



ENGLISH EDITION

SPECIAL
EDITION
FEBRUARY
2015

2 Seas NEWS

Focus on the 2 Seas Clusters !

A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows two people standing outside a building. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS SEPTEMBER 2014', 'Why travel further? How do we encourage visitors on our doorstep to holiday closer to home?', and 'A cluster initiative: STEPS'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows two women looking at a map or document. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS NOVEMBER 2014', 'A cluster initiative: STEPS', and 'Soft Skills Training Enabling Progression & Sustainability'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a close-up of a boat's interior. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS JUNE 2014', 'Advanced Materials and Pharmaceutical TECHNOLOGIES (AMPTEC)', and 'A cluster initiative: AMPTEC'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a person operating a small aircraft. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS DECEMBER 2014', 'TEAMING UP WITH UAVs', 'Better Response and Improved Safety through Unmanned Aircraft Systems - BERIUS', and 'A cluster initiative: BERIUS'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a stylized tree made of various icons. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS JULY 2014', 'DIGISOL', 'Digital solutions, opportunities for growth', and 'A cluster initiative: DIGISOL'.
A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows an aerial view of a port. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS APRIL 2014', 'SAFE-ICE', 'research, innovation and business support for a low-carbon economy', and 'A cluster initiative: SAFE-ICE'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a forest. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS SEPTEMBER 2014', 'CaRe-Lands: Carbon Reduction Through Nature', and 'A cluster initiative: CaRe-Lands'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a group of people at an event. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS OCTOBER 2014', 'Safer Neighbourhoods Approach', and 'A cluster initiative: YES'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a group of people. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS OCTOBER 2014', 'Youth Empowered by Skills!', and 'A cluster initiative: YES'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows an interior space with yellow walls. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS NOVEMBER 2014', 'CREA-Zone, creativity boosting cross sectorial innovation', and 'A cluster initiative: CREA-ZONE'.
A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a person sitting outdoors. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS AUGUST 2014', 'Arts, Crafts, and Dignity in Care', and 'A cluster initiative: ARTS-CRAFTS'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a hand holding a wheelchair icon. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS OCTOBER 2014', 'Autonomisation et empowerment des personnes handicapées par le développement de la technologie d'assistance et la fourniture de soins éthiques (EDICT)', and 'Initiative de cluster: EDICT'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a sailboat on the water. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS NOVEMBER 2014', 'Maritime Heritage Skills', and 'A cluster initiative: MARITIME HERITAGE SKILLS'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a large industrial ship. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS NOVEMBER 2014', 'SMALL AND MEDIUM SIZED PORTS AS HUBS FOR SMART GROWTH AND SUSTAINABLE CONNECTIVITY', and 'A cluster initiative: SMALL AND MEDIUM SIZED PORTS AS HUBS FOR SMART GROWTH AND SUSTAINABLE CONNECTIVITY'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a coastal landscape. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS SEPTEMBER 2014', 'PRIME-C', 'Partnering for Risk Management and Engagement on the Coast', and 'A cluster initiative: PRIME-C'.
A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a robotic arm. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS NOVEMBER 2014', 'i-MOSYDE', 'Industry 4.0, "Internet of Things", Green Administration, SmartGrids, Industry 4.0', and 'A cluster initiative: i-MOSYDE'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a field of plants. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS DECEMBER 2014', 'SEFINIS', 'Safeguarding the Environment from Invasive Non-native Species', and 'A cluster initiative: SEFINIS'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a sailboat in a harbor. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS NOVEMBER 2014', 'Sustainable Ports', and 'A cluster initiative: SUSTAINABLE PORTS'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a person looking out over a harbor. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS AUGUST 2014', 'Responsible Tourism, Food and Fisheries', and 'A cluster initiative: RESPONSIBLE TOURISM, FOOD AND FISHERIES'.	A magazine cover for '2 Seas Magazine' with a blue header and footer. The main image shows a small garden. Text on the cover includes '2 Seas Magazine', 'SPECIAL FOCUS JANUARY 2015', 'Towards Sustainable and Tasty Food in Europe', and 'A cluster initiative: TASTY FOOD'.

