INTERREG IVC – West area regions

Benefiting from interregional cooperation

September 2012

European Union
European Regional Development Fund
More cooperation: an audacious choice!

Cohesion policy is at the very heart of the European Union and, within EU cohesion policy, European Territorial Cooperation is the key framework for sharing experiences and solutions to common problems at national, regional and local levels.

As one of the main tools of European Territorial Cooperation, the INTERREG IVC programme allows partners from the whole of Europe – and even from outside its borders – to cooperate and exchange experience in policy fields such as smart specialisation, clusters, energy efficiency and renewable energy, SME support, employment or research and innovation.

The economic and financial crisis has shown that our economies, in Europe, and across the world, are increasingly interdependent. As a result, the challenges we face transcend national and regional borders, so it is crucial to find common responses to them. In addition, the economic environment is a rapidly changing one, yet this provides new opportunities to renew our economies, which policymakers must seize.

The European Commission has drafted new proposals for the next programming period that are intended to improve territorial cohesion in the European Union and thereby give long-term substance to the Europe 2020 strategy for sustainable development in the European Union. These proposals have been warmly welcomed by the Committee of the Regions and the European Parliament. While the moment of truth, in particular with regard to the budget to be set aside for interregional cooperation now lies with the Council of Ministers, it is the Committee of the Regions’ firm conviction that interregional cooperation will help to enhance growth and create jobs. And it’s not a question of needing to reinvent the wheel. Much can be built on the excellent results already achieved by the current programme.

But there is, of course, a difference compared with the situation seven years ago, when the current programme was on the drawing board: the economic crisis. My belief is that in these times of crisis, more rather than less cooperation is needed. Cooperation is a necessity, not a luxury!

Michel Delebarre
Mayor of Dunkerque, Senator
President of the COTER commission in the Committee of the Regions
Benefiting from interregional cooperation

The INTERREG IVC programme is the only territorial cooperation programme that enables partners from all over Europe to work together and exchange experience on common policy issues in the fields of innovation and the knowledge economy, or environment and risk prevention. Right from its launch, the programme has generated strong interest from project applicants. By 2012, after 4 calls for proposals, the entire programme budget of €302 million had been allocated. This has allowed us to fund 204 projects, involving 2,276 partners from 27 Member States, as well as from Norway and Switzerland.

As the programme and its projects progress, attention is increasingly being focused on outcomes. In order to showcase its ever-growing number of achievements, the programme has launched an online Good Practice database designed to provide access, to the wider public, to the ideas and techniques that are regarded as being of particular interest by INTERREG IVC projects.

But this is not all. Our programme strives to improve policies. This is why, in order to further contribute to the policy learning process, and to focus more on common thematic challenges, the programme is currently introducing a new process – thematic capitalisation – for 108 projects.

The present brochure – produced by the INTERREG IVC West Information Point – is the last in the series of publications presenting interregional cooperation projects from the perspective of the programme’s different geographical areas.

In addition to presenting an overview of the INTERREG IVC programme, and of the ‘West area’, it showcases – whenever possible – examples of good practices transferred for the benefit of regions from the West area’s Member States (Belgium, France, Ireland, Luxembourg, the Netherlands, Switzerland and the United Kingdom).

A number of Lead Partners/Partners as well as National Contact Points from the West area also shared their view on how they see interregional cooperation and its benefits for their region. To enable the interested reader to find out more, a complete list of ‘West area’ projects, along with website addresses, is provided at the end of this brochure.

We would like to thank all project partners and national contact points who contributed to this publication. It will be of interest to anyone who has already participated in the programme, as well as to any organisation intending to become involved.

Michel Lembín
Programme Director
INTERREG IVC
INTERREG IVC provides funding for interregional cooperation across Europe. The programme is implemented under the European Community’s territorial cooperation objective and financed through the European Regional Development Fund (ERDF). The period for INTERREG IVC runs from 2007 to 2013.

Objectives & Funding

The overall objective of the INTERREG IVC programme is to improve the effectiveness of regional policies and instruments. Each project builds on the exchange of experience and transfer good practices related to a range of topics under two overarching priorities; ‘Innovation and the knowledge economy’ and ‘Environment and risk prevention’. Out of the 10 sub-themes approved, including both ‘Innovation and the knowledge economy’ and ‘Environment and risk prevention’. Using ‘Innovation and the knowledge economy’ as examples, 10% of the 2,300 project partners from all over Europe.

Thematic coverage

After all four calls for proposals, projects tackling a wide range of themes have been approved, including both ‘Innovation and the knowledge economy’ and ‘Environment and risk prevention’. Out of the 10 sub-themes ‘Entrepreneurship and SMEs’ (46 projects), ‘Energy and sustainable transport’ (37 projects) and ‘Innovation, research and technology development’ (35 projects) have proved to be the most popular with applicants.

