



NWE 3ZERO Rural Campus

Zero Exclusion, Zero Carbon & Zero Poverty

3ZRC

41

Priority 5: Inclusive society

Access to employment (SO 4.1)



Contact details:

Fabien COURTEILLE

ACTED

FRANCE

+33 6 76 70 05 88

Fabien.courteille@acted.org

www.acted.org

What challenge(s) is your project addressing in the NWE territories?

- Exclusion, unemployment and poverty in NWE rural areas
- Limited access to professional trainings in rural areas
- Lack of effective access to public and third sector services
- Limited multi-stakeholder synergies from planning to implementation of public policies for an active labour market
- More generally addressing SDGs 1,3,4,8,10,16 and 17

What is the objective of your project?

- Codesign a NWE model of 3ZERO Rural Campus addressing the above-mentioned challenges and SO 4.1 in general
- Creating the EU Network of 3ZERO Rural Campus to ensure project sustainability and capacity building
- Make rural areas more dynamic and more competitive for labour and market opportunities

What impact/results is your project aiming for?

- Joint strategies and 3ZERO rural action plans including a hybrid sustainable socio-economical model for 3ZRC
- Codesigned solutions for adapted and effective labour market including pilots with social enterprises in cooperation with the public and private sector facing SO 4.1 objectives
- Transnational portal for capacity building towards 3ZERO including joint training schemes, toolkits, technical assistance

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

Existing Hybrid Third Places in rural declining locations (emerging 3ZRCs) which:

- 1) Are already linked to public, private and third sectors
- 2) Really want to work at a transnational level
- 3) Share our vision / challenges
- 4) Bring new ideas, skills, approaches



Attracting new labour healthcare

Priority 5: Inclusive society

Access to employment (SO 4.1)

ATTAINABLE 42

What challenge(s) is your project addressing in the NWE territories?

On the one hand there are significant shortages in the healthcare sector, exacerbated by an aging population, within the North-West Interreg territories. On the other hand there is a large group of non-qualified individuals, currently inactive.

What is the objective of your project?

The objective of our project is to develop solutions and strategies to attract new target groups (workforce) to the healthcare sector and overcome barriers hindering the inflow. Specifically, we focus on:

1. Identifying and training motivated individuals.
2. Optimising roles and training programmes in the workplace.
3. Providing guidance in the workplace (for new entrants and existing teams)

What impact/results is your project aiming for?

The project aims to increase healthcare workforce by attracting and training individuals, foster successful integration and teamwork. And improve employment rates, particularly among previously inactive individuals.

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

We are seeking partnerships with healthcare institutions, local governments, employment agencies, onboarding organisations, and educational institutions with expertise in identifying, training, and supporting individuals with barriers to employment, specifically aiming to integrate them into the healthcare sector. We are open to collaborating with all countries within the Programme.

Contact details:

Elke Wens
Province of Antwerp
Belgium

elke.wens@provincieantwerpen.be
<https://www.provincieantwerpen.be/en/aanbod/dese/dienst-werk/gouverneur-kinsbergen-centrum.html>



Priority 5: Inclusive society

Access to employment (SO 4.1)



Contact details:

Delphine Salvi
Croix Rouge Française
France
+33 646758810
delphine.salvi@croix-rouge.fr
<https://www.croix-rouge.fr/>

What challenge(s) is your project addressing in the NWE territories?

The EU estimates that digital skills will be necessary for 9 out of 10 jobs in the future. However, 44% of Europeans lack basic digital skills. This issue is prevalent across NWE territories, where a significant portion of the population suffers from digital exclusion: 20% in Germany, 24% in France, and 40% in Belgium. In the context of rapid digital transformation, the digital divide affects access to employment and equal opportunities.

What is the objective of your project?

- enhance employment prospects for individuals at risk of digital exclusion
- give access to necessary equipment and internet connections
- provide accessible and innovative training programmes focused on enhancing digital training processes within the framework of partnerships in NWE territories
- assist the digital transformation of solidarity-based organisations

What impact/results is your project aiming for?