23 Clusters approved

Theme	Sub-theme	Cluster	Page
Applied research, innovation and business Support	Advanced Materials & Pharmaceutical Technologies	AMPTEC	6
	Business opportunities for SMEs through innovations that contribute to healthy ageing	Biz4age	8
	Promotion of creative digital solutions in various business sectors	DigiSol	10
	Industrial embedded systems	I-MOSYDE	12
	Taste and food-related sustainability	TASTE 2 Seas	14
Social inclusion	Fighting social exclusion - focus on young people, and people with physical and learning disabilities	AC DC : Creating inclusion	16
	Safety in targeted neighbourhoods - focus on addiction issues	SNAP	18
	Soft skills Training Enabling Progression and Sustainability	STEPS	20
	Developing employability and mobility - focus on young people	YES !	22
Accessibility of the area	Sustainable transport for citizens: alternative modes to the private car	Eco²Mobility	24
	Promotion of multimodal connectivity and enhancement of landside & seaside accessibility	PAC2	26
	Sustainable development and management of small port areas	Su-Ports	28
Risks management in the context of ICZM	Maritime safety	BERISUAS	30
	Coastal risk management	PRiME-C	32
	Invasive species	SE FINS	34
(Sustainable) tourism	Near-by tourism market	PROXIMITY	36
	Tourism for Inshore Fishing, Food and Sustainability	TourFish	38
Low Carbon Economy	Carbon reduction and use of renewable energies in protected areas	CareLands	40
	Low Carbon economy	SAFE-ICE	42
Common heritage	Maritime heritage skills	MHS	44
Resource Management	Engaging residents on green sustainability	CONGREEN Together	46
Services - Health care	Empowerment of Disabled people through Ethics in Care & Technology	EECT	48
Other	Demonstrate the economic value of cultural and creative industries	CREA-Z	50



Focus on the 2 Seas Clusters !

Consolidating, disseminating and building on the 2 Seas project results : these were the key words of the cluster initiative proposed by the 2 Seas Programme !

In 2012, the INTERREG 2 Seas Programme reached its maturity with the approval of 86 projects. Its first concrete results started to be delivered. Therefore, the 2 Seas Programme Authorities decided to launch capitalisation actions to consolidate and build on the 2 Seas project results and to support thematic networks to prepare for the future 2014-2020 Programming period.

13 fields of interest were proposed to work on during the transition phase between the 2 Programming periods. The "cluster initiative" was officially launched in March 2013 with the specific aims:

- **Enabling new strategic cooperation between approved projects,**
- **Reaching new actors from selected fields of expertise in the 2 Seas area and beyond,**
- **Pooling together and consolidating different experiences realised in the 2 Seas Programme,**
- **Valorising and disseminating widely the cluster results at a crossborder level.**

23 clusters were approved and delivered their first capitalisation activities in 2014, including crossborder events and thematic publications. This allowed cluster partners to make their consolidated results available for stakeholders and citizens of the 2 Seas area and beyond.

17 cluster "phase 2" were also approved and will propose pilot actions and research to further develop their chosen theme. The other clusters will focus on the preparation of new submissions in the new 2 Seas Programme 2014-2020.

This publication will give you an insight into each of the selected clusters.



You can also learn more about the cluster activities by consulting all the **2 Seas Magazines** now available online!

2 Seas Clusters in figures

Which partners are involved?