During the present programming period, €102 million of ERDF funding, along with €2.6 million of Norwegian national co-financing, was made available for projects. Depending on their country of origin, partners from the European Union were eligible to receive either 75% or 85% of ERDF co-financing. Partners from Norway were eligible to receive 50% Norwegian co-financing.

Results

As of 2012, after four calls for proposals, all available funds have been committed. Altogether, 204 projects have been approved, involving almost 2,000 project partners from all over Europe.

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The countries covered by the Information Point West area are among the most developed, innovation-driven economies, not only within the European Union, but also globally, even though competitiveness has stagnated over the current programming period in most of them. In the context of the economic crisis, the track back to growth must, according to the latest Global Competitiveness Report, involve competitiveness-enhancing reforms, fiscal consolidation and solutions designed to tackle growing unemployment. These issues, which are covered under the first priority of the programme, have been addressed by a high number of projects from Western Europe, as shown in chart 4 below.

The chart also highlights the strong involvement of western partners in the programme’s second priority, ‘Environment and risk prevention’, especially in the sub-theme ‘Energy and sustainable transport’. These projects contribute to achieving Europe’s different energy goals, such as reducing greenhouse gas emissions, reducing the EU’s energy consumption by 20% by 2020, using renewable energies to limit the effects of climate change or promoting the development of environmentally sustainable modes of transport. As project implementation progresses, so the key outcomes become more visible.

In the IP West area, 150 good practices from across the 10 themes have been identified to date, 741 staff members have gained new skills and capabilities, 37 policies have been improved and 19 spin-off activities have been reported by the projects. Examples of these are detailed in the country pages.
The transfer originated in two project workshops run in Lyon and Copenhagen, which presented several service design projects designed to enhance customer experience by taking into account every aspect of supplier-customer interaction. The policymakers from Design Flanders attending these workshops were very interested in this concept and subsequently received a mandate from the Flemish Government to deliver a Service Design Project in Flanders.

www.seeproject.org

Partner Testimonial

Coraline LEFEVRE, Economic Office of the Province of Namur / Lead Partner

“The idea behind joining an interregional cooperation project was to improve cluster-support policies but also to adapt and improve support schemes to SMEs so as to help them to generate more added-value. The good practices identified and the recommendation plans based on these practices will most likely be the most practical outcomes for the region. The results will help us to improve the visibility of our own support actions, reinforce cooperation with clusters so as to provide better adapted services to SMEs and make the Walloon cluster policy more visible to other European regions.

As a Lead Partner, organising and managing a project team is a challenging task. It is important to keep all team members highly involved from the very beginning right until the end, and to understand how each individual partner organisation works to ensure that everyone is always in tune with the project. It is a wonderful adventure!”

Belgium

In Belgium, there are 60 partners involved in 50 projects, including 22 local and regional public authorities and 38 bodies governed by public law, exchanging experience and good practices with other European regions. Belgian partners are represented in projects in almost all sub-themes. Their highest participation is in the sub-themes ‘Entrepreneurship and SMEs’ (13 partners) and ‘Innovation, research and technology development’ (12 partners).

The Service Design Programme is delivered by Design Wales and funded by the Welsh Government. It was identified as a good practice and transferred to Belgium. The programme provides support to SMEs by demonstrating how designed service innovation can help their business. Through design, businesses can add value to their product/service range, ‘servitise’ their products (i.e. create value by adding services to products or by repositioning a product with a service) or even adopt new service based business models. The programme’s business support model is based on a 4-step process: Events, Telephone Advisory Service, Service Essentials Workshop and the Service Strategy Programme.

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**OSEPA – Open Source software usage by European Public Administrations**

**Transfer of the good practice ‘ProxMox Virtual Environment’**

**From Latvia (LV) to the Antwerp region (BE)**

The project’s objective is to increase the competitiveness of public administrations and companies by promoting knowledge on the role and benefits of open source software.

One of the good practice transfers completed by the OSEPA project involved the ‘ProxMox Virtual Environment’. This system has been transferred from the Latvian Association of Local and Regional Governments (LV) to the City of Schoten (BE). Proxmox VE is an easy to use Open Source virtualisation platform for running Virtual Appliances and Virtual Machines. Proxmox is able to make an online image – copy of the server – without interruption of the operational server. This way it provides a continuous service for the users, so they do not notice any difference in their daily work procedures and IT managers do not need therefore the consent of the board of directors. The City of Schoten reported that the transfer was straightforward and was completed in a very short period of time.

www.osepa.eu

**Partner Testimonial**

Fabian Dominguez, The Flemish Community / Lead Partner

**CASA project**

Flanders’ international and interregional cooperation is one of the focal points of the Flemish Government’s international policy. In this context, Flanders’ Care has already undertook networking activities with other European regions on healthcare issues and on the stimulation of innovative SMEs in this field, which gave us an additional incentive to further exchange experiences with others.