- To increase digital inclusion by providing access to equipment/ internet connection
- to enhance employment opportunities with training programmes focused on basic digital competencies, to better prepare people for the job market
- to improve quality of digital training by co-creating innovative digital training content
- to empower solidarity-based organisations in maximising their social impact

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

Partners who are complementary and with whom we can implement a quadruple helix approach:

- Other associations specialised in guidance and access to employment
- Universities from the academic sector, to adopt a research-action approach
- Local or territorial authorities
- Companies specialised in employment or digital transformation



International logistic academy

I.L.A

44

Priority 5: Inclusive society

Access to employment
(SO 4.1)



Contact details:

Prof. Dr. Ruediger Ostrowski
Federation freight forwarder NRW
Business consulting
Germany
+49 (0) 211-7385830
team@dialog-service.de
DiaLog-service.de

What challenge(s) is your project addressing in the NWE territories?

The challenge is to improve inequality of education in logistic items between different countries and to increase the knowledge that lacks in the countries at the time.

What is the objective of your project?

We should be able to find the same education in different countries, not only for the employer but for all the younger generations that haven't heard of the chances in this kind of business before.

What impact/results is your project aiming for?

The purpose is to lead more people into the world of logistics and its opportunity to be part of the future while helping the economy.

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

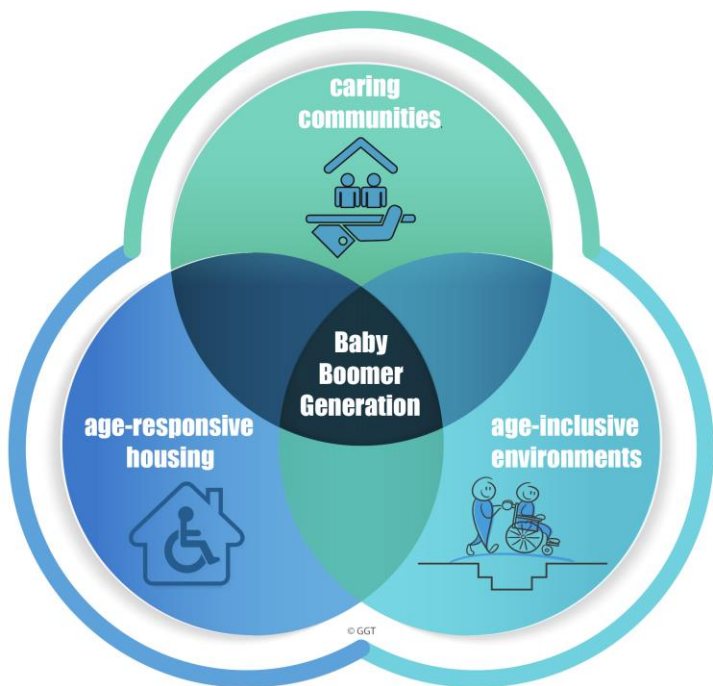
Local logistic academies , universities and federations

Ageing in Place through Caring Communities



Priority 5: Inclusive society

Access to healthcare (SO 4.5)



Contact details:

Martina Koepp / Dr. Vera Gerling
GGT Deutsche Gesellschaft für
Gerontotechnik® mbH

Germany

00 49 2371 9595-21

gerling@gerontotechnik.de

www.gerontotechnik.de/

Age 'n' Care 45

What challenge(s) is your project addressing in the NWE territories?

In ageing NWE societies, housing in existing properties for the so-called baby boomers often is inadequate - also in mid-sized cities. In many cases, baby boomers do not deal early enough with ageing and its implications for housing, above all adopting their homes and environments age-responsively. Also, public spaces of municipalities are often not enough age-inclusive. Additionally, there are not enough adequate home-based, e.g. health services offered by the private, public, voluntary & welfare sector supporting an independent life at home as long as possible.

What is the objective of your project?

The aim of the project is to create caring community solutions in NWE territories for people of the baby boomer generation by a holistic triad (housing, environment, community) while at the same time developing their existing properties and built environment in an age-responsive and future-proof way. To achieve this, action plans / guidelines / recommendations / measures / aids / trainings for the relevant stakeholder groups of home-owners, municipalities, trades and crafts people will be developed and implemented.

What impact/results is your project aiming for?