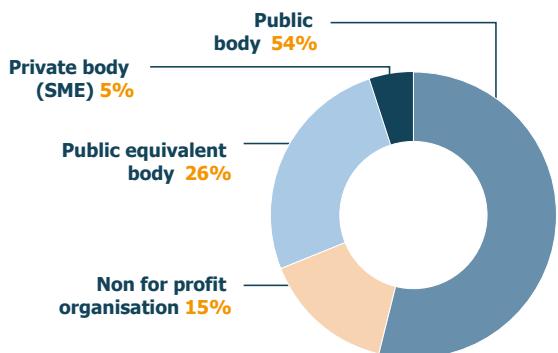
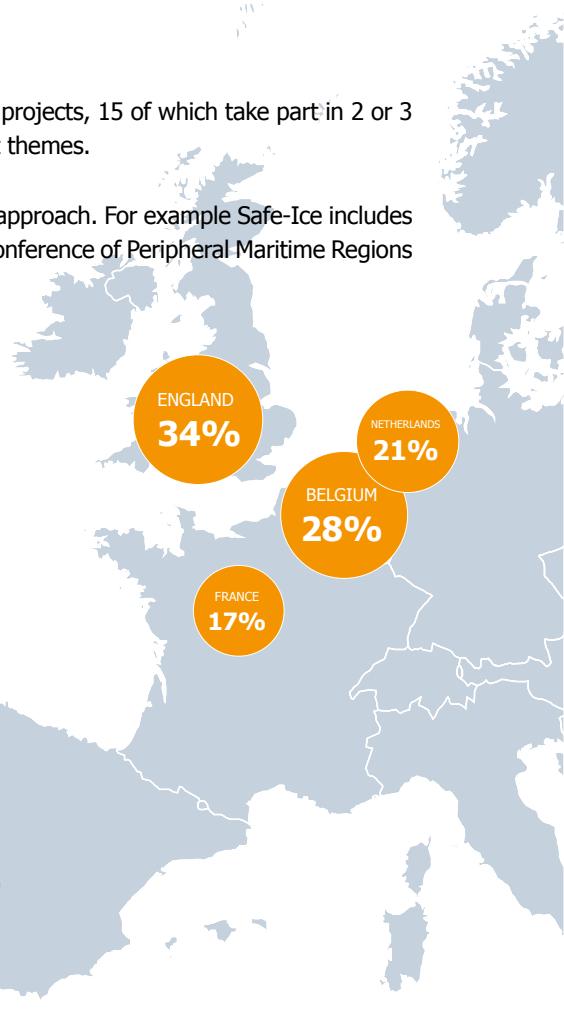
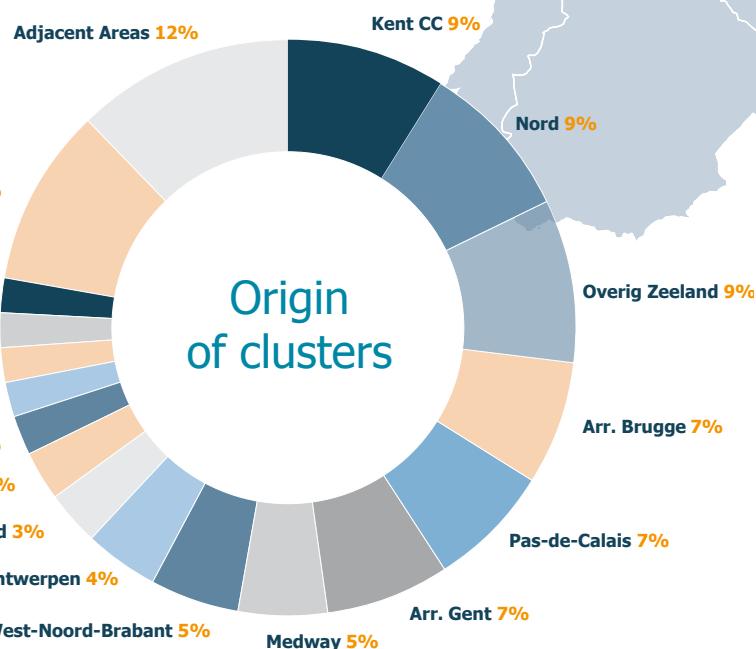
The 23 approved clusters fall under 10 thematic categories and involve a total of 50 projects, 15 of which take part in 2 or 3 different clusters. This allows them to further strengthen their results along different themes.