The possibilities for innovation in the healthcare sector are huge, and by building on its highly developed healthcare system and industrial and technological competences, Flanders could play a leading role in internationalisation of healthcare. Intergovernmental cooperation gives us the opportunity to further engage in networking activities, allowing us not only to learn from others, but also to share our experiences.

www.osepa.eu

**PROSPECTS – To promote and support entrepreneurship to create new SMEs**

**Transfer of the good practice **

‘Property Finder Service’

**From the Greater Manchester region (UK) to the Limburg region (BE)**

PROSPECTS promotes business-support policies in order to enhance the attractiveness of regions heavily dependent on traditional mono-industries.

The Wigan Borough ‘Property Finder Service’ tackles a major challenge faced by businesses when relocating, setting up or expanding operations, in particular with the challenge of finding suitable commercial premises and/or land. With a view to assisting such businesses, the project makes use of an extensive property database containing details of commercial properties and land available within the Borough. To ensure it is comprehensive, the database is updated on a continuous basis. As Wigan Council works in partnership with ten other local authorities from the Greater Manchester area, this service is helping to secure significant levels of new investment and employment for the region. In addition, the database helps to inform land use planning decisions.

Thanks to the PROSPECTS project the ‘Property Finder Service’ has been successfully transferred to the City Council of Houthalen-Helchteren (Limburg region).

www.prospects-project.com

**View of Philippe Rousseau – National Contact Point of Flanders**

“European Territorial Cooperation Programmes are among the very few EU policy instruments that involve partners from various countries and that are designed to encourage international cooperation. Through joint project implementation, European integration and partnership become a reality. Cooperation broadens views and enables discussion on policy topics between counterparts from different EU Member States, as well as providing a platform for input from specialists.

As a National Contact Point, our most important role is to assist and advise project partners and help them to understand the nuances and challenges of the programme. This helps projects to produce stronger project proposals and also ensures more robust delivery. In our experience, the greatest challenge for partners involved in an INTERREG IV-C project is to construct a well-balanced and stable partnership, not only during the initial development phase, but also throughout the life cycle of a project.”
France

In France, there are 134 partners involved in 94 projects including 59 local, regional and national public authorities and 77 bodies governed by public law exchanging experience and good practices with other European regions. French partners are represented in projects in all sub-themes, and their highest participation is in the sub-themes ‘Innovation, research and technology development’ (30 partners) and ‘Entrepreneurship and SMEs’ (29 partners).

Benefiting from other regions in Europe

CAPRICE – Capital regions integrating collective transport for increased energy efficiency

Transfer of the good practice ‘VBB travel planner’

From the Berlin-Brandenburg region (DE) to the Ile de France region (FR)

The CAPRICE project brought together capital regions with a view to increasing the efficiency of their public transport services and thereby increase energy efficiency.

One of the good practices identified within the project was the VBB travel planner. This provided and maintained an internet-based multi-modal travel planner for the entire regional public transport system. The VBB travel planner uses an integrated approach to data management and offers services which are adapted to customer needs, such as real-time trip information. Initially introduced by the Berlin-Brandenburg (DE) Public Transport Authority, this good practice provided inspiration for the Ile-de-France (FR) Authority for Public Transport, which decided to compare the strategies used in Berlin and Paris. This project directly influenced studies on real-time information and data referencing, which were undertaken by the French partner, and which are now expected to influence future Public Transport contracts.

www.caprice-project.info

Partner Testimonial

Camille Massol, Regional Council of Aquitaine / Lead Partner

"The initial intention of the Lead Partner, the Aquitaine Region, was to enhance its own policies for the preservation of biodiversity and to promote the importance of this issue for European and regional economies. As a result, the objective of the REVERSE project was to learn from other partners’ best practices and to draw up practical policy recommendations to promote more biodiversity-friendly policies in Europe’s regions. These initial objectives were largely reached. The project also allowed us to step back from our regional policies and consider improvements to better take biodiversity into account across our territory. Being a Lead Partner was a very rewarding experience. The Lead Partner must be the locomotive of the group, yet must also allow each partner to take initiatives and develop their own skills. This experience was very positive for the Aquitaine regional council, which benefited from practical recommendations, and which also established strong links with other European regions. In addition, civil servants acquired real skills in the area of biodiversity."

www.europroc.eu

EuroPROC – EU Regional Cooperation for SMEs access to Public Procurement

Transfer of the good practice ‘IPP Virtual Community Anella’

From the Catalonia region (ES) to the Rhone-Alpes region (FR)

The overall objective of the project was to increase the competitiveness of SMEs by enabling and increasing their participation in EU public procurement systems. Thanks to its participation in the project, ERAI (Entreprise Rhône-Alpes International – France) has developed an information tool designed to provide a virtual meeting place for networking and the exchange of experience between companies, institutions and consultants interested in the international public procurement market.

www.europroc.eu

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www.europroc.eu
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RTF – Regional Telemedicine Forum
Transfer of the good practice 'Evaluation model for telemedicine services'
From the region of Southern Denmark (DK) to the Auvergne region (FR)

This project aims to draw up policy recommendations designed to remove barriers to the wider use of telemedicine (i.e., the use of telecommunication and information technologies as a means to provide clinical health care at a distance).