Residents of the baby boomer generation will stay put in their homes. The necessary transition from institutional to family-and community-based care will be supported and a needs-oriented care and supply of the baby boomer generation will be stimulated. Trades and crafts people will be trained to adopt homes age-responsively and will be labelled with quality marks. Municipalities will be shown how to create the wider living environments age-inclusive. Interested actors, for instance local authorities or PPP, will learn how to built up caring communities.

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

We are looking for partners from Belgium, France, Luxemburg and The Netherlands.

They should bring in expertise in the fields of developing caring communities (either on a practical or academic level).

Wanted is also a municipality that would like to serve as a pilot developing a certain district according to the triad of the project (age-responsive housing for baby boomer home owners, age-inclusive environment and caring communities).



Digital solutions in sport for prevention in health care

E-SportCare 46

Priority 5: Inclusive society

Access to healthcare (SO 4.5)



Sport, inclusion, health care, from young to senior. Exploring digital solutions.

Contact details:

Jeffrey Beenhouwer
Municipality of Vlissingen
The Netherlands
+31 6 2929 5586
jbeenhouwer@Vlissingen.nl
www.Vlissingen.nl

What challenge(s) is your project addressing in the NWE territories?

Sport connects and fraternises. Sport is crucial in our society and largely determines what we do, with whom, where and when. Sport therefore plays an important role in social innovations. There are studies that more prevention (sports) leads to less illness and therefore health care expenditure. This does not translate sufficiently into strategies to apply this broadly and to combine financing.

What is the objective of your project?

The challenge is to use sports to realise innovative forms of cooperation that contribute (in the long term) to prevention and social inclusion. The focus is on cooperation between sports, education and health services. Smart approaches for various target groups of users are developed with digital tools, broader than just sports. Strategies are being developed to network between actors in line with local needs.

What impact/results is your project aiming for?

1. Pilot actions for testing tools and/or solutions where new sports facilities are used as a location for social inclusion, health prevention and inclusion. Digital and accessible solutions are realised.
2. Capacity building and awareness raising activities on combining sport and health services.
3. Place-based action plans to develop transnational approaches to prevent and cope with health issues

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

Municipalities or regional governments
Universities in the field of social sciences
Knowledge institutes (private sector)
Companies that provide services in the field sport, health care and social inclusion





Recovery of youth: integrating the forest in the care protocol

Priority 5: Inclusive society

Access to healthcare (SO 4.5)



Contact details:

Jocelyn DELOYER
CNP St Martin / SRFB
Belgium
+32 496127016
jocelyn.deloyer@saintmartin.ofc.be
<https://www.cp-st-martin.be/>

Forest4Youth 47

What challenge(s) is your project addressing in the NWE territories?

More than 3.5 mio adolescents in NWE live with mental disorders. Research carried out in Nordic countries suggests the value of therapeutic strategies involving activities in the forest for people suffering from mental illness. The project is part of the therapeutic field: many studies reveal the preventive nature of public health and forests; the project intends here to focus on the 'recovery' value of these spaces for young people in psychological distress.

What is the objective of your project?

The aim of the project is to identify a therapeutic strategy for adolescents that will enable them to benefit from the forest and integrate it into a recovery care pathway for a young population of mental health users suffering from various pathologies (eating disorders, depression, anxiety, schizophrenia, bipolarity, personality disorders, etc.).

What impact/results is your project aiming for?

- Defining a specific care protocol linking youth recovery and forests
- Setting up therapeutic forests in the target areas that are accessible to the young users of mental health
- Develop digital tools that monitors the impact of the care protocol and its effect on recovery in the long-run
- Developing a training framework for mental health staff, foresters
- Identifying the application of the care protocol identified to other mental illnesses, in particular professional burn-out.

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

- Psychiatric ward with a unit dedicated to young people (aged 10-19)
- Foresters or forest owners representatives
- Entreprises/start-up that can support the collect of biological data
- In any NWE countries, except Belgium



Priority 5: Inclusive society

Access to healthcare
(SO 4.5)



Contact details:

Stéphanie LECUYER
AFEJI Hauts-de-France
France
slecuyer@afeji.org
www.afeji.org

Helping the elderly remain in their own home

Homes&Care 48

What challenge(s) is your project addressing in the NWE territories?

