, implementation of the water framework directive, revised guidelines for Trans-European networks including the new idea of motorways of the sea, the new concept of territorial cohesion.
- There is a need for more spatial co-ordination regarding the North Sea itself: increasing spatial claims, like wind farms, shipping and environmental needs require a balanced transnational approach to weigh the different interests and to reach sustainable long term decisions.

Did you know?

A simple click can show you who else is working on North Sea Interreg projects in your area. To try, just click [here](#).





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Updating NorVision would allow the programme stakeholders from both national and regional level to discuss current aims and objectives and to adapt the new programme to their current needs. An open process involving stakeholders and international bodies would be optimal as a spatial vision is strongest when clear recommendations can be formulated and then all the relevant political bodies endorse them.

Terms of reference for this work will be drawn up and presented to the next Monitoring Committee in October 2004. We will put more information on the website as soon as it is available. To hear more about the current status, you might also contact Jens Kurnol (Programme Secretariat, crbjk@vibamt.dk) or Mark Overman (Dutch Contact Point for the North Sea Region, mark.overman@minvrom.nl).

In focus

Liveable City

Stakeholder involvement in project implementation is essential. The Liveable Cities project, which focuses on enhancing the attractiveness of public spaces, improving security and providing innovative facilities and events in city centres, has adopted a pro-active approach for stakeholder involvement. The Partner Experience Exchange Review (PEER) programme is in the core of their approach. We asked Molly Price and Sarah Miles, Acting European Project Managers at Norwich City Council to share their good experience.

“The Liveable City project aims to take a new, integrated approach to the challenge of planning, managing and maintaining the public domain in historic urban centres. Engaging the different groups of people



responsible for cities as well as those who work, live, and play in them is crucial to addressing this challenge successfully. From the outset the Liveable City Project recognised the benefits of involving a range of stakeholders both locally and transnationally and created a structured approach to achieving this.

The Liveable City's PEER programme gives groups of people from each of the partner cities with common interests the unique opportunity to come together to share and resolve similar problems.

Rather than the usual exchange between public servants, this innovative approach involves stakeholders from all the different sectors and interested parties in a city (residents, professionals, schoolchildren, retailers, architects, festival organisers, city centre managers, etc.) and enables them to meet their counterparts in the partner cities.

PEER workshops are held in each of the partner cities and are themed according to the expertise and experience of that city. By facilitating face-to-face exchange between those with a shared interest and role within cities across the North Sea Region, the workshops pave the way for real and productive collaborative working and help to establish long-term transnational links.

Now in its second year, the Liveable City Project has already seen the success of





the PEER programme begin to make a real difference to project outputs. The PEER programme was launched straight after project approval with the first workshop being held in Norwich on *Regenerating Marketplaces* in January 2003.

Amidst the heaviest snowfall for years, Market Managers, City Planning Officers, City Centre Managers and other experts from the partner cities visited Norwich to discuss issues and find solutions to regenerating historic marketplaces.

Along with the other partner cities, the Norwegian experts from Trondheim in particular (who considered the near blizzard conditions to be a mere dusting of snow!) were able to learn from Norwich's experience of organising design idea competitions and engaging the public in major regeneration schemes. Trondheim have since adapted the design competition format to suit their city's needs and organised a similar competition on the regeneration of the Torvet marketplace.

Similar exchange took place in the partner city of Emden in Germany later that year when the city hosted the PEER workshop on *Retail*. Each partner city invited key stakeholders from the Retail sector of their city to this event, including City Centre Managers, Managing Directors of major department stores, Restaurant Managers and Shopping Centre Managers. During their visit delegates were able to see first hand some of the challenges facing Emden's retail sector, relate these to their own experience, and establish a basis for common interest and working. This workshop also gave the representatives from the business community the opportunity to see how European collaboration and EU-funded projects can benefit them and the cities they do business in.

The PEER programme has proved successful across many sectors. Earlier this year Performance Artists, Event Managers, Festival Organisers and Council



Officers met in Gent, Belgium to discuss the multi-use of public space and the issues related to organising events in open public spaces. The City of Gent is currently undertaking a study of its outdoor events as part of the Liveable City project and participants in the workshop were able to learn from this process. The PEER workshop on Events identified a number of shared issues amongst the partners and led to a return visit to Gent early in early July from the partner cities of Norwich, Lincoln and Trondheim to discuss these and other city centre management issues in more depth.