The Auvergne Region has transferred lessons learnt from the current Danish evaluation model for telemedicine services into its own telemedicine services. This exchange of experience enabled RTF partners to seek ways to improve existing telemedicine services for chronic patients with cardiovascular diseases (COPD), and to assist the development of new ones, both in the participating RTF regions and beyond. The transfer of the Danish experiences has so far helped in the administering of a questionnaire survey aimed at COPD patients by the Moulins-Yzeure Hospital. The telemedicine service for COPD in the Auvergne Region is said to be the first of its kind in France.

www.regional-telemedicine.eu

Partner Testimonial

Bernard Stree, CARRINA-Champagne-Ardenne Research and Innovation Agency / Lead Partner

"The aim of developing interregional cooperation within PERIA was to develop new activities based on the adaptation of successful innovation policies in other European regions. For CARRINA, the project was a means to benchmark its regional strategy against those of other Regional Innovation Agencies, as well as evaluate its effectiveness in providing support to innovation in the region.

As a Lead Partner, choosing relevant partners and assigning roles among them was crucial to achieving our project objectives.

Champagne-Ardenne benefited from INTERREG IVC by involving regional stakeholders in interregional cooperation at European level. PERIA will have a long-term impact. In particular, the project will have a direct impact on the next programming period through the delivery of new schemes (e.g., a funding scheme for the establishment of new R&D departments in SMEs)."

View of Stéphane Gerbaud and Patricia di Biase – National Contact Points

“The INTERREG IVC programme allows local and regional authorities to explore new practices from the four corners of Europe in order to improve their policies. As partners from all over Europe are involved in any IVC project, intercultural dialogue is, of course, necessary, but such dialogue is also often extremely challenging. Partners need to come with an open mind, be open for discussions and be willing to look for compromise. In a way, every IVC project is a sort of ‘mini-Europe’.

INTERREG IVC is a very competitive programme, and as National Contact Points, we are the entry level information provider for the programme. As such, we have the responsibility to make sure that applicants respect the programme’s rules and requirements. At the same time, in assisting project partners to develop cooperation networks, INTERREG IVC also enables the less developed and therefore less competitive regions to optimise their learning process in economic and environmental policy areas.”

PERA project

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The Italian Municipality of Scandicci (IT) designed a bus service to provide a link between the rural and hilly areas of Scandicci and the newly built tram line serving Florence with a view to inciting drivers to leave their car at home. As the Slieveardagh area of Ireland possesses similar topography, ‘Ring a Link’ decided to adopt the practice and also develop an additional service to be provided as a part of the pilot scheme. In particular, a feeder service was designed to connect the Slieveardagh area to the Health Service Executive buses, linking local hospitals with the national hospitals in Cork, Dublin and Waterford. Through this new service, Ring a Link has widened the scope of service provision, and, ultimately, user satisfaction.

www.interreg4cflipper.eu

Sharing good practices for the benefit of other regions

MITKE – Managing the Industrial Territories in the Knowledge Era

The good practice ‘Endeavour’ Border, Midland and Western region (IE)

The project focuses on finding and testing solutions for improving the management of Business Areas and Industrial Parks across Europe.

One of the good practices brought to the partnership by Shannon Development (IE) is called Endeavour, which is a fast-track programme for new technology start-ups. It provides an opportunity for new entrepreneurs to make their dreams come true by learning from the best and to progress their business idea from concept to reality. Besides networking opportunities with other business start-ups and international entrepreneurs, participants also learn about a range of topics that are key to business success, such as finance, the legal context, HR, marketing and technology and they also receive one-to-one support from Ireland’s top entrepreneurs.

Business plans are reality-checked on a regular basis. This procedure is carried out by a team of experienced entrepreneurs, who rigorously challenge participants’ assumptions and business models.

In its first year, the programme generated 13 new business start-ups with a combined value of €10 million and created 35 new jobs.

www.mitke.eu

Level of regional participation in Ireland

<table>
<thead>
<tr>
<th>NUTS 2 regions involved</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Irish partners in approved projects</td>
<td>54</td>
</tr>
<tr>
<td>No. of Ireland led projects</td>
<td>2</td>
</tr>
<tr>
<td>Funds committed (€m)</td>
<td>7</td>
</tr>
</tbody>
</table>

Max legend: IE01 Border, Midland and Western; IE02 Southern and Eastern

Benefiting from other regions in Europe

FLIPPER – Flexible Transport Services and ICT platform for Eco-Mobility in urban and rural European areas

Transfer of the good practice ‘Feeder bus service’

From the Toscana region (IT) to the Southern and Eastern region (IE)

The project addressed one of the key success factors in the eco-sustainability, competitive development and social cohesion of European regions: the promotion of cost-effective, integrated public transport services – and more broadly Flexible Transport Services – through cooperative interregional policy development.