- Steady increase of the older population
- The majority of elderly people wants to grow old in their own home
- Social isolation, which accelerates dependency

What is the objective of your project?

Accompany elderly people to grow old in their own home by:

- targeting people in "pre-fragile" condition
- considering their needs and wishes
- adopting a low-tech approach (identification & remodelling of existing facilities, home adaptation, community support, organisational innovations,
- including the needs of informal carers

What impact/results is your project aiming for?

- 1) Creating a common European frame to identify pre-fragility and assess dependency
 - 2) Developing a common solution model and pilot it in the different partner countries
 - 3) Training and capacity-building of healthcare and support professionals
- Impact: elderly people able to remain longer at home

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

Ireland: organisations working with elderly people (preferably in rural or peripheral areas)

Germany: organisations working with elderly people (preferably in rural or peripheral areas)





Priority 5: Inclusive society

Access to healthcare
(SO 4.5)

Perinatal Wellbeing and Resilient Environments

PILLAR

49

What challenge(s) is your project addressing in the NWE territories?

PILLAR recognises a new family's first 1000 days bring particular needs in terms of wellbeing and access to the labour market. The two are linked, with poor mental health affecting employment/ retention changes, and employment concerns negatively affecting mental health. Strategic approaches are lacking, and community services are patchy across the NWE area.

What is the objective of your project?

PILLAR will focus on practical ways to connect new families to their community and to employers by delivering an Action Plan to ensure parents/prospective parents in 6 NWE regions have coherent and ready access to support. PILLAR will improve perinatal wellbeing and engagement with/retention within the labour market for new parents, leading to a 20% decrease in depressive feelings and a 10% increase in working time.

What impact/results is your project aiming for?

- Implementation of community-led prepared parenting support in 6 new areas, reaching 1800 parents/prospective parents.
- Creation of a range of tools to assist employers to retain new parents.
- Co-creation and embedding of the Action Plan by a wider range of 150 stakeholders.

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

Any NWE country
Policy/strategy partners for embedding and dissemination
Employer support/network organisations



Contact details:

Thomas Molloy
The Health & Europe Centre
Ireland

thomas.molloy@
healthandeurope.eu
www.healthandeurope.eu



Priority 5: Inclusive society

Access to healthcare (SO 4.5)

REABLE-LAB 50

What challenge(s) is your project addressing in the NWE territories?

Care provided at home is characterised by a fragmentation of caregivers who often operate from a 'doing for' rather than a 'doing with' perspective. Care goals are predominantly determined by a diagnosis-oriented standard offering rather than the priorities, values, and personal situations of care recipients.

What is the objective of your project?

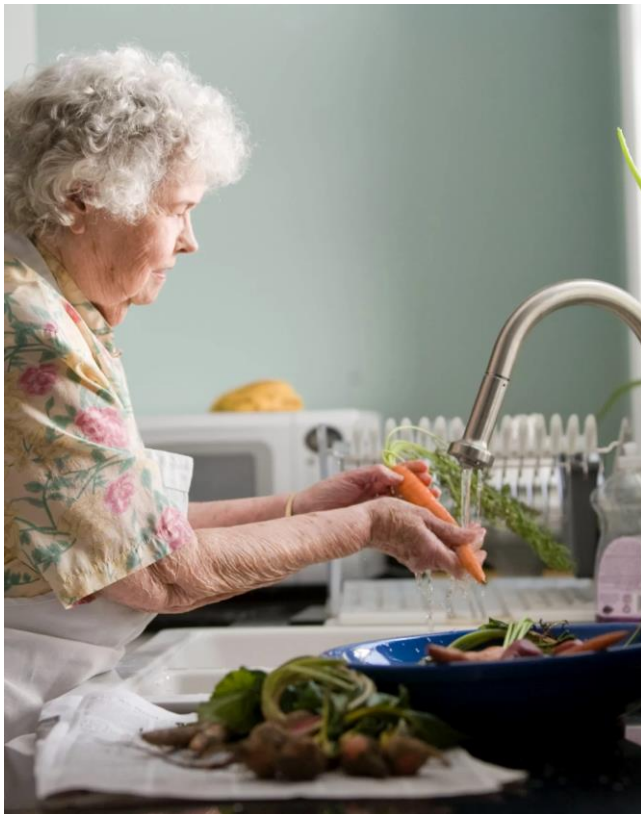
Reablement involves assisting individuals in caring for themselves. It is a brief home intervention lasting approximately 8 to 12 weeks, conducted by one or more healthcare professionals with a focus on maintaining and improving the client's essential daily and social activities. minimum

What impact/results is your project aiming for?