Other workshops have been held on themes such as *Signage & Wayfinding* in Norwich (where participants were set the task of finding their way to key locations in the city without assistance, thus helping Norwich to shape their strategy based on actual visitor experience) and *Urban Design* in Odense where participants were able to learn from some of the exciting initiatives taking place in Odense.

To further cement some of the contact made during these visits it is hoped that professional placements will take place involving the exchange of experts and professionals between partners for longer study visits. These placements will enable more in-depth transnational co-operation on the delivery of the Liveable City project activities."

Further information available at www.liveable-city.org



Molly Price



Sarah Miles



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Calendar

17 August

Dutch workshop on ICZM and river basin management for preparing the focused call, Rotterdam, The Netherlands.

Contact: Mark Overman, phone +31 70 339 27 06, e-mail mark.overman@minvrom.nl or Hermine Erenstein, phone +31 70 311 43 28, e-mail h.j.e.erenstein@rikz.rws.minvenw.nl

23 September

Promotion workshop for projects with German participation, Norderstedt, Germany.

Contact: Friedhelm Budde, phone +49 511 120 47 18, e-mail friedhelm.budde@ml.niedersachsen.de

29-30 September

North Sea Tourism Forum, Lund, Sweden

7-8 October

Monitoring Committee Meeting 6, Sweden

30 November

Focused Call closes

March 2005

Steering Committee Meeting 6, The Netherlands

June 2005

Annual Conference and Exhibition, The Netherlands

Future Events

North Sea Tourism Forum

Europe is the world's top tourist destination and visitor numbers continue to rise; but what measures can be taken to ensure that the North Sea Region enjoys its share of this growth? The region has a great deal to offer and considerable potential for the development of new tourism products and services. Sustainability must, however, be the guiding principle behind such development. Cooperation will speed up the development process and improve results.

The North Sea Tourism Forum will bring together representatives of relevant organisations and INTERREG projects from across the region and beyond. It will be a chance to hear about what existing projects are already doing, to carry the debate on sustainable tourism into different sectors and regions and to look to the future and effective development plans. Discussions at the event will also contribute to the development of a Sustainable Tourism Framework for the whole of the North Sea Region. You can send in an initial expression of interest by filling in the [form](#), which also provides practical details about venue and dates etc. We will then make sure that you get sent further information nearer the time.

Past events

Annual conference and exhibition

On June 16th 2004 the North Sea Programme held its Annual Conference in Göteborg, Sweden. The purpose of this year's event was to look at the Programme's achievements and to look into the future. For this reason the Annual Conference was this year combined with an exhibition of 28 North Sea projects.

The event raised a considerable amount of interest, which resulted in around 300 guests ranging from project managers to politicians and officers from other programmes.

Among the speakers were Cecilia Wigström, a member of the Swedish Parliament and Elisabeth Helander, Director of Community Initiatives and Innovative Action in DG Regio, who spoke about the future of the Structural Funds programmes. Projects could share their experience in thematic workshops. In addition, three Project Development Groups dealt with three of the themes for the focused call for applications. A bus tour visited two Interreg projects allowing participants to see the Programme in action.

Read more about the Annual Conference in the Events section on our [website](#).

Lead partner seminar

The programme's fifth Lead Partner Seminar was held in Göteborg in June. Attendance was good with almost all North Sea Region projects represented by at least one participant and representatives attending from most of the new projects.

Our ambition was to build on the experience gained from previous seminars and offer participants a positive experience. For that purpose, new Lead Partners were separated from those who had already attended such an event. We know that just giving presentations does not work! Practical sessions were therefore included where participants could try out in small groups what has been discussed. The "old" Lead Partners were glad to lend a hand and some of them shared their experience with the new ones. In this way it is hoped that the seminars will not only address and prevent some pitfalls at an early stage, but will also facilitate cooperation among projects.

Thank you to everyone who came for making the event a success.



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Interact

The INTERACT Point for Qualification and Transfer, which is based at the North Sea Programme secretariat in Denmark, started work on 1 July of this year and held its first event in Brussels on 5-6 July. The workshops at the seminar addressed different programme management issues and in particular the difficulties presented by the N+2 rule and the threat of de-commitment. There were participants from most of the INTERREG IIIB and IIIC programmes, including two who had come all the way from the Caribbean programme.