Flexible transport services play an important role in the overall public transport network. One such service, known as the ‘Feeder bus service’, is a good practice which was transferred from Italy to Ireland.

In Ireland there are 54 partners involved in 40 projects including 36 local and regional public authorities and 18 bodies governed by public law, exchanging experience and good practices with other European regions. Irish partners are represented in projects in almost all sub-themes and their highest participation is in the sub-themes ‘Information Society’ (13 partners) and ‘Energy and sustainable transport’ (10 partners).

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The good practice ‘Web-check’
Border, Midland and Western region (IE)

The project’s main aim is to increase the impact of regional strategies by efficiently promoting and developing Information and Communication Technologies within SMEs.

Web-check is an initiative from Failte, Ireland, a state body responsible for the development and promotion of Irish Tourism. It provides practical support in areas such as enterprise development, business support services, training, research and marketing. Its e-business and web support service assists SMEs and other tourism-sector stakeholders in the development and promotion of their websites. The support service includes 4 phases: Web-check – a tailored website review; Web-check Plus – additional support for further site development; Web-Skills – training to optimise online profiles and sales; Web-Marketing – coaching in marketing.

The programme is considered to be very successful, as more than 1,200 web-checks, 500 web-check plus and 40 web-marketing projects have been carried out to date.

www.ict-vn.eu

Partner Testimonial
Sonya Quinn, South West Regional Authority / Partner

“As set out in our regional policy documents we had a specific interest in cooperating with other European regions in fields such as regional innovation, regional clusters, research potential, E-government or tourism. The objectives of the FRESH project are also in line with our regional plans as they focus on the development of bio-energy applications in the tourism sector. The exchange of experiences was very beneficial as the results of the project will help us improve our regional policies, in particular it will contribute to the sustainable development of the South West’s economy.”

View of Gerry Finn – National Contact Point

“As a National Contact Point a main challenge for us is that Ireland does not have a strong policy formulation process at regional level, and it can be difficult to get suitable partners to participate in the programme. In addition, it can be difficult to mainstream and/or capitalise on project achievements and lessons learnt given the centralised nature of Irish public administration.

At policy-making level, the main added-value of interregional cooperation for Ireland is an increased capacity to prepare and deliver policies at sub-national level and the lessons that can be learnt from the experience of stronger and more dynamic regions.”

Partner Testimonial
Jose-Manuel San Emeterio, ERACT / Lead Partner

“Being a small peripheral region in North West Ireland, our main reason for participating in INTERREG IVC was to get better access to the ideas, perspectives and experiences of our counterparts in other parts of the EU. In addition, we hoped that by learning from others, we would be able to implement the lessons learnt. Today, the knowledge transferred in the field of energy efficiency and renewable energies is enabling the North West Ireland cross-border region to implement several projects in this area.

Being a Lead Partner is a challenging task, one where you must always take into account the cultural differences between the different stakeholders in the European regions.”

Partner Testimonial
CO2FREE project
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The good practice ‘Energy management in the municipality of Schifflange’ Luxembourg (LU)

One good practice identified by the project EU 2020 Going Local concerns energy management. From 1997 onwards, the municipality of Schifflange (8,000 inhabitants) followed an ambitious energy management plan that, through citizen involvement, strove to reduce energy and water consumption, greenhouse gases and ultimately generate financial savings for the municipality. In practical terms, this meant putting in place new infrastructure and employing the best available technologies: cutting-edge heating technology, co-generation plants and district heating, solar energy, LED lighting, the thermal improvement of buildings and new street lighting.

There is strong political support for these activities and the financial savings resulting from all these measures is being monitored in detail.

www.eu2020goinglocal.eu

Sharing good practices for the benefit of other regions

The good practice ‘Minett Kompost’ involves the sorting out and composting of organic waste, which is an important measure for the protection of the environment. Minett Kompost was delivered by a partnership of 17 municipalities in the South of Luxembourg. Since 1998, it has treated organic waste from 180,000 households, producing a compost bearing the ‘RAL’ label.

In 2011, the European Regional Development Fund financed new supporting infrastructure: specifically a fermentation plant for organic waste. The biogas generated is now produced and purified to natural gas quality and pumped into the gas distribution network. The purified biogas is a substitute for natural gas and represents the equivalent of the demand of 1,300 households.

View of Sabine Stölb – National Contact Point

“As a National Contact Point, the most important aspect of our role in assisting/advISING partners from our area is to help them to get a better understanding of the broader context of interregional cooperation and to optimise the lessons learnt from interregional cooperation for the Luxembourg territory.

From our experience, the main added-value of interregional cooperation for Luxembourgish partners is that it allows for the exchange of experiences and cooperation within broad partnerships across Europe. Although sometimes it is challenging, on top of their every day tasks, for partners to work on such a project, the effort is worthwhile as we have access to knowledge and experience that are not available in our country.”

