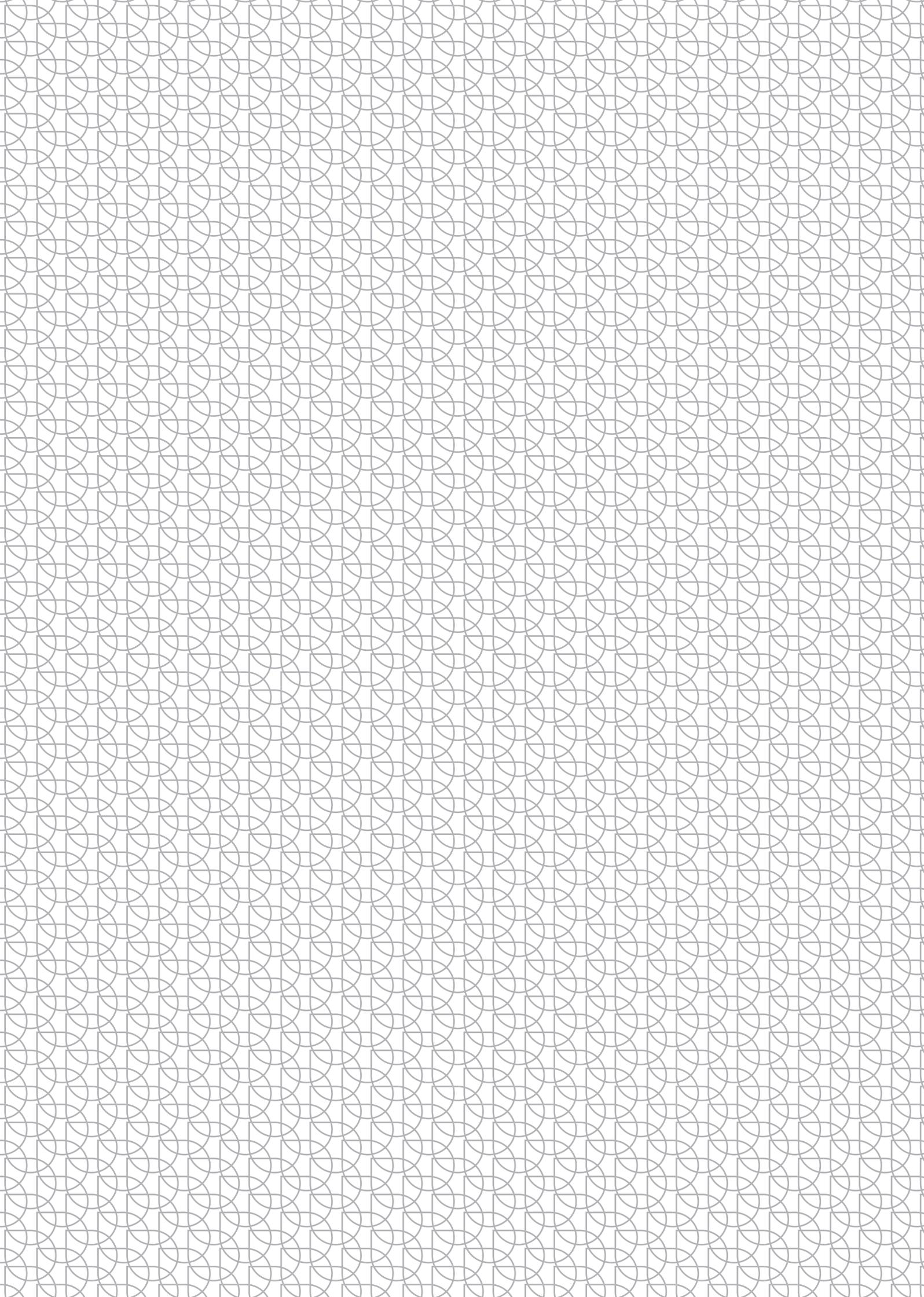


12

REASONS
TO ENGAGE



NWE IN ACTION!
INTERREG IVB North-West Europe
Programme Overview 2007-2013





INTERREG IVB

This publication introduces the story of the NWE Programme to date, showcasing a selection of its projects and achievements.

Its purpose is to clearly set out what these achievements are, with the aim of sparking your imagination about what more can be done, and kindling reflection about what directions should be taken in view of the imminent transition to the next programming period 2014-2020.

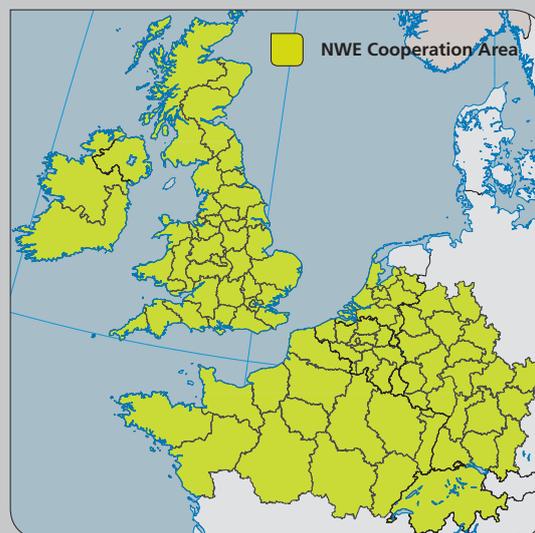


The NWE area in a nutshell

The NWE cooperation area covers 844 239 km², amounting to 18.7% of the total EU-28 territory.

The largest proportion of its area is located in France (33%), followed by the UK (28.9%), Germany (17.4%), Ireland (8.3%), Switzerland (4.9%), Netherlands (3.6%), Belgium (3.6%) and Luxembourg (0.3%). Geographically, the cooperation area is fragmented by seas separating the UK and Ireland from each other and from mainland Europe.

The NWE area has a population of about 180 million, accounting for about 36% of the EU-28 population. The average population density of NWE is 307 inh./km², more than 2.5 times that of the EU-28 average (113 inh./km² in 2012). About three-quarters of the population live in mainly urbanised areas, with more than 500 inhabitants per km², an indication of the strong urban character of NWE. On the other hand, around one quarter of the cooperation area is sparsely populated.



Priority	Applications received	Projects Approved	Success rate %	ERDF budget available	ERDF budget committed (Euros)	ERDF budget committed (%)
1. Capitalising on Innovation	128	36	28.1%	89 348 419	84 107 064	94.1%
2. Managing resources and risks	66	30	45.5%	86 930 420	111 648 060	128.4%
3. Improving connectivity	53	21	39.6%	89 357 665	74 581 306	83.5%
4. Strengthening communities	111	27	24.3%	68 480 191	68 191 448	99.6%
Total	358	114	31.8%	334 116 695	338 527 878	101.3%

(Data SEPTEMBER 2013)

Some key programme statistics:

- Eight countries: Belgium, France, Germany, Ireland, Luxembourg, the Netherlands, the United Kingdom, and Switzerland
- A budget for projects of €337 616 695 (ERDF)
- 101% of total Programme funding committed
- 10 calls for proposals launched, 358 applications received, with about 32% success rate
- A total of 114 projects approved, involving 1 118 partners
- On average 10 partners per project
- An average of €2.96 million in ERDF per project
- 64% of projects (73) involve an investment in infrastructure
- On average, infrastructure investments account for about 28% of the Programme budget
- Average value of investments per projects: approx. ERDF €1.3 million



Dear Reader,

This is not a catalogue of European best practices. This is the story – actually a selection of stories – of what people like you, striving to make the North-West of Europe a better place in which to live, work and prosper, have achieved by working together.

In these pages, you will discover examples of the many successful regional initiatives our programme has supported in the fields of environmental protection, enterprise and innovation, adaptation to, and mitigation of, climate change, transport and logistics and active inclusion.

What is the secret of this success? It is that stakeholders implementing these initiatives believe in the value of doing things together; they have chosen to cooperate internationally. Rather than ignoring or competing with each other, they have understood that they should join forces and work in partnership. It is working in partnership that has allowed them to take their ideas from the drawing board to the field. Partnership is an opportunity for policymakers and other stakeholders to tackle issues that they cannot easily tackle in isolation, and to deliver quality outcomes.

Cooperation does not require a leap of faith. The INTERREG North-West Europe programme was created to offer stakeholders the opportunity to collaborate in transnational projects, providing all the necessary support – co-financing and guidance – so that we are able to progress along the path towards European cohesion, sustainable development and growth together.