The clusters also managed to attract other INTERREG projects in their capitalisation approach. For example Safe-Ice includes 5 projects from other INTERREG Programmes, and PAC2 shares its results with the Conference of Peripheral Maritime Regions (CRPM) and the North Sea Commission Transport Group.

The complete list of cluster beneficiaries is available [online](#).

Where do they come from?

One of the keys to success of the cluster initiative was the geographical coverage. Each territory of the 2 Seas area was well represented. Furthermore, 12 % of the official partners came from an adjacent area. This bodes well for the new INTERREG 2 Seas Programme 2014-2020, as these territories will become fully eligible.



Typology of Cluster partners

Who are the Cluster Lead Partners, Cluster Partners and Associated Partners?

The 2 Seas Clusters gather a total of 258 partners, divided in 2 categories: 173 formal partners and 85 associated partners.

10 themes
23 clusters
50 projects
258 partners

Cluster results

Consolidating the 2007 -2013 projects results

In 2014, the 2 Seas clusters organised 26 crossborder events and published 22 thematic publications, now available as part of the "2 Seas magazine" collection.

Thanks to these 2 deliverables, the cluster partners were allowed to make their consolidated results available for stakeholders, decision-makers and citizens of the 2 Seas area and beyond.

Further development

17 Clusters were approved for a "phase 2", with the ultimate goal to support development activities with concrete outputs. Building upon the capitalisation work, the selected clusters have demonstrated the significant relevance of their partnership to further develop pilot actions or inno-

vative thematic activities. By achieving concrete and tangible results, the cluster partners will pave the way for the project ideas of the future.



What is the impact beyond the events and publications?

This capitalisation exercise can be considered as a genuine success. These collaborations have moved the work of previous projects forwards, and delivered a real impact for the 2 Seas area, as the cluster partners managed to:

- **share their expertise with their peers from other Member states, and reach a much wider dissemination of the results (compared to the delivery of project results)**
- **attract high level experts from their field of expertise,**
- **raise the attention of politicians and decision makers about the benefits of their projects on the territories,**
- **organise networking activities to develop new and fruitful partnerships to go one step further together,**
- **propose thematic workshops and brainstorming activities to create links with new partners, and to identify new topics for the future,**
- **be ready to meet the future challenges of the next Programming period.**
- **raise the quality standards for future projects (thematic focus, compulsory milestones, result oriented approach...)**
- **be ready to submit bids at the early stage of the next Programme.**

What's next?

In 2015, an evaluation of the results delivered by the 2007-2013 projects and clusters will be undertaken, to close this capitalisation exercise.

THEME

*Applied
research,
innovation
and business
Support*

AMPTEC

Advanced Materials &
Pharmaceutical TEChnologies

Website: <http://amptec.univ-lille1.fr>



The cluster brings together 2 INTERREG IVA 2 Seas Project **IDEA** and **MultiDes**, for which **AMPTEC** capitalises on their results and different activities.

The Advanced Materials and Pharmaceutical Technologies **AMPTEC** cluster aims to gather some of the world leading researchers who want to undertake an innovative project by joining forces and pooling their respective skills.

With their expertise on materials sciences, pharmaceutics, continuous processing technologies and medical devices, the **AMPTEC** partnership meets new challenges in pharmaceutical and medical development. Currently there is an enormous need for the development of new solid-state pharmaceutical products with improved bioavailability, efficacy, safety, chemical and physical stability.

Budget

599 865 € (100 % ERDF)

Duration

18 months: 01/01/2014 – 30/06/2015

Cluster event

[Advanced Materials & Pharmaceutical Technologies](#) organised in Villeneuve d'Ascq in July 2014

2 Seas Magazine

[Advanced Materials and Pharmaceutical Technologies \(AMPTEC\)](#) published in June 2014



Results:

Consolidation of project results

The **AMPTEC** cluster has thus demonstrated that a unique trans-disciplinary cross-border network have been built in the 2 Seas area in the field of the pharmaceutical materials and their technologies.