The exchange of experience was valuable and follow-up events will be hosted to develop more detailed action plans based on these initial discussions. For the rest of the year the Interact Point will be focusing on events for the programme level and will be organising and attending events all across Europe for INTERREG A, B and C programmes. There are also plans to assist with events on cooperation with non-member states on the new external border of the EU. More information on activities will soon be available from www.interact-eu.net.

Publications

Project portfolio book

The North Sea Project Portfolio book is a tremendous success! The publication, which was launched during the Annual Conference, brought together all 54 approved projects and presented their achievements to date and their plans and hopes for the future. In the publication projects were presented under six themes: rural and peripheral areas, risk management along coasts and rivers, transport, using the environment responsibly, innovation and knowledge, and developing competitive cities and towns. In this way we

hope to illustrate to those interested in the programme how individual efforts complement each other and represent stepping stones for establishing the North Sea as an environmentally, socially and economically integrated region.

The first edition of the Project Portfolio book has already been distributed and a second round is to be printed. It is also planned to translate the book into German. For your own copy please go to the [order form](#) to order by mail, or [download the book here](#).

Other News

New proposals for the future of INTERREG

On 14 July the European Commission adopted a proposal for five new regulations for renewed Structural Funds and instruments. For the 2007-2013 period, these instruments represent about one third of the EU budget or a total of EUR 336.1 billion. The majority of this amount will be spent in less-developed Member States and regions. According to the proposal, INTERREG will be continued as a third objective on "European territorial cooperation". Member states and the European Parliament will now discuss the proposals and it is expected that decisions will be taken in 2005. More information on the [Inforegio website](#).



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New Staff

We have asked our new colleagues to briefly present themselves. We would all like to extend a warm welcome to them!

Katrin Schmid (Finance unit)

"I will be joining the Finance Unit in August. I graduated from the Universities of Trier (Germany) and Rennes (France) in Economic Geography as well as European studies. My professional career started as industry and trade consultant at the Euro Info Centre in Lahr, Germany. During my studies I did practical training in Brussels, Paris and Luxembourg.

In my spare time I am an enthusiastic kayaker and am now looking forward to discovering Danish lakes and rivers. Other interests include contemporary literature and cooking."



Lindha Feldin (Interact)

Many of you know Lindha in person. As a Project Development Officer and in the course of three years she has been by your side and has actively helped the set up of many successful projects.

At the beginning of July Lindha moved across the corridor in order to join the Interact world and together with Matt and Seeta will represent the Interact Point for Qualification and Transfer. We at the Project Development Unit will miss her enthusiasm and constructive spirit, and would like to wish her good luck in her new endeavours!



Lise Smith (Project Development unit)

"Following my passion for geography at school, I obtained a degree in Urban Regeneration and Policy in Bristol, England. I have spent the past six years working in the field of rural and urban regeneration. I developed a particular interest in European funding when I realised the integral role it plays in part funding many of the regeneration programmes and projects that I have worked on. I am due to embark upon a distant learning masters degree course in European Spatial Planning in September. My passion for geography doesn't end there. I love anything to do with travel and spent a year travelling and volunteering in the State Parks in America. Hobbies include: mountain biking, running and anything to do with keeping fit."



Martijn Smit (Project Development unit)

"After completing my student placement in Viborg, I'll probably return to Renaissance Latin, since I'm still a student of Classical Philology at the University of Groningen, The Netherlands. I also just completed a degree in Human Geography at the same University. My geographical interest focuses on cultural and rural geography. The Mediterranean world is important too; I've spent several periods in Italy for both Geography and Classics. But I feel that time has come to turn my attention to northern Europe now for a change.

In everyday life, I appreciate both languages and books. However, music certainly is my greatest hobby. I play both cembalo and organ, plan to learn how to play the viola and enjoy choir singing."



Karen Somerset (Programme Support Unit)

Karen has been working at the Viborg Amt (just a brief 5 minute walk up the road) since 1997 as Assistant Executive Secretary at the North Sea Commission. From the beginning of August she will be joining us in order to replace Malou to head the Support Unit. Malou is going on maternity leave from the beginning of September, and will be back with us in a year's time.

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