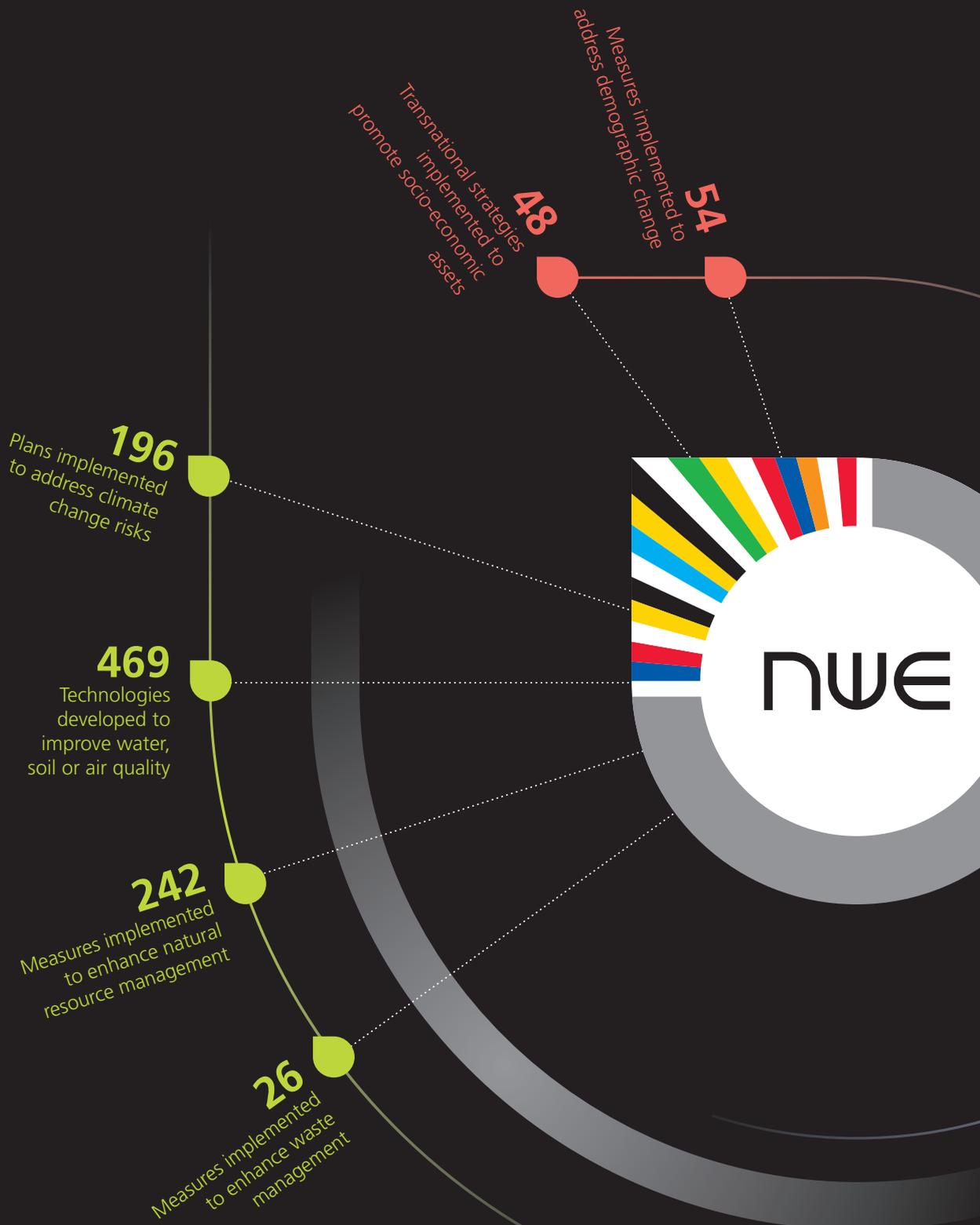
And as many past and present partners will attest, participating in transnational cooperation is also a culturally enriching and often highly enjoyable experience!

As we reach the peak of the current Programme and prepare for the next, it is clear that the challenges ahead are considerable and that a lot remains to be done. So the Programme will continue to invest in high quality projects, and welcomes your contribution, your ideas, your skills and your new or renewed commitment; let's make the most of this opportunity to work together!

Happy reading!

A handwritten signature in blue ink, consisting of a large, stylized 'R' followed by a flourish that loops back under the 'L'.

Ruut Louwers,
*INTERREG IVB North-West Europe
Programme Director*

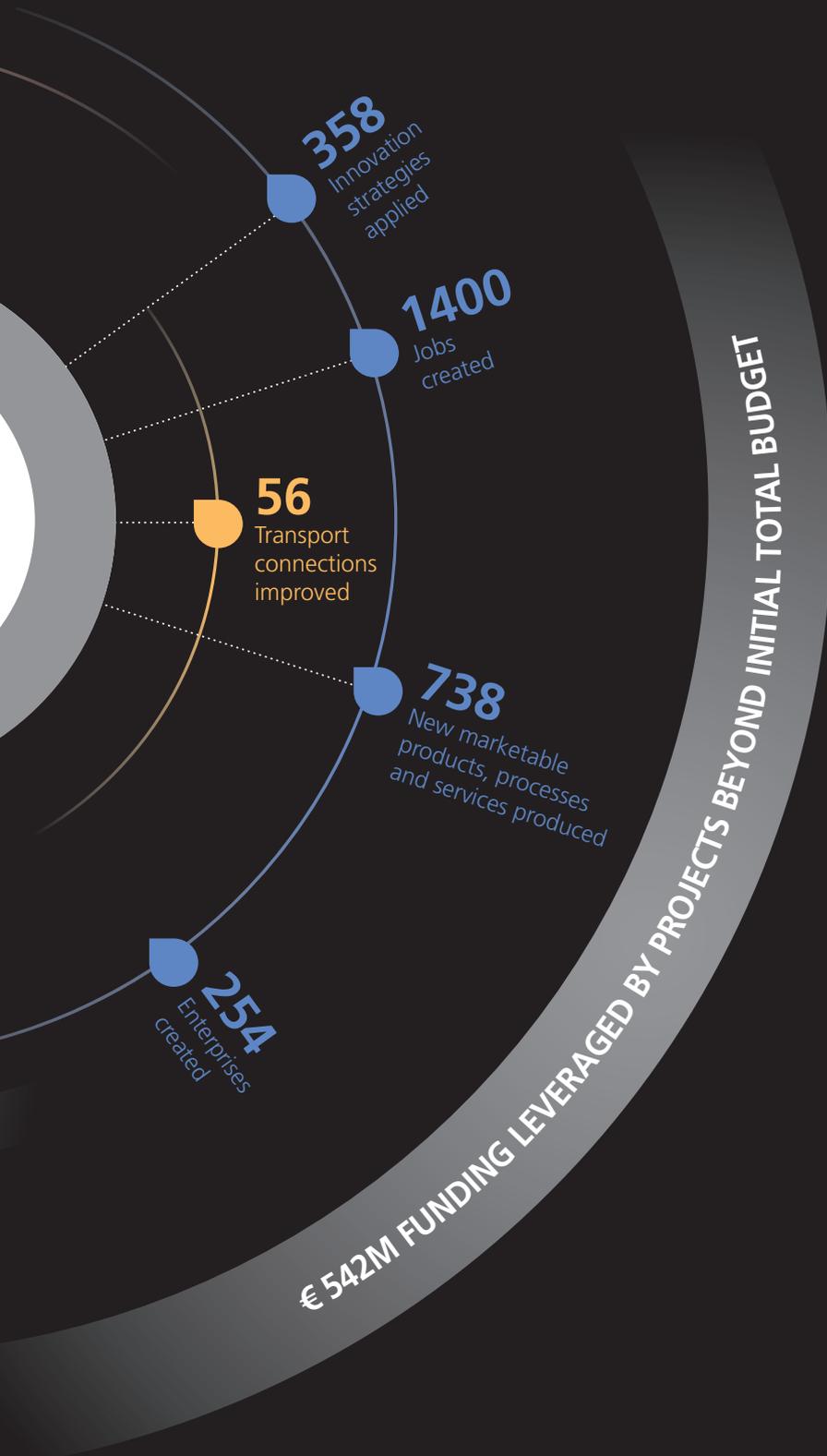


Source: JTS elaboration on PMS data, October 2013

Cooperation is the answer!

2007-2013

INTERREG IVB NWE
PROGRAMME



- Capitalising on Innovation
- Managing Resources and Risks
- Improving Connectivity
- Strengthening Communities

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SUSTAINABLE



SMART



INCLUSIVE



12 REASONS TO ENGAGE

Europe 2020 (EU2020) is a 10-year strategy proposed by the European Commission in 2010 to strengthen the European Union's economy. The EU 2020 strategy is about delivering growth that is: **smart**, through more effective investment in education, research and innovation; **sustainable**, through a decisive move towards a low-carbon economy; and **inclusive**, through a strong emphasis on job creation and poverty reduction. The '12 Reasons to engage' presented in the following pages offer just a sample of what transnational cooperation in our Programme has achieved so far, and of how, looking to the future, it can help to attain the EU2020 goals across North-West Europe.

	Distribution of NWE projects according to EU2020		Distribution of ERDF Programme budget according to EU2020	
		<i>in %</i>		<i>in %</i>
 Smart growth	32	28%	€65 384 926	19%
 Sustainable growth	65	57%	€231 250 333	68%
 Inclusive growth	17	15%	€41 251 111	13%
Total	114	100%	€337 886 370	100%

-  **REASON 1. To strengthen our capacity to adapt to climate change**
-  **REASON 2. To integrate climate change mitigation strategies into urban planning**
-  **REASON 3. To break down the barriers to innovation**
-  **REASON 4. To shape profitable and sustainable dairy farms**
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-  **REASON 11. To drive behavioural change and reduce food wastage**
-  **REASON 12. To create the urban-rural continuum**

To strengthen our capacity to adapt to climate change.

