



## Objective 3

Interregional cooperation programme  
INTERREG IVC

Status: April 07



## Objectives

1. Improve regional and local policies in the field of **innovation and knowledge economy** (focus on research and technology, entrepreneurship and SME, business development and innovation, support of employment, human capital and education)
2. Improve regional and local policies in the field of **environment and risk prevention** (focus on risk management, water and coastal management, waste management, biodiversity and natural heritage, energy, clean public transport, cultural heritage)
3. **Exchange of experiences and knowledge**
4. **Mach less experienced and more experiences regions** to jointly improving capacities and knowledge of regional and local stakeholders
5. Identify **good practises, transfer**



## Types of Intervention

1. **Regional Initiative projects (initiated by regional actors aiming to exchange experience in a specific policy field in order to identify good practices and to develop new tools („classic“ interregional co-operation under Interreg IIIC)**
2. Capitalisation including fast track projects (to ensure that good practices identified e.g. regional initiative projects or former Interreg IIIC operations find its way into Convergence, Regional Competitiveness and Employment and European Territorial Co-operation programmes)

	<b>Regional Initiative Projects (type 1)</b>	<b>Capitalisation projects, incl. Fast track projects (type 2)</b>
Approach	Exchange of experience and good practice, development of tools and instruments of regional policies	Capitalisation of already identified good practices into Convergence, Regional Competitiveness and Employment and European Territorial Co-operation programmes, effective dissemination of results
Beneficiaries	<b>Public authorities and public equivalent bodies (=project partners)</b>	
Content	2 thematic priorities	
Activities	Generation of good practice on approaches and tools within the network Transfer of these approaches and tools as well as previous interregional experiences to partners of the network	Capitalisation of best practices and capacity building resulting in regional action plans, dissemination of results
EC support	No	Yes, for fast track projects



## Thematic priorities: Innovation and knowledge economy

- Objectives:
  - Strengthening **research, technology and innovation**
  - Enabling **entrepreneurship** and new business development
  - Facilitating **businesses** and **SMEs**
  - Helping to restructure regions most heavily depend on traditional industries
  - Use of new **information and communication** by businesses, public services esp. In rural areas
  - Improving **employment, skills development** and **education**
  - Creating conditions to adapt to major changes e.g. globalisation and demographic challenges



## Thematic priorities: Innovation and knowledge economy

- Activities:
  - Study visits
  - Joint training sessions
  - Staff exchange
  - Studies, reports, data analyses, comparative case studies
  - Meetings and events
  - Information and publicity actions
  - Development of common conceptual and methodological frameworks
  - Elaboration and pilot experimentation of new instruments and approaches
  - Development of operational action plans



## Thematic priorities: Environment and risk prevention

- **High priority:** clean water supply, waste and waste-water treatment facilities, management of natural resources and biodiversity, cultural heritage and landscapes environmental risk management
- Objectives:
  - Developing plans to prevent and cope with **natural and technological risks**
  - **Water, waste management**
  - Actions linked to **biodiversity** and preservation **natural heritage**, esp. In NSTURA 2000
  - **Renewable energies**, transport
  - Development of sustainable tourism by protecting **cultural heritage and landscape**



## Implementing Provisions

- Partnership: min. three partners of which min. two are EU27 members
- Criteria of project application evaluation:
  - Common project development
  - Common implementation
  - Common project staff
  - Common financing



## Financial Provisions

- **Priority 1: Innovation and knowledge economy = 54,53%**
- **Priority 2: Environment and risk management = 38,67%**
- Priority 3: Technical assistance = 6,8%



## Co-financing rate

	Co-financing rate (ERDF)	EU member states
Priority 1&2	Max. <b>75%</b>	Austria, Belgium, Denmark, <b>Finland</b> , France, <b>Germany</b> , <b>Ireland</b> , Italy,, Luxemburg, Netherlands, Spain, Sweden, UK
	Max. <b>85%</b>	Bulgaria, Czech Republic, Cyprus, Estonia, Greece, <b>Hungary</b> , Lithuania, Latvia, Malta, Poland, <b>Portugal</b> , Romania, Slovakia, Slovenia



## Quality criteria for project application

- Contribution to the [Lisbon and Gothenburg objectives](#)
- [co-operations](#) between regional and local authorities and stakeholders
- Focus on [innovation, knowledge economy, environment and risk prevention](#)
- Learn from each others experience and [develop new/ innovative approaches](#) and solutions
- [Transferable](#) and [sustainable](#) results (after project end)
- Development of [pilot projects](#)
- [Dissemination](#) transfer by using all relevant media
- [Measurable results](#): studies, concepts, action plans, workshops, seminars, manuals, tourism products, software products, publicity activities, number of SMEs reached etc.