The **AMPTEC** cluster organised original and unique trainings due to the broad expertise of the Cluster members. These 3 training schools took place in June 2014 (Val Joly, Nord, France), in July 2014 (Greenwich, UK) and in Ghent in September 2014. The schools were based on the IDEA and MULTIDES experience and combined areas of interest to the cluster themes such as continuous manufacturing of pharmaceutical solids and their advanced characterization & manipulation.

Further development

The partnership will then enable to **pilot a cross border Centre of Excellence** by developing a novel research strategy by overcoming the present empirical formulations approaches to improve the bioavailability, the efficiency and the safety of pharmaceutical products.

In phase 2, cross border scientist teams will deepen their research works and publish their results as reports, guidance or articles in leading international scientific journals. Results will be also presented at national (Europe) and international (USA) scientific conferences. **Three specific training seminars** including practical demonstrations will be organized at different partner sites to transfer results of the cluster towards industries and also public interest organizations.

Partnership:

The consortium consists of

Eight formal partners :

6 Universities : Lille1 (Lead Partner), Lille2, Cambridge, Ghent, Greenwich, East Anglia, a Flemish SME (SEPS Pharma) and the Nutrition Health Longevity cluster.

And another five associated partners :

NOVITOM, CRYSTAL DELIVERY, Pôle de Compétitivité Up-Tex, Ashford & St Peter's Hospitals NHS Foundation trust, and University College London.



Biz4Age

Business Opportunities for Healthy Ageing

THEME

Applied
research,
innovation
and business
Support

Website: www.biz4age.eu



The **Biz4Age** cluster brings together two INTERREG 2 Seas projects **CURA-B & 2 Seas Trade**.

The aim of the **Biz4Age** cluster is to improve economic competitiveness by raising awareness of new business opportunities for SMEs through innovations that contribute to healthy ageing, thereby improving the quality of life & reducing public expenditure.

Healthy ageing is a new & expanding area where the scope for innovation & trade goes beyond medical interventions to include a broad range of environmental & other kinds of interventions & services. However, for many SMEs it means encountering the complex healthcare sector for the first time. The rationale for this cluster is that realizing the business opportunities of healthy ageing will require SME and system level interventions. This will be achieved by combining the networks, insights and ways of working of the two projects.

Budget

597 979 € (100 % ERDF)

Duration

18 months: 01/04/2014 – 30/09/2015

Cluster event

Biz4Age: New Business Opportunities for Healthy Ageing organised in Kortrijk in November 2014

2 Seas Magazine

New Business Opportunities for Healthy Ageing published in January 2015:

Videos

Biz4Age: Video 1 - Video 2 - Video 3



Results:

Consolidation of project results

The **Biz4Age** partners have first identified a variety of initiatives in how the regions were responding to the challenges of creating a vital, living environment for healthy ageing. The **Biz4Age** consortium has contrasted and shared regional experiences of the operationalization of Smart Specialisation Strategies. Also, crossborder business-to-business interactions for enterprises with relatively mature products and services have been organised.

3 sectors have been identified as strategic sources of new business opportunities for the 2 Seas area: Build and Care, Food and Nutrition and Tourism. The cluster has undertaken a comparison of methodologies from different angles and with different regional assets:

- **Identify ways to improve the quality of business support to SMEs seeking to diversify & trade in healthy ageing.**
- **Raise awareness among relevant stakeholders of the complexity of the healthcare ecosystem & the barriers & challenges this poses to matching supply with demand.**

Further development

During the phase 2, the aim of the cluster will be to assist the regions to **reduce the cost and burden of care and improve social welfare through smart innovation** that addresses regional healthy ageing challenges. Specifically, the partnership work will focus on the following activities:

- To conceptualise how the regions use the challenges of an ageing population to **bootstrap the economy through initiatives for a vital living environment**
- To evaluate the **transferability of elements** for a vital living environment from one region to another
- To **consolidate the concept of a vital living environment** for future initiatives
- To lay foundations for **strong 3- and 4- helix consortia** to collaborate on smart responses to healthy ageing and share know-how for doing so.
- To **stimulate cross-border collaboration** between enterprises to address specific regional healthy ageing challenges/opportunities.
- To **stimulate novel smart solutions** to regional healthy ageing challenges.