SUSTAINABLE



REASON 1

The climate is changing. Along with it, we must change too. We must adapt the way we interact with our environment, and we must improve the resilience of our territories before the onset of sea level rise, river floods, storm surges, and heat waves that cause material damage and loss of human life. Through a series of transnational projects, the NWE Programme is investing in initiatives to address these challenges and to improve our capacity to prevent and better manage the risks involved.



Project:
SIC ADAPT! -
Strategic Initiatives Cluster
- Adaptation to the Spatial
Impacts of Climate Change

ERDF:
€879 525

Duration:
2010-2013

Website:
www.sic-adapt.eu

For example, the transnational and interdisciplinary Cluster Knowledge Platform, SIC ADAPT! has developed, tested and implemented tools to alleviate the effects of climate change. Many of its assessment and management tools actively engage stakeholders in project development and decision-making. One of SIC ADAPT's members, the NWE project FUTURE CITIES has developed the Adaptation Compass, which is a practical tool for assessing vulnerability and adaptation options across different policy fields. It helps planners and experts in cities and water authorities to plan a step-by-step transition to creating climate-proof cities. The Adaptation Compass can be applied to a region, a city or a project area, but provides the best results for a city or a city quarter. Moreover, it is also an easy policy tool to transfer.

Based on lessons they have learnt together, SIC ADAPT's partners have also made policy recommendations for improving climate change adaptation measures to DG Regional Policy and to the European Commissioner for Climate Action, who recently praised the cluster's efforts and contributions.

The methodology tested by SIC ADAPT!'s partners to develop climate change adaptation strategies across North-West Europe has fed into the EU Strategy for Adaptation to Climate Change, published in April 2013. In the accompanying press release, the European Commission acclaimed both the Somerset County Council's 'Community Woodlands' strategy (UK), funded through the WAVE project, and the FUTURE CITIES project, which successfully mobilised local communities along the Heerener Mühlbach open water course (DE) to disconnect storm water runoff from the sewer system, thereby helping the German city of Kamen to deal with sudden heavy rainfall and flooding.

SIC ADAPT! was also nominated finalist in the 2012 edition of the Regio Stars Awards, organised by the Directorate General for regional policy of the European Commission. In addition, the achievements of the SIC ADAPT! projects, FORESTCLIM and FUTURE CITIES have been selected as case studies by the online European Climate Adaptation Platform (CLIMATE-ADAPT) for their ability to enhance readiness and capacity to respond to the impacts of climate change at local, regional, national and EU levels.

To integrate climate change mitigation strategies into urban planning.

SUSTAINABLE



REASON 2

NWE countries are among the major polluters of the EU in terms of CO₂ emissions. Germany, the UK and France have the greatest shares in the total EU27 emissions of CO₂, and there is an urgent need to reduce our carbon footprint. How can this be achieved? Meeting the Europe 2020 carbon reduction targets means changing how we live and work; this implies developing a different approach to creating and managing the built environment. European territorial cooperation offers a way to discover different approaches – best practices – already applied in other countries. By enabling such territorial cooperation, the NWE Programme is stimulating new investment to reduce the carbon footprint in our area.



Construction of a sustainable district centre in the city of Ludwigsburg with innovative energy saving measures (pilot)

Project:
MUSIC -
 Mitigation in Urban areas:
 Solutions for Innovative
 Cities

ERDF:
€2 810 714

Duration:
2009-2014

Website:
www.themusicproject.eu

The MUSIC project's partner cities (Aberdeen, Ghent, Rotterdam, Ludwigsburg, and Montreuil) are working together to make CO2 reduction an integral part of their urban planning processes. In order to achieve this goal, they are using the Transition Management method. This is a governance approach based on multi-stakeholder learning that aims to influence the pace and direction of societal change. The project is also working to jointly define local sustainability visions and to test energy efficiency action plans.



MUSIC cities visualise and discuss their local transition agenda's during partner meeting in the city of Ludwigsburg.

The partnership has also developed a Geospatial Information System (GIS) tool for smart urban energy planning called iGUESS (Integrated Geospatial Urban Energy Information and Support System). iGuess is an open-source and interoperable software tool (GPLv3 license, stored in GitHub), which can be used by any city as it is freely accessible on the internet and can be customised by users to include modules on different issues such as fuel and energy poverty, or the urban heat-island effect. iGuess currently offers a solar module, which was first tested in Rotterdam, and a geothermal module, first developed for Ludwigsburg.

Both modules are being transferred to other partner cities. The interest in this project is not limited to urban planners; there is also a demand from the private sector given that

the data provided by the iGUESS tool could be used by business to identify and better target demand in the sustainable energy market.

MUSIC has contributed to improve evidence based decision making for energy transitions in NWE cities, by bringing together transition researchers, practitioners, GIS experts and urban policy makers in 5 cities in order to become more energy efficient and guarantee energy security for their citizens.

Esther Sprangers - City of Rotterdam - Lead Partner

To break down the barriers to innovation.

SMART



REASON 3

Innovation has emerged as an important source of competitive strength. But how can we harness innovation for the benefit of business, students, academia and the wider community? How can we foster technology transfer, supply adequate financing and develop the needed business skills?

Many regions still face the challenge of unlocking their innovation potential and of exploiting research to create new business opportunities and boost employment. In the NWE Programme, we are matching innovative ideas with funding, promoting entrepreneurship, and facilitating the translation of innovations and knowledge into marketable products, processes and services that strengthen the competitiveness of the area.

Project:
OPTIMIR
ERDF:
€3 704 002.50
Duration:
2009-2015
Website:
www.optimir.eu

To help develop a more sustainable dairy sector, large-scale co-operation between European milk recording organisations is a recent innovation. By working in partnership with scientists from Belgium, France, Germany, England, Luxemburg and Ireland, the project OPTIMIR has contributed to boosting the competitiveness of the dairy sector... literally through a drop of milk.

OPTIMIR has created a transnational database bringing together the milk spectral data of 11 milk control organisations from the NWE countries involved. In order to enable statisti-

cal analysis, the project also calibrated the different techniques in use for analysing milk by infrared spectroscopy into a single technique. This enabled several transnational research groups to study and identify correlations between the health status of the cow and milk spectral data, leading to the development of indicators for the health status of dairy cows that are simple to monitor because they use samples from the regular milk recording process. Farmers are kept fully informed of the results through a web-application, and this is enabling them to take timely action to adjust their herd management.

For dairy farmers involved in milk recording, no additional work or expense is required to obtain the extra information available from MIR. Moreover, the application of the method developed by the project has led to a reduction in production costs through improved daily herd management (e.g. the energetic balance indicator has reduced feeding costs, the early diagnosis of masti-

Milk samples are a huge potential source of biological information about each individual cow. Currently, the milk of some 47% of dairy cows in Ireland, for example, is routinely recorded to ascertain the fat, protein and lactose content of their milk. Machines used to test milk samples work by shining light through the samples at over 1 000 different wavelengths in the mid-infrared (MIR) range. The amount of light absorbed by the milk in each of these wavelengths is used to determine the milk's chemical composition. OPTIMIR has extended the use of this information to include indicators on the cows' status for a range of characteristics.

tis has reduced veterinary costs, and the insemination predictor has reduced the costs of semen straws, etc.). The potential annual saving in the cost of production is estimated at €115 per cow or €7 170 per farm, in other terms, an annual saving of approximately €1 billion in the NWE area.



Project:
Open Innovation Project (IOIT)
ERDF:
€4 203 904
Duration:
2010-2014
Website:
www.openinnovationproject.eu

The Open Innovation Project (IOIT) is creating jobs and new businesses by stimulating the application of collaborative open innovation models to co-create and develop new products and services. To achieve this, a partnership of local governments, uni-

versities, business support services and other public bodies is delivering open innovation activities across the UK, France, Germany, Ireland and Belgium.

The project IOIT's businesses mentor-

ing and bootcamp training in open innovation have resulted in businesses and new products being created or developed. For instance, social enterprise challenges in Edinburgh (UK) have led to the development of several new products and servic-



“Our transnational partnership through the dissemination of Open Innovation techniques and practices has contributed to the creation of new enterprises, jobs, products and services within North West Europe”

Tom Cuthbert- City of Edinburgh Council - Lead Partner

Developing the entrepreneurial skills of our young people in a fun and practical way – Citrus Saturday London, July 2013

es. The workshops, mentoring, and start-up/investor networking events provided by IOIT's university partners to help early stage start-ups to raise investment have led to the securing of more than £500 000 (about €590 000) of funding for further development activities in the UK.