## Project structure

- Leadpartner principle
- Working components
- Pilot projects
- Budget lines
- Small scale investments (max. 15% of total project budget)
- [Preparation costs???](#)
- Application within calls (first call end of 2007???)



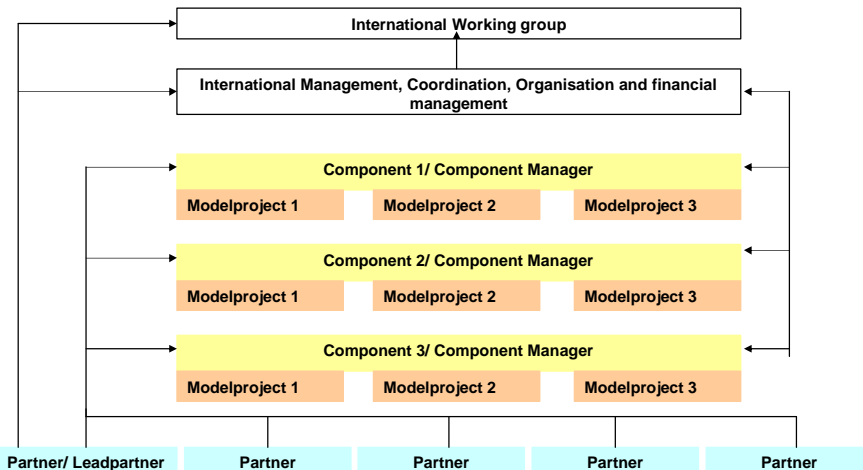
## Budget Lines

### Total eligible expenditure by budget line


Budget line	Specification
1	Staff costs
2	Administration costs
3	External expertise
4	Travel and accommodation
5	Meetings and events
6	Promotion costs
7	Other
8	Investments
9	Preparation Cost ??



## Structure



Task: conception and implementation of working components and model projects, regional project management/ financial management, public relation and information on regional level, organisation of international meetings, conferences and study tours, financial support to international management



## Review of discussion results

Vorpommern	Southtransdanian	MRA	Lahti	AFLOPS
Opening of National Parks for tourism: rural development, quality, environment	Tourism topics: health tourism (thermal spa), active tourism (bicycle), wine tourism, horse tourism, eco-tourism, cultural tourism (castle, fort, roman relicts, ruins) Quality of tourism products, marketing, language skills of tourism service providers Tourism in protected areas	Sustainable tourism, Prolonging tourism season, development niche markets, new target groups, e.g. aging people, cultural and „intelligent offers“	Watertourism Demands of tourists, service quality and variety of offers of service providers, co-operation between different service providers, product development, quality, prolonging tourism season, sustainable tourism	Combining tourism offers such as horse riding, golf and watertourism, tourism in protected areas, infrastructure development, cooperation with SMEs



## Proposal/ Idea

- Exchange on regional business support structures and approaches to assisting tourism service providers (SMEs) in rural regions
  - Promotion of the development and use of ICT-based (Information and Communication Technology) services and products esp. by SMEs
  - Strategic cooperation and networking between regions focusing on the development of sustainable tourism in the hinterland
  - Improving the qualification of SMEs personnel
  - Enhancement in value of regional potential for marketing and tourism product development by SMEs


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## In short ...

E-Commerce & SME  
+ Quality & SME  
+ Landscape & SME

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**EQL**                      **SME<sup>3</sup>**



## CP 1: E-Commerce and SMEs

- Objective:
  - Development and improvement of information and communication technologies in tourism sales and marketing
  - Exchange and transfer of knowledge in ICT development on international level
  - Promotion of ICT on a wide regional level
  - Enable SME personnel using ICT in operational level
- Activities ??
- Model projects ??



## CP 2: Quality & SMEs

- Objective:
  - Securing of a high customer satisfaction by high quality products and services
  - Qualification of SME personnel towards international standards
  - Introducing quality standards in order to raise international competitiveness of the regions
- Activities ??
- Model projects ??



## CP 3: Landscape and SMEs

- Objective:
  - Sensibilisation of SMEs on the potential of cultural and natural landscape for tourism development
  - Supporting of SMEs in developing new business ideas within nature protected areas
  - Enhancing the attractiveness of a region to tourists by integrated and sustainable tourism offers
- Activities ??
- Model projects ??



## Activities

- Staff exchange
- Training sessions
- Study visits
- Studies, analysis, business plans
- Workshops, conferences, seminars
- Elaboration and pilot experimentation of new instruments (e.g. booking system, web-based information system)
- Information and publicity actions



## Partnership

- Partners??
  - Regional and local authorities, regional development agencies, knowledge and research institutes, other business support actors and organizations representing the business community
- Lead partner??



## To Do's

- Studying new program manual (Sept 07)
- Partner search within the region
- Partner search European wide
- Concretize of project activities and budget lines
- Budget planning
- Signed agreements by SMEs