The **Biz4Age** partners will undertake a variety of small scale experiments on ways to support innovation for healthy ageing to achieve these goals.

Partnership:

The consortium consists of

Six formal partners :

Anglia Ruskin Higher Education Corporation (Lead Partner), N.V. Economische Impuls Zeeland, Kent County Council, Business Support Kent CiC, West Flanders Development Agency, Katholieke Hogeschool VIVES.

In phase 2, Business Support Kent CiC, West Flanders Development Agency are replaced by a new formal partner : South East Health Technologies Alliance.

DIGISOL

Digisol

Application possibilities of digital solutions
in businesses, health care and education

THEME

*Applied
research,
innovation
and business
Support*

Website: www.digisoleurope.eu



The **DIGISOL** cluster will capitalise on the results of the 2 Seas projects **VIVID**, **SHIVA**, **3I** and **2 Seas Trade**.

The main aim of the **DIGISOL** cluster is to increase the use of creative digital solutions in various business sectors and thus the development prospects of companies by raising, the developing and disseminating the results of 2 Seas projects, additional studies and making/designing prototypes (i.e. gaming, simulations and 3D applications).

Budget

299 200 € (100 % ERDF)

Duration

9 months: 01/12/2013 - 31/08/2014

Cluster event

DIGITAL FUTURE: Digital Futures Conference
organised in Breda in June 2014

2 Seas Magazine

Digital solutions, opportunities for growth
published in July 2014



Results:

Consolidation of project results

After having **identified a range of factors** which either underpinned the successful adoption of new digital technologies by businesses – or acted as barriers to their take up, the **DIGISOL** partners have first collated the results of actions and best practices regarding (new) digital solutions from their organizations and partners.

In particular, the **DIGISOL** cluster highlighted:

- the **key barriers** to take up, regarding businesses and policy makers, as what could be achieved by adopting new technologies and public perception/concern.
- the **importance of greater engagement with universities and higher education institutions** in developing solutions and raising awareness of the benefits of new digital technologies.
- the need to bring those sectors and digital solutions together in a matrix, combinations were created and translated into new actions to stimulate the 2 Seas economic growth.

Partnership:

The consortium consists of

Six formal partners :

Gemeente Breda (Lead Partner), Rewin projecten BV, Avans Hogeschool, Karel de Grote Hogeschool (Sint Lucas Antwerpen) Kent County Council, Bournemouth University (National Centre for Computer Animation NCCA).

I-Mosyde

Intelligent Modern System Design

Website: www.imosyde.eu



The **I-Mosyde** cluster brings together 3 INTERREG 2 Seas projects **i-MOCCA**, **SYsiass** and **SCODECE** and another European project, **E-pragmatic**.

I-Mosyde "Intelligent MODern SYstem DEsign" in automation is based on embedded system design and (industrial) data communication, and uses advanced diagnostics.

The **I-Mosyde** cluster aims to define "intelligent modern system design" for the wide spread target groups, to inform stakeholders on project results and to search for future main topics in these fields of interest.

Combining the experiences of the projects, the **I-Mosyde** cluster develops a "cross overview" of different applications of the same technology, in "intelligent modern system design", and leads to new insights, strengthening of the economy of the 2 Seas area, supporting innovation, research and cooperation, and to the enrichment of human capital (lifelong learning).