The project's website will carry on hosting the learning resources it has produced after the end of the project, and several of its practices are set to continue. 'Citrus Saturday', for example, is an entrepreneurship day designed to get young people to think like entrepreneurs and to understand that they can make their own success through hard work and determination. Citrus Saturday is set to become a charity in order to support the roll-out of the programme throughout Europe. The project has also created and developed an

Open Innovation Network called 'EPIC' (European Pre-Incubation Consortium), which will facilitate knowledge-sharing, collaboration and joint problem-solving between entrepreneurs and is set to become a transnational learning partnership between university virtual incubation services. Last but not least, the IOIT project has launched the 'Turing Festival' to bring together digital technology and the web within the world's largest arts and creative gathering in a celebration of digital culture and creativity. Named in honour of Alan Turing, father of modern computing, the festival moves beyond traditional tech' conferences to explore the ways in which technology is affecting all aspects of culture and society. Turing is expected to become self-funding/self-sustaining.

Open innovation is based on a simple principle: by accessing a broader range of ideas and views than those that exist or that are generated within a single organisation, you will dramatically increase the possibility of developing innovative new products and finding effective solutions to challenges of all types.

In the project IOIT, open innovation is applied through a broad range of activities and potential business models. These models offer varying levels of information sharing, interdependence and openness, and this means that each business can select the models that are best suited to the way they like to work, their size and the sector in which they operate.

To shape profitable and sustainable dairy farms.

SUSTAINABLE



REASON 4

There are about 140 000 dairy farm-holders, employing 250 000 people in North-West Europe and who face a dilemma: how to run a farm in a way that is environmentally sustainable without compromising profitability? In the NWE Programme, we have proven that resolving this dilemma through transnational cooperation benefits all parties.



Project:
DAIRYMAN
ERDF:
€4 360 447
Duration:
2008-2013
Website:
www.interregdairyman.eu

In the project DAIRYMAN, two spin-off projects have been identified. The first concerns the 'Increased environmental efficiency of ruminant production systems'. It is funded by the Department of Agriculture, Food and Marine and supported by Bord Bia and incorporates a Life Cycle Assessment into a quality assurance scheme. The second concerns a major international food ingredients, flavours and cheese manufacturer headquartered in Cork, Ireland, and is dedicated to providing the very best nutritional and functional ingredients, flavours and cheeses to customers. The second project has an interesting genesis. One of the dairy farmers in DAIRYMAN is a milk supplier to the international manufacturer based in Cork. In 2011, the manufacturer was visited by one of his customers (a large international buyer for supermarkets such as Tesco), and as part of the visit, the customer wanted to investigate the sustainability of the manufacturer's milk suppliers. The farmer taking part in DAIRYMAN was able to provide comprehensive details about the different aspects of his farm's sustainability. Subsequently, the manufacturer contacted him with a proposal that they would fund a similar study of 14 of their suppliers. Since then, the study has been expanded to 22 farms. These farms are to act as pilots to inspire other local farmers to improve the overall sustainability of their own farms. This process is supported by discussion groups, open days, and online tools that farmers can use to investigate the possibilities for improvement on their farms. From the perspective of the international manufacturer, having information such as this, which is quite favourable to the image of their products, enables them to add a unique selling proposition to their products.

The DAIRYMAN project has shown how improving farm resource management in dairy farms can increase productivity while reducing environmental impact (fewer greenhouse emissions linked to nitrogen fertilisation and to transportation of inputs). Farmers from 120 farms in ten North-West European regions pro-

vided data to researchers in the nine Dairyman knowledge transfer centres. Researchers used this data to assess the regions' ecological, economic and social performances and to explain the big picture to farmers, helping them to see where they stood in relation to their carbon footprint, financial performance, and so on. Research also provided farmers with state-of-the-art techniques for optimising their farm management systems, to make them economically and ecologically sustainable.

In terms of tangible results, the project has rolled out a package of management strategies for farms to help them to improve their carbon footprint and other aspects of sustainability. This has been achieved as part of the Irish National Quality Assurance Programme, which is supported by the Irish Food Board (Bord Bia) with input from the Irish Agriculture and Food Development Authority (Teagasc). It has resulted in increased profitability for farm businesses as farm products complying with the conditions of the Irish Quality Assurance Programme receive a premium price. The same is also happening in the Netherlands, where the introduction of a similar quality assurance mechanism is being advocated by the project's partners.

The expected benefits are, on average, a reduction of about 20% of the inputs (purchased feed and fertilizer), with savings of around 15-20% over a period of five years (a management innovation). Moreover, savings are expected to increase to 20-30% over a period of 5-10 years due to the introduction of 18 technical innovations, which have been tested by the project and adapted to make them practicable for commercial farms in the coming years. There is already evidence that, thanks to the knowledge transferred by the project, a final beneficiary in NL managed to reduce the family farm's carbon footprint by 40-50%.

To support the development of renewable energy sources.

SUSTAINABLE



REASON 5

Many count on coal, oil and natural gas to supply most of their energy needs, but reliance on fossil fuels presents a big problem. Fossil fuels are a finite resource. Eventually, they will run out, or it will become too expensive to retrieve those that remain. Fossil fuels also cause air, water and soil pollution, and produce greenhouse gases that contribute significantly to global warming. In the NWE Programme, we are investing in opportunities to develop renewable energy resources, such as solar, wind, rain, tidal, wave, biomass and geothermal heat.

They offer clean alternatives to fossil fuels.

They produce little or no pollution or greenhouse gases, and they will never run out.



Project:

ARBOR

Accelerating Renewable Energies through valorisation of Biogenic Organic Raw Material

ERDF:

€3 717 426

Duration:

2009-2015

Website:

www.arbornwe.eu

Project:

ACE

NWE Academy of Champions of Energy

ERDF:

€2 367 681

Duration:

2010-2015

Website:

www.aceforenergy.eu

The NWE Academy for Champions of Energy (ACE) project is a renewable energy initiative that has been launched across several North-West European countries. It promotes the importance of renewable energy in everyday life to citizens, businesses, universities and local government – the idea is, if the right information is provided, there will be an increased uptake of renewable energy.

The project partners involved in ACE have delivered financially sustainable business models for the delivery of community-led renew-

able and sustainable energy projects in their local areas. A noteworthy example of this is the business model developed by ACE for the Wadebridge community in Cornwall (UK). The partners are now looking at the potential of transferring this model across NWE.

ACE is also setting up a network to improve cooperation and coordination between energy stakeholders in NWE. The ACE network or 'the Academy of Champions for Energy' is a virtual partnership with members from the UK, the Netherlands, France and Belgium. Members are local public authorities, energy agencies and public organisations. The partnerships pool resources to provide an integrated suite of energy advisory services to all local authorities in North-West Europe. This innovative Academy will continue beyond the project's lifespan and has plans to increase its membership, and may seek to secure long-term financing through membership fees.

The NWE programme is investing in biomass projects that do not cause deforestation, increase emissions

or destroy biodiversity, and which therefore pave the way to a more resource-efficient and competitive society that reconciles food security with the sustainable use of renewable resources, while ensuring environmental protection and creating jobs and growth.

The Europe 2020 strategy, and in particular its 'Innovation Union' and 'A resource-efficient Europe' initiatives, highlights the importance of developing a bio-economy for achieving smart and sustainable growth in Europe.

Creating a bio-economy in Europe holds the potential of maintaining and creating economic growth and jobs in rural, coastal and industrial areas, reducing fossil fuel dependence and improving the economic and environmental sustainability of primary production and processing industries. Next-generation biofuels could, indeed, create up to one million jobs and reduce road transport GHG emissions from petroleum-based fuels by 42% to 50% by 2020, providing a significant green stimulus to the European economy with forecasted revenue of €31 billion in 2020.



Microalgal bacterial flocs reactor launch - Roeselare BE

Project:
ENALGAE
Energetic Algae

ERDF:
€7 382 018

Duration:
2009-2015

Website:
www.enalgae.eu

The project Accelerating Renewable Energies through the exploitation of Biogenic Organic Raw Material (ARBOR) has already helped to develop technologies for producing and using biomass. For instance, the project has found ways to exploit organic waste and sewage sludge for the production of biomass in Saarland (DE) and of plant cuttings and landscape material in Bliesgau (DE), and has also made an inventory of supply of, and demand for, organic waste from industry and agriculture in the region of Roeselare (BE), the centre of the Flemish agri-food industry.

ARBOR has carried out pilots that have demonstrated the viability of a variety of biomass sources across NWE, including solutions for municipalities looking to produce heat and power from waste. The project's Centre of Excellence for Biomass to Energy at Staffordshire University (UK) has become a transnational focal point bringing together all stakeholders to see at first hand the running of a biomass system supplied with local biomass and generating three different types of outputs simultaneously.

In addition, the project has offered new services such as biogas testing, transport, upgrading, transport

of biomass, and collection of roadside-grass. Thanks to ARBOR, more businesses are now thinking about producing biogas in NWE. Several farms (minimum 100 cattle), big composters (over 10 000 tonnes of compostable biomass/year), and water boards in the Province of Utrecht (NL) have already started cooperating with the project partners for this purpose.

The project has also been selected by an international jury as a finalist in the ongoing competition RegioStars Awards 2014, in the category of SUSTAINABLE GROWTH: Green growth and jobs through Bio-economy.