- Significant improvement of self-perception and activity performance among the elderly
- Reduced reliance on home care services
- Cost effectiveness of health care
- Reduced pressure on primary care

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

We are seeking enthusiastic partners who are willing to collaborate with us on testing the reablement concept and this approach. Focus is on home care settings and elderly settings.



Contact details:

Ine De Clerck
Artevelde University of Applied Sciences
Belgium
+32 486 33 83 03
ine.declerck@arteveldehs.be
www.arteveldehogeschool.be

Priority 5: Inclusive society

Culture and sustainable tourism (SO 4.6)



Contact details:

Femke v. Akker, Monique Pruyt
Province of Fryslân
The Netherlands

+31 58 292 5925
f.g.vanakker@fryslan.frl

m.pruyt@fryslan.frl

www.fryslan.frl

What challenge(s) is your project addressing in the NWE territories?

Water tourism and spending time along the water is an important Unique Selling Point in Friesland also known as our 'Blue gold': most of the water is public and free. But a lot of specific groups do not use the water or the waterfronts, because they do not know about its qualities, they can not access it or reach it, they do not have the information or do not have the means to enjoy the water.

What is the objective of your project?

1. To open the water and waterfronts for target groups that are not using it now, people from different backgrounds and education, with and without disabilities.
2. To make stakeholders aware of the fact that our Blue Gold (water tourism) isn't shining for everyone right now
3. To develop instruments and best practices to let the Blue Gold shine for everyone and by that also let people connect to each other.

What impact/results is your project aiming for?

- Improve social inclusion and social innovation, including better access to and involvement in tourism and culture sectors for vulnerable people
- Improve access to and sustainable management of natural and cultural heritage assets, particularly water and waterfronts

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

Countries with water tourism challenges, « tourism for all » organisations. Tourist organisations, entrepreneurs, local government, research/ knowledge institutions.





Industrial heritage as carriers of our identity

Priority 5: Inclusive society

Culture and sustainable tourism (SO 4.6)

CULFAC

52

What challenge(s) is your project addressing in the NWE territories?

The industrial revolution still has an impact on our society. The heritage of that time is no longer used for its industrial functions. However, it does determine the character of cities and regions. These are often the cities and regions that are still on the periphery from a cultural and tourist point of view. Industrial cultural heritage (factories) can be better accessed and used. These buildings are deeply rooted in our identity.

What is the objective of your project?

Industrial cultural heritage is valuable in the context of broad prosperity. Strengthening and obtaining cross-border cultural profiling linked to industrial heritage can promote tourism exchange. This can balance tourism better in time / location and opens perspectives for economic and cultural carriers in peripheral areas. Wide public use and linking sectors with IT solutions in industrial heritage offers opportunities for entrepreneurship and inclusion.

What impact/results is your project aiming for?

Strong collaboration between (former) industrial regions based on inspiring examples in which industrial heritage is transformed into a breeding ground for social mobilization, innovation and sustainable tourism:

1. strategies for a broader perspective for industrial heritage
2. Industrial heritage as physical locations for incubators
3. long-term commitment to cross-border cooperation (capacity building)

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

Governments who own industrial cultural heritage
Universities or public or private research centers
Cultural entrepreneurs and SMEs
Partners in: Germany, Ireland, Switzerland, Belgium, France
Looking for a lead partner



Industrial heritage as carriers for local and regional identity DNA (Machinefabriek, Vlissingen)

Contact details:

Jeffrey Beenhouwer
Municipality of Vlissingen
The Netherlands
+31 6 2929 5586
jbeenhouwer@Vlissingen.nl
www.Vlissingen.nl





Priority 5: Inclusive society

Culture and sustainable tourism (SO 4.6)



Contact details:

Hélène Dehouck

Parc naturel régional des Caps et Marais d'Opale

France

(+33) 3 21 87 86 41

hdehouck@parc-opale.fr

www.parc-opale.fr

INCORPORATE SUSTAINABLE TOURISM

INCSUSTOUR 53

What challenge(s) is your project addressing in the NWE territories?