Partner Testimonial

Sorina Capp, European Institute of Cultural Routes / Lead Partner

The experience of international collaboration through INTERREG and the development of a Cultural Route Plan for the Luxembourg and ‘Grande Région’ area (including regions bordering Luxembourg in France, Belgium and Germany) are definitely innovative benefits.

As Lead Partner of an INTERREG IVC project for the first time, Luxembourg has benefited from increased viability. One of the most important aspects in managing a part-European partnership is to set up and consolidate a solid partnership focused on common goals and objectives. Our intention has been to spearhead a methodological joint effort with partners from several Member States, in line with the recent guidelines provided by the Council of Europe.

The European Institute of Cultural Routes and the whole partnership expect that this project will help to streamline and standardise different types of ongoing approaches related to the identification, enhancement and sustainable management of European Routes, while taking into account the differences inherent to the various routes and the diversities of the territories involved.”

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“The energy management plan that, through citizen involvement, strove to reduce energy and water consumption, greenhouse gases and ultimately generate financial savings for the municipality. In practical terms, this meant putting in place new infrastructure and employing the best available technologies: cutting-edge heating technology, cogeneration plants and district heating, solar energy, LED lighting, the thermal improvement of buildings and new street lighting.

There is strong political support for these activities and the financial savings resulting from all these measures is being monitored in detail.

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The Netherlands

In the Netherlands, there are 82 partners including 52 local, regional and national public authorities and 30 bodies governed by public law involved in 64 projects, exchanging experience and good practices with other European regions. Dutch partners are represented in projects in all sub-themes. Their highest participation is in the sub-themes 'Energy and sustainable transport' (20 partners) and 'Entrepreneurship and SMEs' (12 partners).

Benefiting from other regions in Europe

**CLIQ – Creating Local Innovation through a Quadruple Helix**
Transfer of the good practice 'CSR model region'
From the Detmold region (DE) to the Friesland region (NL)

The project focuses on the role of local authorities in driving innovation by strengthening local 'quadruple helix' partnerships, i.e. partnerships involving universities, business, civil society and local authorities.

In February 2009, the Detmold region was selected by the Bertelsmann Foundation as one of five model Corporate Social Responsibility (CSR) regions in Germany. This gave the Detmold region extensive opportunities to discover new approaches for solving social problems in the region. In a joint effort, business owners and other stakeholders brought their knowledge to the problem-solving exercises and worked together on integrated solutions. The results were broadly accepted and the process was highly effective. The CSR process in Lippe (Detmold region) provided an interesting example of a quadruple-helix model.

Based on this German initiative, the City of Leeuwarden (NL) organised an event where citizens, NGO's, students and businesses worked for the first time on CSR initiatives. www.clinproject.eu

**MORE4NRG**
Transfer of the good practice 'Energygames – energy takes shape'
From the Abruzzo region (IT) to the Flevoland region (NL)

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**Partner Testimonial**

Anne Verhaag, Brainport Development NV / Lead Partner

'The initial reason for Brainport Development NV becoming involved in Interregional cooperation was to learn about best practices on the theme of 'bridging the innovation gap' from other EU-regions. At the start of the project, one of the practical expectations was to strengthen relations with strong innovative regions in Europe and to create a platform to make exchange possible and collaboration tangible. These expectations have been met, and three best practices have been selected for regional adaptation: innovative public procurement, the SME toolkit and Proof of Concept instruments.

Being a Lead Partner opens a door into networks in Europe and in Brussels. The most important tangible benefit from being involved in an INTERREG IVC project was the transition and transfer of best practices into activities and policy in the Noord-Brabant region.'

This good practice was successfully transferred to Flevoland in an adapted form. In Flevoland, the school competition, renamed Ecobattle, started in September 2011, with the participation of four secondary schools, and a pack of education materials was subsequently developed. Ecobattle was financed by the province of Flevoland. www.more4nrg.eu

Map legend: NL11 Groningen; NL12 Friesland; NL13 Drenthe; NL21 Gelderland; NL22 Flevoland; NL23 Utrecht; NL24 Noord-Holland; NL25 Zuid-Holland; NL26 Zeeland; NL41 Noord-Brabant; NL42 Limburg

www.more4nrg.eu
FLOOD WISE – Sustainable flood management strategies for cross-border river basins
Transfer of the good practice ‘LAWA-method’ on flood maps and flood risk management plans
From the North-Rhein Westphalia region (DE) to the Limburg region (NL)

The upstream principle has been implemented in the Dutch approach to classifying the tributaries of the Meuse river, which originates in Belgium and Germany. www.floodwise.eu

The main added-value of interregional cooperation in the Netherlands is the broadening of horizons and views: it is possible to discover solutions to common problems in other regions of Europe. Cultural and national differences can be surprisingly helpful in solving your own problem(s).

The most challenging aspect for partners involved in an INTERREG IVC project is that it takes a lot of time and money to set up a project, to find partners and to organise the project, with an unclear view about how successful the application process will be. Indeed, preparation takes a lot of time and success is far from guaranteed. Providing assistance and advice to Dutch partners about the IVC programme helps to overcome these initial challenges.