The project Energetic Algae (ENALGAE) promotes best practice for a sustainable and viable algae industry in Europe, for example, through the advocacy of standardised methods. Micro-algae are a group of single-celled aquatic organisms capable of converting carbon dioxide, light, water and other compounds into potentially viable biomass. By culturing microalgae intensively in discrete growth chambers installed adjacent to chimney stacks, this innovative technology provides a novel approach to locking away carbon as components of living cells. The methodology has been replicated

throughout North-West Europe, and it has been shown to be successful in relation to: hatchery conditions, light, water, cleaning the seaweed, successful cultures, and creating successful biomass at sea.

ENALGAE's first pilot micro-algal bacterial flocs reactor, which is located in Flanders (BE), is now a worldwide reference in the field, and NWE's experience in coastal management cooperation has been very helpful to develop potential businesses. For instance, two of the project's final beneficiaries are now planning to set up their own businesses in this field. The project partnership is helping them to find the best technologies and the investments they need. the local environment and communities.

At European level, ARBOR and ENALGAE partners are also contributing to the EU Strategy for Biofuels advancing sustainable bioenergy development in a manner that benefits local people, and at the same time minimising any negative impacts on the local environment and communities. Thanks to ARBOR and ENALGAE, European and National policymakers have become more aware of the potential of the bio-energy sector to meet energy demands without causing environmental damage.

To promote inclusion through entrepreneurship.

INCLUSIVE



REASON 6

Demographic change in North-West Europe has led to exclusion and discrimination in the labour market as well as in accessing public services and other areas for specific social groups, such as seniors or women. How should we foster the economic integration of such groups? How can we improve their employability? These are challenges that call for new and innovative approaches to active inclusion and business development.

The NWE Programme invests in projects that promote social inclusion through employment and self-employment, by encouraging role models to reach out to specific groups whose entrepreneurial potential is not being tapped to its fullest extent, or who are not targeted by traditional outreach for business support services, such as women, minority ethnic communities, young people, disabled and older workers.

In France, Ireland and the UK, the project SENIOR ENTERPRISE has offered practical solutions to the problem of inactivity among seniors, raising awareness among enterprise development agencies, financial institutions, agencies working with older people, younger entrepreneurs among others, of the untapped potential that exists among older people.

In Ireland, for instance, the project has influenced local and national enterprise policy with the inclusion of such training programmes in the policy portfolio at local and national level. The project has also successfully influenced policymakers at European level to view older people as a valuable resource, rather than as an economic liability, by involving them in business.

SENIOR ENTERPRISE works closely with the INITIATIVE FRANCE network and with the Mechelen Chamber of Commerce (BE). These stakeholders are interested in offering the project's Start Your Own Business Course. Furthermore, a SENIOR ENTERPRISE Association is being formed in which any organisation or individual interested in engagement with enterprise activities can join and participate in SENIOR ENTERPRISE events, which will continue after the formal end of the project. This association will include those who have already participated in the events, and who wish to continue Senior Enterprise activities.



Project:
SENIOR ENTERPRISE
ERDF:
€916 085
Duration:
2008-2015
Website:
www.seniorenterprise.ie

The project SENIOR ENTERPRISE has recently been recognised by the European Commission and the OECD in the EU 2020 Entrepreneurship Action



Project:
PROUD
People, Researchers and Organisations Using Design for co-creation and innovation
ERDF:
€2 491 699
Duration:
2010-2014
Website:
www.proudeurope.eu

Plan as being a source of inspiration for Europe in its approach to encouraging a greater engagement with enterprise by people aged over 50.

By employing design as a driver for innovation, economic growth and sustainable development, the project People Researchers Organisations Using Design for innovation and co-creation (PROUD) has shown how it is possible to engage and nurture the talent of creative, talented individuals who are otherwise considered disenfranchised.

PROUD supports the transnational development of methods for co-designing services, products and processes that address unmet needs. The project's partners brought designers together with public organi-

solutions for today's real world problems. PROUD helps and supports designers to find the right facilities, knowledge and expertise to play their key role in innovating, thereby improving people's lives, businesses and public services across Europe. PROUD's co-design workshops are now raising interest among local and regional policymakers in the tourism sector. In Nord-Pas de Calais (FR), for instance, the Region has approached the project in order to develop new services. Likewise, at national level, the French Ministry of Industry has recently invited the project to present the method used to enhance the specific value of co-design.

The work carried out under the project PROUD has also resulted in developing a new tourism offer positioned in between standard tourism – where 'consumption' is the central underlying driver – and hospitality, where social values are central. This new offer targets low-income populations, the elderly and women. It takes account of their specific lifestyles, their intergenerational ties, and their limited income. It has also reinforced the local network of about 100 small and micro-businesses by enhancing dialogue, and facilitating cooperation between them.

According to data from SENIOR ENTERPRISE, it is estimated that by the end of 2012, over 900 new businesses had been created. This by far exceeds the original target of 360.

sations, businesses and user communities to experience the added value of 'design thinking' and design, while working on innovative

To improve energy efficiency.

SUSTAINABLE



REASON 7

We hear people talk more and more about eco-materials, bio-source materials, or composites when they are planning new infrastructure, building a new home, or just restoring an existing one.

Although the benefits are clear: a cheaper energy bill at the end of the month and a cleaner environment, technicians, architects, engineers and householders alike are often puzzled when the time comes to choose the materials for their project. How should they actually go about making the right choice? How can they really know what solution provides the best value for money? In the NWE Programme, we are frontrunners in promoting energy efficiency for the construction industry and buildings, investing in transnational projects aimed at devising innovative and transferable solutions designed to help you, whether you are a citizen, a partner, a businessman, or a decision-maker.



Project:
CAPEM
 Cycle Assessment Procedure
 for Eco-Materials

ERDF:
€4 546 261
 Duration:
2008-2014
 Website:
www.capem.eu

The CAPEM project (Cycle Assessment Procedure for Eco-Materials) draws on the expertise of 11 partner organisations to improve the production, distribution and use of eco-materials. Eco-construction materials provide an effective and lasting solution to the environmental issues facing the construction sector. However, it can often be difficult to define exactly what constitutes an eco-material as they seldom have recognised industry certification, making any comparison of their performance with traditional building materials problematic. CAPEM has developed a robust evaluation process for identifying and defining eco-materials based on common terms of reference and criteria, resulting in a solid knowledge-base for manufacturers, and supporting the lasting integration of eco-materials into mainstream construction products.

The project is making a substantial contribution to helping the eco-materials market to flourish in North-West Europe. It has developed a network of 500 high-growth companies

in Kent (UK) and more than 4 000 in South East England as a whole, providing one-to-one services to 250 SMEs manufacturing and engineering eco-sustainable materials, and creating 400 new jobs.

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The need to raise awareness about climate change within the business community as well as the construction industry has been acknowledged as a crucial element to successfully improving the energy efficiency of the NWE area.

As developers of best practices and

promoters of the use of innovative eco-efficient design products and technologies, business park managing authorities have a clear role to play in this regard. This is indeed the belief and approach adopted by the project REGAIN, which has set up a transnational network of Business Park Managers who are sensitive to the issue of carbon footprint reduction and of using technologies that improve energy efficiency, ultimately helping to integrate these issues into their day-to-day management.

REGAIN has strengthened the link between the development of innovative and transferable products, services and methodologies in the field of eco-efficient building systems and their uptake, and by reporting back to policymakers, it has helped to enforce and also improve current regulations at local, national and European levels. The international market players (builders, architects, consultants, regulatory bodies) involved in the project tested innovative materials and technologies in terms of cost/benefit ratio, CO² reduction efficiency and reliability, and



**REGAIN Building in Wales -
"The Works", Ebbw Vale**

The case of the Welsh pilot building in Blenau-Gwent (UK) is a noteworthy example. Blaenau-Gwent is home to some of the most deprived communities in Europe, and its County Borough Council is strongly focused on local regeneration. The €1.4 million REGAIN building is part of this development – a new 500m² 'business incubator' housing eight small business starter units, jointly funded by the local Welsh authorities and by the NWE Programme. The result of this fruitful cooperation is a highly sustainable, aesthetically pleasing building, which came in under budget, and whose key features can be replicated at a wide range of sites.

The building has received an EPC A rating and has gained a Constructing Excellence in Wales (CEW) 2012 Zero/Low Energy Award. It is expected to achieve an energy consumption of 19kW/m² – a 24% improvement on the performance stipulated in the current building regulations.

then integrated them in four eco-efficient tertiary and industrial pilot buildings, located in major industrial parks in the Namur Province (BE), Nord-Pas-de-Calais (FR), and Scotland and Wales (UK).

In spite of a late start due to the initial difficulties encountered by the partners when selecting different

Project:
REGAIN
Reducing the Greenhouse Effect through Alternative Industrial Estates Management in North-West Europe

ERDF:
€4 889 032

Duration:
2007-2013

Website:
www.programme-regain.eu

materials and the time needed to adapt to the different national legislations, available skills, and local climatic conditions, four pilot buildings have now been built to the highest standards of energy-efficiency in the project REGAIN.