The broader goal is to encourage other Geoparks and tourism destinations in the NWE region to adopt a balanced, innovative and sustainable approach, managing local communities and promoting their heritage assets. This promotes social inclusion by fostering local network groups for effective participation in the wider tourism community.

What is the objective of your project?

To develop a Geopark Social Inclusion Strategy Tool that responds to a transnational need of the NWE Geopark community. It aims to promote social inclusion for the public benefit by working with local people and communities in Geopark locations who are not involved in the tourism industry and to find ways of working together through the development of a transnational Geopark Social Inclusion Strategy Tool that will aim to build capacity via education and training programmes.

What impact/results is your project aiming for?

Based on the premise of sustainable development, a more sustainable management approach to natural and cultural heritage assets will be the core focus of the project with the aim of attracting more visitors (economic impact) to enjoy and experience the rich offerings of local areas through deep immersion (social impact), knowledge and information sharing, and support measures within local communities (social impact).

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

Our consortium currently includes:

- University of Galway (IR)
- Joyce Country and Western Lakes Geopark (IR)
- Parc naturel régional des Caps et Marais d'Opale - Geopark Transmanche (FR)

We are seeking other prospective partners – Geopark, universities, tourism destinations – from The Netherlands, Germany, Belgium or Luxembourg.



Priority 5: Inclusive society

Culture and sustainable tourism (SO 4.6)



Move Our Visit Experience

MOVE

54

What challenge(s) is your project addressing in the NWE territories?

MOVE aims to strengthen the role of culture and sustainable tourism in the economic and social development of NWE. The project aspires to renew and develop new offers for heritage, cultural and tourist visits based on innovation and social accessibility.

What is the objective of your project?

The objective of MOVE is to enable the heritage, cultural and tourism offer to be adapted and transformed to contribute to the sustainable, inclusive and balanced development of the communities of Loire Valley and NWE. This reinvention is necessary to meet the new societal expectations of tourists and NWE communities. Discovering and visiting a heritage site remains a unique way of sharing a culture and developing mutual understanding between NWE territories.

What impact/results is your project aiming for?

Better access to cultural and tourist sites for "remote" communities (disabled people, young people, etc.). By transforming the heritage, cultural and tourist offer, it is hoped to bring everyone (professionals, residents and tourists) closer together by making it more accessible and encouraging everyone to take greater ownership of it as a common good.

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

- Heritage and cultural sites
- Heritage and cultural associations
- Tourism institutions
- Local/Regional authorities
- Universities and schools
- Researchers
- Companies linked to the world of heritage and/or innovation (staging and storytelling, data and technologies, etc.)

Contact details :

Martinez Almansa Sophie
Comité Régional du Tourisme
Centre-Val de Loire
France
+33 7 84 16 03 81
s.martinez@centre-valdeloire.org
<https://tourisme-pro-centre-valdeloire.fr/>



Napoleon Routes for the development of heritage, culture and smart tourism

Priority 5: Inclusive society

Culture and sustainable tourism (SO 4.6)

NWE NAPOLEON - ROUTES 55

What challenge(s) is your project addressing in the NWE territories?

- Economic inequality between cities and the hinterlands
- Lack of job opportunities and quality in the most peripheral areas
- Mass tourism, concentrated, and alienated from its surroundings

What is the objective of your project?

The general objective is to create a series of heritage, cultural and touristic routes or itineraries related to the Napoleonic Invasions in North-West Europe that articulate the heritage, landscape, cultural, economic, and social fabric in the cross-border cooperation area.

What impact/results is your project aiming for?