One of the principles of the German LAWA-method (recommendations for making flood maps & developing flood risk management plans) from the North-Rhein Westphalia region has been applied in the Limburg region of the Netherlands. This principle is called the ‘upstream rule’, according to which if an area situated in an upper part of a catchment area is classified as being at risk, all areas downstream in this catchment must also be classified as being at risk. Consequently, if flood prevention measures in the upstream part are taken, they will also affect the downstream areas. This rule is also valid for cross-border rivers, since the effect of measures does not stop at the border.

The project enables a joint approach to the sustainable cross-border flood management of European river basins.

The primary objective of MiSRaR was to share experience and learn how to better develop a mitigation strategy as a follow up to a regional risk assessment. It was expected that the process of developing a mitigation strategy would be broadly the same in other countries and that it would be possible to translate the experience into a handbook. In practice, it was found that the scale and frequency of disasters in a region and the political system are very important for the way mitigation strategies are developed.

The most important lesson learnt from being a Lead Partner is that a good personal relationship between partners is 95% of the work. Being involved in an INTERREG IVC project enabled the Zuid-Holland region to better understand mitigation planning.

“The main added-value of interregional cooperation in the Netherlands is the broadening of horizons and views: it is possible to discover solutions to common problems in other regions of Europe. Cultural and national differences can be surprisingly helpful in solving your own problems(s).”

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[Image of Wim Vergeer – National Contact Point]

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The good practice ‘Vitiswiss Certificate and Vinatura label’

Lake Geneva region (CH)

Another good practice, which is linked to vineyards at Lavaux itself, is being shared for the benefits of other regions. This area has been listed as a ‘cultural landscape’ by Unesco since 2007.

The Vitiswiss certificate (grapes) and the Vinatural label (wine) used in this area aim to encourage vine-growers to reduce their use of insecticides, acaricides, herbicides, and so on, and to promote a more ecological and integrated production. The Vitiswiss certification can be obtained under certain conditions and winemakers have to follow training sessions. Vitiswiss encourages the integration of young people in this more environmentally friendly form of wine production. The Vinatural label, on the other hand, rewards improved vinicultural and oenological aspects of the wine, and can be obtained if the winemaker already has the Vitiswiss grape certificate.

So far, more than 70% of the vineyards in the canton have obtained the Vitiswiss certificate.
In the UK, there are 161 partners involved in 121 projects including 87 local, regional and national public authorities and 74 bodies governed by public law, exchanging experience and good practices with other European regions. UK partners are represented in projects in all sub-themes. Their highest participation is in the sub-themes ‘Entrepreneurship and SMEs’ (30 partners) and ‘Energy and sustainable transport’ (30 partners).

Benefiting from other regions in Europe

MINI EUROPE – Mainstreaming Innovative Instruments for SME development in Europe
Transfer of the good practice ‘Summer Entrepreneur’
From the Middle Norrland region (SE) to the Greater Manchester region (UK)

The project sought to develop regional policies in order to strengthen regional infrastructures supporting innovation in SMEs. The objective of the ‘Summer entrepreneur’ practice was to unlock the entrepreneurial spirit of young people and develop their skills for entrepreneurship. It aimed to raise the aspirations of local communities and to significantly increase the number of people thinking of entrepreneurship as an employment option, to create a sustainable and self-supporting network of SMEs, agencies and individuals around the theme of enterprise and to significantly increase the number of business start-ups in the area.

By following a ‘Learning by doing’ methodology the programme empowered young people to use their own creativity, and with the support of trained facilitators and local business people, they started their own businesses during the summer months. This practice was transferred to the United Kingdom and as a result, the first UK pilot of the Summer Entrepreneur programme started in the summer of 2011, allowing 30 young people the chance of starting a business in the summer holidays.

www.interreg-minieurope.com

SUSTAIN – Assessing sustainability and strengthening operational policy
Transfer of the good practice ‘Stakeholder involvement and networking’
From Cyprus (CY) to the Merseyside region (UK)

The objective of SUSTAIN has been to create practical policy tools applicable to all coastal states of the EU with a view to ensuring the environmental sustainability of integrated coastal management.

In Cyprus, a good practice linked to stakeholder involvement was identified. It involved local organisations from across divided Turkish and Cypriot communities which had found ways of working together, building networks, cooperating on issues of common interest for positive change, in spite of the political constraints.

It was recognised that the Cypriot case is relevant to the situation in North West England, where marine planners across two of England’s main estuaries were grappling with differing national legislative constraints. Although NW England does not have divided communities, there are land and sea boundaries governed by five different national administrations – Wales, Scotland, the Isle of Man, Northern Ireland and the Republic of Ireland.