The most significant achievement and innovative aspect of our project was concerned mainly with new building technologies and materials, and is emphasized in the implementation of these technologies in the 4 pilots buildings (demonstration investments). These technical choices are illustrated in the Best Available Technologies Booklet, with 22 innovative BAT listed.

Olivier Granville- Bureau économique de la province de Namur (BEP-Namur) - Lead Partner

To develop sustainable urban public transport.

SUSTAINABLE



REASON 8

Urban transport is an important priority across Europe for two main reasons. It is a key element in determining the attractiveness and appeal of cities to citizens and businesses while, at the same time, urban mobility, owing to the high dependence on oil-based fuels, accounts for 40% of all CO₂ emissions from road transport. What's more, future projections regarding CO₂ atmospheric concentrations are pessimistic. Transport is the second biggest source of CO₂ emissions in the EU, with the sector being responsible for 24% of all emissions. Road transport is the main source, accounting for around 70% of the transport emissions. This is particularly the case in urban areas (80% of NWE population), where public transport is responsible for approximately 10% of transport-related greenhouse gas (GHG) emissions.

There are two major issues threatening public transport use: rising energy costs (from 2003 to 2008, the cost of crude oil increased by approx. 500%), and the high dependence on a single source of energy (98% of energy used in transport is fossil energy). This latter threat is particularly problematic due to the very high dependence of economic growth on transport. If business continues as usual, the transport sector will rapidly become the main source of GHG emissions. Public transport, whose CO₂ emissions per passenger/km are much lower than that of private cars, therefore has a real potential to make a meaningful contribution to climate change policies. Yet, reducing urban public transport's carbon footprint is a huge challenge, and the question arises: "How can this be achieved at a time of shrinking public budgets?"

In the NWE Programme, we have made it possible for companies and cities to share the risks involved in as well as the costs of innovation, thereby enhancing economies of scale and creating cleaner public transport systems.



Project:
SUSSTATION
Supporting Sustainable
Stations

ERDF:
€3 703 864

Duration:
2008-2013

Website:
www.susstations.org

SusStation is delivering comfortable, pleasant and 50% more energy efficient rail station buildings. SusStation increase rail use by more than 10% and are focal points for communities.

(Jo French- Transport Regeneration Ltd- Lead Partner)

Copyright 2013 DB StationsService AG, LSRP

The SUSSTATION project has delivered the flagship 'Green Station' in Kerpen-Horrem (DE), the largest distribution station in the Rhein-Erft district, with approximately 14 000 commuters passing through each day. It is not only the first carbon-neutral railway station in Germany but it also serves as a test-bed for highly innovative technologies with a view to developing sustainable and energy-efficient railway stations all over Europe. A station built around the same concept is also planned for Wittenberg (DE), which is located outside the NWE Programme's eligible area.

The 'Green Station' pilot project is the first step towards a new generation of stations. It combines the latest ecological standards with high levels of customer comfort thanks to innovative spatial and lighting concepts. The first 'Green Station' project brings together a range of different technologies. The aim is to run the stations as carbonneutral facilities in the future. The photovoltaic plant produces 35 500 kWh of electricity per year. Optimum air-conditioning is provided by a geothermal system, and a solar thermal plant provides hot water. The green

roof ensures active rainwater management and a brand new lighting concept combines the use of daylight with energy saving LED technology.

After SUSSTATION had delivered the Green Station in Kerpen-Horrem, other regions have shown an interest in the idea of a sustainable railway station, and there is a plan to build a second one in Lutherstadt Wittenberg in SaxonyAnhalt. This investment will be completed in 2016 and would never have been possible without NWE Programme intervention .

The majority of European railways stations are at least half a century old, many having been built in the early 20th century or even before. The achievements and lessons learnt from building and operating the first Green Station will help future projects to adapt the concept developed within SUSSTATION not only for new buildings but also for old, existing stations, thereby creating further opportunities. This means that there is a substantial potential for further exploiting the project's achievements.

The project TICKET TO KYOTO (T2K) has contributed to optimising policies and regulations for CO2 reduction measures. This has been achieved by providing feedback on work carried out under a multi-annual agreement between NWE, local governments and transport operators to renew infrastructures with more energy efficient technologies and systems.

Investments made under the TICKET TO KYOTO project have an average return on investment of seven years, and run for at least 15 years. The project does not just test pilots for energy saving measures but ensures their mainstreaming into the normal activities of the companies involved. Most of T2K's innovative technologies and applications will be generalised by the partners to all the park of infrastructures. For instance, RATP will replicate STIB's cogeneration system on its network, and STIB will extend its investment in a braking energy recovery system and apply it to its entire network (19 other units).



Project:
TICKET2KYOTO

ERDF:
€6 006 145

Duration:
2010-2014

Website:
www.tickettokyoto.eu



Screw of the hydropower station in Rochdale (Manchester) ©TFGM

The Ticket to Kyoto transnational partnership is a dynamic cocktail of innovation, strategic vision and commitment to improve the quality of life of European citizens through better, greener public transport infrastructures.

Patricia Remacle- STIB- Lead Partner

The project's long-term goal to reduce CO₂ emissions from public transport is being reached through investments in new technologies and renewable energies; and T2K is already delivering tangible results. For example, the project organised a 'quick wins' energy reduction contest, which has shown that energy consumption can potentially be reduced by up to 20%. Transport for Greater Manchester (TfGM)'s hydroelectric system and wind turbine will help save respectively 55 and 30 tonnes of CO₂ a year, whereas STIB's new cogeneration system will save up to 165 tonnes of CO₂ each year. The partners' carbon balance and common CO₂ indicators will now help them to build their own carbon strategy, which will be integrated into their company's management plan.

New investment in infrastructure has been triggered at local/regional level, and two investment projects (a wind turbine and an Archimedean screw turbine) have been installed.

The project TICKET TO KYOTO is expected to influence European sustainability and low-carbon agendas. In particular, the greater understanding gained of the profound effect that long-term maintenance has on sustainability could affect the industry's approach to design in the future. Five CO₂ emissions reduction strategies are planned for the period 2013-2020, to allow for the introduction of a more energy efficient renewal of infrastructures through a multiannual agreement between local governments and transport operators.

These are providing useful lessons in the adoption of sustainable technologies for infrastructure projects and programmes in the transport sector. The wind turbine is already showing positive results, and it is expected that the Archimedean screw will be used to help power a new transport interchange currently under construction.

The project has already been selected by an international jury as a finalist for the ongoing competition RegioStars Awards 2014 in the category CITYSTAR, which is reserved to investment projects in sustainable urban public transport.

To invest in a future of seamless transport.

SMART



REASON 9

The responsibility for urban mobility policies resides primarily with local, regional and national authorities. Nevertheless, decisions adopted at local level are not taken in isolation but within the framework provided by regional, national and EU policy and legislation. The NWE Programme ensures that a coordinated approach is taken to address mobility issues in North-West Europe, tailoring approaches to local circumstances, taking account of the different needs and competencies of all the stakeholders involved.



The upgraded Blackpool Tramway in the UK reopened in April 2012. Sintropher has invested €1.6m in the system, including making it suitable for tram-train operation, constructing a new junction for a future extension to the railway station, as well as funding the feasibility study for the extension itself. This new line has been approved, leveraging a further €20m of follow-on investment. Photo: Prof. Sir Peter Hall

Project:
SINTROPHER

ERDF:
€7 214 445

Duration:
2007-2014

Website:
www.sintropher.eu

The partners in the SINTROPHER project produced transferable knowledge on the economic impacts generated from revitalizing interchange areas. For example, the project partners presented their results in March 2013 to the UK Parliamentary All-Party Light Rail Group. This exchange raised the profile of the tram-train concept among national policymakers, and provided evidence of how investment can help urban regeneration and translate into jobs. The project has also participated in the consultation on Network Rail's (national rail authority) Route Utilisation Strategy, designed to influence future innovation in technological planning.

Also in the project SINTROPHER, the West Flanders partners in Belgium have invested in their public transport interchanges. Analysis of the economic impact shows that these investments are also attracting other

In the UK, the Ministry of Transport is running a Local Sustainable Transport Fund with competitive bidding for local authorities. The Borough of Reading (UK), which is actively involved as a partner in the project ROCK, was one of only ten to win a large grant of £26 million (about €30.8 million). The project ROCK has helped to create an image of Reading as an innovative authority with a credible track record for testing and embracing new methods. EU project involvement (also including other projects) has helped, and £1.5 million (about €1.8 million) of the grant is specifically aimed at rolling out measures tested by ROCK for ticketing systems, incentives to use public transport (points, phone games etc.), and for Personal Transport Planning marketing and their promotion through social media.

"The ongoing Sintropher project shows how innovative rail and tram systems can enhance the connectivity between NWE peripheral regions and national and transnational transport hubs. One region has already secured follow-on investment of €20m to turn feasibility into reality".

Prof. Sir Peter Hall, Sintropher Project Director

investments in these neighbourhoods, thus improving the attractiveness of areas formally at risk of becoming derelict. One specific example is the investments plan of the Belgian company De Lijn in a new public transport link between the coast and the city of Veurne (BE), which, located in the hinterland, will become a regional hub for public transport.