- To develop an inclusive and sustainable transnational touristic product related to Napoleon's heritage
- To create a positive impact on the economic revitalisation of the territories of reference
- To obtain the stamp of "Destination Napoleon", Cultural Route of the Council of Europe

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

1. Public entities like national, regional and local administrations
2. Universities and research centers
3. NGOs and non-profit organisations
4. Private companies and/or business clusters

Every NWE country is welcome!



Contact details:

José Manuel Requena
Finnovaregio
Belgium

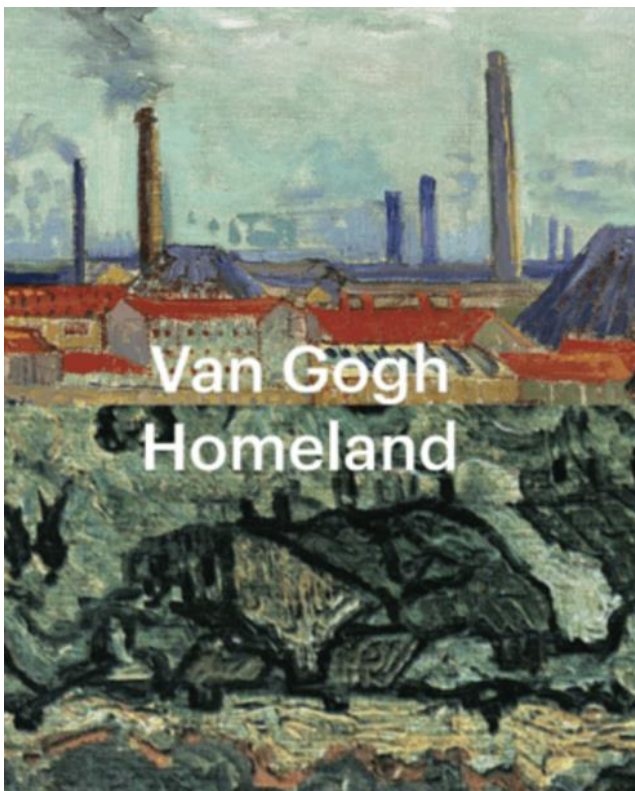
+34 639 99 15 27
jrequena@finnova.eu
<https://finnova.eu/>



Harnessing the Power of the Leisure Industry to Create a Better Society for All

Priority 5: Inclusive society

Culture and sustainable tourism (SO 4.6)



Contact details:

Lian Duif
Van Gogh Homeland Initiative
Netherlands
+31 6 22 42 34 36
lian@buro-duif.nl
<https://www.vangoghhomeland.nl>

OurFuture 56

What challenge(s) is your project addressing in the NWE territories?

Like many cities in NWE, the living environment of Central Brabant is under immense social and economic pressure. In many regards the leisure industry is an ongoing problem-maker, rather than a solution; however, the leisure domain actually has the industry knowledge and activities to actively influence behaviour and thus, can serve as a driver for a better society if its influence is harnessed correctly.

What is the objective of your project?

The aim is to enhance the quality of life in the region and foster a sustainable climate for both visitors and residents where living, working, and recreation are in balance. In Brabant, this will be done through the Van Gogh Homeland initiative which will build on the imaginative power of the leisure domain to steer people's behaviour and inspire them to discover Brabant in a unique, sustainable, and low-threshold way that fosters sustainable regional tourism, inclusion, and regional prosperity.

What impact/results is your project aiming for?

1. Create a model for more sustainable regional tourism in NWE that demonstrates how the leisure industry can actively contribute to improving society for all
2. Utilise art and/or cultural heritage as a way to help local communities visualise current challenges and innovate new solutions (focusing on inclusion & sustainability)
3. Inspire behaviour change amongst residents and visitors to facilitate social and ecological change and regional prosperity

What kind of partners are you looking for? Indicate country and/or type of organisations and/or expertise needed.

This project is currently looking for the following partners:
NWE cities/ towns with strong regional ties that are interested in exploring the links between cultural heritage and the future of regional tourism in NWE (particularly in France and Belgium). Partners that represent cultural heritage sites, universities/ knowledge centres specialising in culture and tourism, and tourism service providers are especially welcome. We are also looking for one of these partners to become the LP of this project.