The good practice provided an opportunity to gain an overview of the new and emerging arrangements for marine planning in the different administrations and to explore stakeholder views on the future development of transnational partnerships for marine spatial planning.

www.sustain-eu.net

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www.sustain-eu.net
RSC – Regions for Sustainable Change
Transfer of the good practice ‘Regional baselines’
From the Marche (IT), Liguria (IT) and Burgenland (AT) regions to the Cornwall region (UK)
Project partners worked together to move towards low carbon economies by implementing innovative climate change mitigation and adaptation measures.

Regional baselines were created for Marche, Liguria and Burgenland regions based on a study entitled ‘Analysis of the Carbon Emission related Aspects of the Economies of Three European Regions’. These baselines helped the individual regions to better understand their situation and how they could meet economic and carbon-related objectives.

Cornwall used the study’s findings as a basis for further research: Inspired by the baseline and methodologies for calculating CO₂/ GHG (greenhouse gases) applied in Liguria, Marche and Burgenland, the Cornwall region initiated a study to investigate the possibility of calculating CO₂/GHG and energy intensity by sector. The inventory enabled Cornwall to calculate GHG intensity per capita and renewable energy as a percentage of overall energy consumption, thus contributing to improving its methodology for mitigating the risks posed by climate change.

www.rscproject.org

“The experiences, lessons learnt and the benefits from the previous INTERREG IIIC project BERI, which dealt with Brownfield regeneration, gave Belfast City Council the desire to continue networking and to get involved in interregional projects. It provided the opportunity to visit regeneration projects of other European cities and to showcase our own. Expectations were mainly focused on improving policies and procedures so as to develop problem sites more easily. The Brownfield Pledge that was signed by each city partner was envisaged to be the policy instrument to enhance local and regional regulations regarding Brownfield redevelopment.

As every partner organisation is unique, there are unique challenges for project delivery. Language barriers, different local or regional policies, institutional set-ups, personalities and cultural differences are just a few of the aspects that need to be considered in the running of a large partnership. Keeping an open mind is essential for interregional cooperation to work.”

Sabine Kalke, Belfast City Council / Lead Partner

“Due to the high interest in the INTERREG IVC programmes, the hardest challenge for project applicants is to meet the programme’s expectations and be approved by the Monitoring Committee. In the United Kingdom this is doubly hard, as there is no direct project development support (National Contact Point). Nonetheless, project partners are still assisted and receive advice and information on project proposal development. Given that most supported projects have at least 10 Member States involved, co-ordination and management of a large interregional partnership can also be extremely difficult. While there may be challenges, INTERREG IVC does offer a broader platform for sharing best practices on an interregional issue than any other programme.”

Wayne James, Welsh Assembly Government / Lead Partner

“By sharing experiences and learning from existing good practices across Europe, we hoped to help inform key stakeholders and regional policymakers of the benefits of digital collaboration. It was our expectation that by working with our interregional partners, we would build up evidence of proven good practices both from across Europe and from our project’s pilot actions. By publishing a European Good Practice Guide on Digital Ecosystem deployment, the project is now able to share practical guidelines to help improve regional policy decision-making.

The most important tangible benefit gained has been the recognition that other regions across Europe are facing similar issues to ourselves and that we can all learn from the experiences of others. An interregional project is an ideal way to exchange experiences and to forge working links with other regions which can be built on in the future.”

Wayne James, Welsh Assembly Government / Lead Partner

Partner Testimonial

View of Barbara Curley – Monitoring Committee member

Partner Testimonial

DE-LAN project

DE-LAN project

B-Team project

B-Team project
Looking to the future

This brochure has provided a glimpse of just some of the achievements of interregional cooperation in the West of Europe. These are being replicated all across the continent. Building on the successes of all its 204 projects, the INTERREG IVC programme initiated in June 2012 a thematic capitalisation exercise. The aim of this exercise is to ensure the long-term impact of the achievements of 108 of these projects grouped into 12 thematic areas designed to optimise project synergies. Through this exercise, the programme is already making a tangible contribution to the 11 thematic objectives of the future EU2020 Cohesion policy strategy.

In addition, the provisions set out in the draft European Territorial Cooperation regulation seek to strengthen the link between future interregional cooperation and cohesion policies. The regulation therefore aims: ‘to reinforce the effectiveness of cohesion policy by transferring good practices into operational programmes as part as the Investment for growth and jobs goal’ and ‘to play a role in institutional capacity building and efficient public administration’.

The only decision remaining for the future programming period is on its thematic focus, which will be in line with the proposed thematic objectives of the EU2020 strategy. Sharing good practices as widely as possible among policy stakeholders not only helps to ensure that lessons learnt and good practices are not lost, but also contributes to a more effective use of EU funds, especially in these times of financial crisis.
Lead Partners from Information Point West area

Further details on the projects can be found in the Approved Projects Database of the INTERREG IVC website at: www.interreg4c.eu/approved_projects.html.

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INTERREG IVC National Contact Points – West area

If you wish to learn more about the INTERREG IVC programme or about approved projects in your country, National Contact Points can provide you with further details. The full list of National Contact Points is available in the ‘Contacts’ section of www.interreg4c.eu.

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