The cross border "Light rail Hasselt-Maastricht" project. This cross border express light rail line is the first of three lines. It is embedded in an integrated public transport system for the entire Province of Limburg, called "the Spartacus plan".



Project:
Regions of
Connected
Knowledge (ROCK)

ERDF:
€5 909 500

Duration:
2007-2015

Website:
www.rock-project.eu

Cashless ticketing is important for influencing modal shift as it removes a perceived barrier to access to public transport. In the project Regions of Connected Knowledge (ROCK), different approaches to cashless ticketing in partner regions have helped the Borough of Reading (UK) to plan how they could deliver new 'wave & pay' systems for public transport such as:

- no-PIN touch screen based credit card terminals for small transactions;
- pre-loaded smart cards (such as London's Oyster Card);
- smart cards integrated into smartphones enabling them to be cash-loaded online as you go;
- EMV (an emerging technology used by credit card companies).

After London, Reading is the first local transport system in the UK (and possibly Europe) to use smart ticketing. The project's tests have demonstrated the value and feasibility of phone payments and will speed up the introduction of cashless payment in Reading. As part of ROCK, the partners are evaluating the systems in practice, and the results will influence how web technology is developed for this purpose.

Personal Transport Planning, also launched by the ROCK project, is a marketing campaign to promote the use of sustainable transport by individuals. It involves a social media campaign (Fa-

cebook, Twitter) with a view to:

- making people feel positive about alternative sustainable modes of travel,
- raising awareness
- inducing a 'peer pressure' dynamic in favour of sustainable & public transport.

In addition, the project partners employed temporary Travel Advisors, who worked one-to-one with citizens, going door-to-door in residential areas and going into workplaces to talk directly to workers about travel, to provide information on local transport, to promote the new cashless systems being introduced and to give incentives such as bike locks. This is a means of 'nudging' people towards behaviour change. It is still in its early stages, but preliminary evaluation work shows an 8-10% modal shift. More reliable results will be known at the end of 2014 when they can be evaluated alongside the roll-out of wave & pay and on-board credit card ticket purchasing systems. If successful, this approach can be used in other parts of the NWE area and beyond.

SINTROPHER and ROCK, together with two other NWE projects are the constituting partners of the Synergy of New Advanced Public Transport Solutions Improving Connectivity in North-West Europe (SYNAPTIC) mobility cluster, which has presented

the S-MAP 2030, a set of recommendations for policy changes and investment initiatives at EU, national and regional levels designed to help build a system for seamless door-to-door journeys in NWE focussed on the needs of the individual traveller by 2030. The S-MAP 2030 identifies the development opportunities and market barriers that need to be addressed to facilitate seamless journeys. Members from DG CONNECT, DG MOVE, DG RTD and DG REGIO, as well as from the European Parliament and from the main European transport organisations (UITP, Rail Forum Europe, TAP TSI, European Passengers Federation, ETSA) have been successfully mobilised. It is expected that the vision set out by the transnational partners will help to achieve a radical improvement in daily door-to-door journeys in NWE by 2030.

Project:
SYNAPTIC -
SYnergy of New Advanced/
Adapted Public Transport
Solutions Improving
Connectivity in the
NWE region

ERDF:
€574,969

Duration:
2010-2013

Website:
www.synaptic-cluster.eu

To promote smart freight transport solutions for inland waterways.

SUSTAINABLE



REASON 10

An effective road transport system is a synonym for a good standard of living and is an indicator of the economic well-being of any modern society. However, road transportation also affects us by altering our social conduct and damaging our environment. Road congestion, air and noise pollution are just some of the most evident negative and costly impacts of the increase in road transport, which have driven political opinion to increasingly prioritise more environmentally-friendly modes of transport, such as inland waterways.

But numerous questions arise on how best to achieve this: How can the existing inland ports be better exploited? How can freight logistics be re-organised? Is it really possible for us to transport goods in a more sustainable way? In the NWE Programme, we are investing in measures designed to make the freight transport system in North-West Europe more efficient, and therefore greener.



“Demonstrating real solutions that show how sustainable freight logistics can help deliver economic, social and environmental benefits in NWE, Weastflows highlights include a track and trace pilot helping port operations be more efficient and an atlas identifying how to better use existing freight infrastructure.”

(WEASTFLOWS- Ginny Mackean-Iffs - Thames Gateway Institute for Sustainability - Partner n°2)

Project:
WEASTFLOWS

ERDF:
€4 581 177

Duration:
2010-2015

Website:
www.weastflows.eu

The WEASTFLOWS project has produced 'The Atlas of Maps', a GIS tool with real-time data that helps to improve the tracking, tracing and delivery processes of freight routes in Germany, Luxembourg, Ireland, France and the UK. Previously, the heavy goods vehicles (HGV) would arrive when the ship came into the port and would have to wait until their cargo was discharged before loading, resulting in congestion, pollution and delays. Thanks to the project, the HGV owners can use of their vehicles more efficiently by having them only arrive when the cargo is ready for collection by making use of a real-time analysis of where their cargo is within the importers' system. This method was a module attached to an existing bar-coding system used to track fruit between the farms where it is grown and the supermarket shelves.

In Ireland, the project WEASTFLOWS has also successfully influenced national transport policy, set down in the Smarter Travel document, high-

lighting what needs to be done in relation to moving freight off road and onto trains to reduce CO2 emissions with a view to ensuring the sustainable movement of freight. The project has informed the Smarter Travel mid-term report via the National Transport Authority, a statutory body established by the Minister for Transport who has a seat on the Mid-West

Inland ports are important nodes in the transport chain, where freight and passengers are transferred and economic added value is realised. North-West Europe's dense and well developed network of inland waterways has a large unused potential. The location of inland ports in cities offers opportunities for new logistics and spatial concepts, such as city distribution, regional container shipment and multipurpose land use. Nevertheless, inland ports are under pressure as they are subject to fierce competition from other urban functions for the limited space available at the waterside. Connecting inland ports to the EU waterways network

in order to compete in the global logistic market calls for an increase in the scale of ports.

Project:
**CCP21 -
CONNECTING CITIZEN
PORTS 21**

ERDF:
€3 911 094

Duration:
2009-2014

Website:
www.citizenports.eu

The achievements of the project Connecting Citizen Ports 21 (CCP21) have proven that a blue waterway can also be 'green'. The Port of Paris, one of the seven project partners, in collaboration with freight forwarder Norbert Dentressangle and distributor Franprix (Casino Group), has made it possible to deliver goods in containers into the heart of Paris



The shipping industry is ready to take up the Watertruck concept as a high potential complement to, or even alternative for, traditional inland navigation. It can be a viable water transport solution, competitive with road transportation. *(Nicole Van Doninck, Manager Onderzoek & Ontwikkeling-Vlaams Instituut voor Mobiliteit- Lead Partner)*

Project:
WATERTRUCK
 ERDF:
€1 070 474
 Duration:
2008-2014
 Website:
www.watertruck.eu

(FR), right to the foot of the Eiffel Tower. The project developed an innovative platform at the port of Paris where the transshipment of containers takes place. In the long term, more containers will be transported to Paris on a daily basis, and last mile delivery will make use of electric vehicles. In any year, 3 874 trucks will be shifted off the road, and CO2 emissions will be reduced by 37%.

The WATERTRUCK project is introducing a new, flexible and environmentally friendly transport concept for the inland transportation of freight on small waterways (from CEMT Class I – 300 tonnes - up to and including CEMT Class IV - max 1 500 tonnes). Why WATERTRUCK? The concept aims to tackle the main current threats to traditional inland waterway transportation, i.e. the rapid disappearance of small inland vessels from the supply side of the transportation market, and the attraction of the profession of skipper. What is it? The WATERTRUCK transportation concept is based on the use of small barges that are pushed by small innovative 'pusher' vessels. There are several cumulative advantages compared with traditional inland waterway freight transport using larger motorised vessels, these include, (but are not limited to):

- greater geographic reach because the pusher-barge system opens up the use of smaller waterways, thereby strengthening the supply side in waterway transportation and making modal shift from road to waterways more feasible. By the same token, the approach can reduce transport operator's costs, road congestion and pollution.
- the absence of accommodation on board the new type of small pusher is an innovation. Since the pusher's skipper can return home every day after his/her shift using a small vehicle that fits on the small pusher, he/she no longer needs to live permanently on board. Pusher skippers become one (local) link in an overall route, as is already possible with articulated road vehicles, while the cargo loaded on the barge continues its journey. As the new service is made possible, its take-up by logistics operators will create more attractive employment for pusher skippers, which is an important factor in making the system work.

By improving inland and in particular small waterway and waterway port services, and making them more flexible, this concept makes inland navigation a more attractive proposition for logistics operators. Based on market signals received over the course of the project, the shipping industry appears to be ready to adopt the WATERTRUCK concept to be used alongside, or even as an alternative for, traditional inland navigation. To confirm the concept's market readiness, the project has formally demonstrated its business case both in terms of its economic and social impacts (a business case for a specific intermodal container route, which may be implemented in the future, has also been prepared). The WATERTRUCK business case has also been benchmarked against traditional inland navigation models. The conclusion is that, in comparison with recent transport practices, WATERTRUCK has been identified as the more economically viable, and competitive with other traditional inland navigation and road transportation options. An industrial pilot is now necessary to test the business cases in practice.

To drive behavioural change and reduce food wastage.

SUSTAINABLE



REASON 11

Food wastage is a challenging problem, one that is directly related to the broad question of consumption and sustainability. In Europe, about 90 million tonnes of food are thrown away every year. But what can we actually do about it? Even though the products we buy and use every day undoubtedly contribute to our comfort and well-being, awareness of the unsustainable levels of resource consumption and the significant impacts of these products on the environment is growing among consumers, policymakers and business. Food is wasted across the whole food chain – from farmers to consumers – and for various reasons, to give a few examples: lack of shopping planning, confusion about ‘best before’ and ‘use by’ date labels, stock management inefficiencies, or inadequate storage. The negative impacts of this wastage are real: for households, it means useless expenditure; for local authorities, it means extra waste that needs to be treated, leading to increased costs; for the environment, it means a pointless use of resources and pollution. In the NWE Programme, we are investing in ways of identifying possible improvements to goods and services in order to lessen environmental impacts and reduce resource use.



Project:
GREENCOOK

ERDF:
€2 974 257

Duration:
2008-2014

Website:
www.green-cook.org

The GREENCOOK project is aimed at reducing food wastage and at making North-West Europe a model of sustainable food management, through in-depth work on the consumer / food relationships thanks to a multi-sectoral partnership. The project's monitoring studies and testing instruments designed to modify behaviour that wastes food have uncovered new and innovative knowledge on the drivers and mechanisms for technological/behavioural change among companies and consumers.

By creating effective tools to reduce food waste and by raising consumers' awareness of its impact, GREENCOOK has helped to change public behaviour, especially among under-

privileged households.

The Netherlands, for example, has introduced an effective system of in-

Inspired by GREENCOOK's achievements in reducing food-waste, the Walloon Parliament is currently working on a system of fiscal incentives for supermarkets willing to donate to charities and has invited the project partners to a public hearing. GREENCOOK has also influenced the 'Ten-step plan against wasting food', which will be part of the Policy Document on Sustainable Food, to be published this summer by the Dutch Ministry of Agriculture.

centives whereby households shifting to food-waste prevention practices receive support from the local waste management authority. A public online portal has been derived from this system and is now being implemented in Germany. It will also be used in France.

The GREENCOOK project has also provided noteworthy examples of how food distributors and supermarkets could improve the environmental sustainability of their business and save up to 21% of their annual losses for unsold goods by applying the project's tools to internal and external logistics.

To create the urban-rural continuum.

SMART



REASON 12

Many social, cultural, economic and environmental issues are inadequately addressed by current policy approaches that separate 'rural' and 'urban' agendas and priorities. How can we transcend this divide? How can we develop and/or maintain our social, cultural and economic acquis, adapt to change and improve quality of life for everyone? In the NWE Programme, we are investing in projects that strengthen communities and that exploit the economic and social interdependencies in the urban-rural system; because citizens on both sides of the divide have something to gain by pursuing a joined-up vision for territorial development.



Opening of PURE Hub 'Community garden Luchtbal' in Antwerp city where inhabitants of the Luchtbal district together grow vegetables. Photographer: Marleen van der Velde

Project:
PUREHUBS
 supporting Pioneers in Urban-Rural Entrepreneurship to create vital new HUBS
ERDF:
 €3 433 519
Duration:
 2010-2015
Website:
www.purehubs.eu



Farmers market at PURE Hub 'Main Äppelhaus Lohrberg' in Frankfurt where farmers from the Spessart area present their products to the inhabitants of Frankfurt city. Photographer: Michael Fuchs

'Rural Vibrancy' promotes a resilient rural community, characterised by the active involvement and the creative, dynamic interaction of people from different social groups, which together set common objectives and act jointly to develop their community. Such a community makes this vision a reality by:

- improving accessibility to markets for small rural producers in the areas concerned;
- promoting productive alliances between different small rural producer organisations and purchasers;
- increasing access to productive assets, technology and financial services; and
- strengthening the environmental sustainability of productive practices.

Many social, cultural, economic and environmental issues are inadequately addressed by current policy approaches that separate 'rural' and 'urban' agendas and priorities. How can we transcend this divide? How can we develop and/or maintain our social, cultural and economic acquis, adapt to change and improve quality of life for everyone? In the NVE Programme, we are investing in projects that strengthen communities and that exploit the economic and social interdependencies in the urban-rural system; because citizens on both sides of the divide have something to gain by pursuing a joined-up vision for territorial development.

The PURE HUBS project has supported entrepreneurs located in rural areas to develop new shorter supply-chains, so as to help them to respond

to growing needs in city areas. The project is improving the connections between rural business practices and the needs in urban areas for social and economic well-being, which contributes to the prosperity and enhanced quality of life in both cities and their rural hinterlands.

The project has developed new business models that provide solutions to respond to regional challenges and local policy issues by incorporating entrepreneurship that intelligently links urban and rural areas. Nine local entrepreneur networks have so far been formed with 84 participating entrepreneurs who are receiving support in the development of innovative business ideas. These networks have also been preparing local area action plans. As a result, new economic activities are being

prepared and implemented, such as distribution networks through local outlets for local food products (consumers, restaurants, retail, and institutions) and leisure activities. In addition, three business plans for new economic activities have been developed. For instance, in Eind-



Rural Alliances partners launch project, linking up in a 12 team transnational partnership. Photographer – Brecon Beacons National Park Authority

Project:
RURAL ALLIANCES

ERDF:
€4 982 307

Duration:
2010-2015

Website:
www.rural-alliances.eu

hoven (NL) a local company running an orchard has optimised existing activities and products, building an information centre to attract city dwellers with an expected increase in turnover of €260 000 in 2015 compared to 2011.

To build on the project's success, PURE HUBS has engaged a network of universities and a network of economic development and entrepreneurial organisations to disseminate its achievements in academic and economic circles. The project is also cooperating with local and regional authorities that have expressed interest in disseminating its achievements through their networks (e.g. Peri-Urban Regions Platform Europe - PURPLE).

The RURAL ALLIANCES project is improving the conditions in small rural communities by providing them with inspiration for engaging all stakeholders (local authorities, communities and entrepreneurs) to work together on the economic and social vibrancy of their community. The project focuses on enhancing the competitiveness of SMEs, improving regional policymakers' understanding of their region, thereby enabling them to deliver more and better services.

The project's activities and the transnational exchange of ideas have proven to be inspiring and motivating for the people who are reached by this kind of project. For example, the German community of Grossseelheim (DE), which is not part of the project, was shown a film about the Rural Alliance's activities. As a result, the local community in cooperation with the University of Marburg (DE) now wants to develop a similar alliance with local businesses to work together to improve social inclusion and competitiveness and to safeguard and enhance rural resources and services.

Another example of the project's approach is 'care farms', a concept that is gaining ground in the UK thanks to PURE HUBS and which is already well established in the Netherlands. Care farms are aimed at a particular target group: people with learning and/or physical disabilities, people in need of psychiatric or social assistance, elderly people in need of care and older migrants. In these farms, agricultural work and the provision of care go hand in hand, and the entrepreneurs involved in the project are increasingly developing a profitable business.

Rural Alliances is forging new relationships between communities and their businesses to reignite local vibrancy and address demographic change. Our 32 Alliances bring together community values with the power of business entrepreneurship to solve local problems, whilst developing a transnational model.

Richard Tyler- Sustainable Tourism Manager-Brecon Beacons National Park Authority - Lead Partner

Looking forward to 2014-2020

With already 1 118 project partners mobilised from every region and sector of the area, the NWE Programme continues to invest in opportunities to strengthen the area's territorial assets, achieving greater cohesion and improving the quality of life of our communities.

As the INTERREG IVB NWE Programme is reaching its final stage, the European Union is preparing for the future. The European Commission's legislative package is designed to reinforce the strategic dimension of the cohesion policy and to ensure that EU investments are targeted at Europe's long-term goals for growth and jobs. The new Programme will have to be aligned with the objectives of the EU2020 strategy and build on the challenges and needs that can be effectively tackled through transnational cooperation.

The focus of the new Programme on results-based projects will be very strong; and the transition between the current period and the next will be carefully managed in order to sustain our partners' achievements beyond the closure of their projects.

There is still a lot of work to do in North-West Europe, and European funding will shortly be available again to launch new calls for proposals. The eligible area will remain the same.

This presentation has offered a sample of what our projects have achieved in 12 different strategic areas, and we hope that, as a past or prospective partner, these successes will encourage you to consider the benefits of taking part in transnational cooperation in the 2014-2020 programme.

Now that you know what it is possible to achieve through working with us, why not find out more about and engage in the new programme! Whatever the stage of your project idea, we are here to help you develop and ultimately deliver it!



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INTERREG IVB

**Working for smart,
sustainable and
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