Budget

592 595 € (100% ERDF)

Duration

18 months: 01/03/2014 – 31/08/2015

Cluster event

Industry 4.0 talks!

organised in Ghent in October 2014

2 Seas Magazine

"Industry 4.0", "Internet of Things", "Green Automation", "e-Health", "e-Learning", towards an evolution or revolution in MODern SYstem DEsign?

published in November 2014



Results:

Consolidation of project results

A number of key enabling technologies for the future Industry 4.0, Internet of Things, e-Health, etc., have been identified within the **I-Mosyde** cluster: (Wireless and mobile) data communication, robustness and diagnostics in networks, HMI – Human Machine Interface, e-Learning, assistive technology and e-Health, integrated design, embedded systems and controllers.

The I-Mosyde has disseminated and reported on technological/scientific conclusions. The beneficiaries and policy makers will be provided with a roadmap on the selected topics for the following years in order to make longer term policies.

Further development

Phase 2 will produce “a peek into the future” with concrete pilot plants and a joint final report that clusters the results, and will identify new technological, research and educative challenges for the future. This will be based upon 3 items:

- **Wireless and mobile wireless technology** used for example in industrial automation and control, and in visualization for the end user (human-machine interface (HMI) for assistive technology, e-Health, automation).
- The “**Internet of Things**” (also sometimes called Industry 4.0, Smart Factories, e-Health) will not only need more and faster data communication but also **extensive diagnostics and robust EMC compatible design**. The partnership will jointly improve the electronic designs done by the other partners in the different projects.
- **Integrated design for embedded control.** From Research & Development to (production) program code generation for the appropriate hardware target, in the future all will be done in one integrated software environment. This combines control, data communication for connecting sensors, actuators and HMI, and diagnostics.

Partnership:

The consortium consists of

Seven formal partners :

KAHO Sint-Lieven (Lead Partner), Hogeschool West-Vlaanderen, Groupe HEI-ISA-ISEN, University of Greenwich, University of Sussex, Technische Universiteit Delft, (6 research organisations); and a business support organisation, Voka - Kamer van Koophandel Oost-Vlaanderen (which is no longer part of the cluster in phase 2).



Taste2Seas

Towards Sustainable and Tasty Food in Europe

THEME

Applied research, innovation and business Support

Website: www.taste2Seas.eu



Several 2 Seas projects focusing on food-related themes joined the **Taste2Seas** cluster: **Fish and Chips**, **Mecagr02**, **2Seas-Trade** and **Swap Now**.

The aim of the Taste2Seas cluster is to improve the overall "experience of food" in the 2 Seas area and to work more specifically on:

- **Process Innovation:** towards more sustainable production methods, guaranteeing food and nutrition security, delivering fresher, healthier and tastier local produce to consumers.
- **Supporting local economies:** giving consumers access to local produce and meanwhile reducing the carbon footprint and producing a regional brand.
- **Food waste reduction:** innovative ways of handling food waste and by-products. Various environmental benefits can be gained by developing appropriate sensitizing actions.
- **Consumer education and awareness** through alternative education models.

Budget

694 928 € (100 % ERDF)

Duration

18 months: 01/02/2014 - 31/07/2015

Cluster event

Towards Sustainable and Tasty Food in Europe
organised in Roeselaere in November 2014

2 Seas Magazine

Towards Sustainable and Tasty Food in Europe
published in February 2015



Results:

Consolidation of project results

The Taste 2Seas cluster tackled the diverse aspects of the food chain, from production, to distribution and consumption and will help the food and drink industry:

- Pursuing solutions to the challenges of changing landscapes, sustainable production processes and healthier production.
- Proposing new and innovative models for local products as well as industrialised food.
- Developing innovative approaches to educating consumers about food and how products are produced.
- Identifying the challenges to face to ensure a sustainable, tasty and healthy future.

Focusing on the topic '**tasty food & sustainability**', the **Taste2Seas** cluster highlighted the clear issue for food products to enter a (foreign) market successfully is its aroma properties and overall consumer acceptability.

The **Taste2Seas** partners will improve knowledge transfer, collaboration and communication – towards consumers, but also towards companies. Knowledge centres/universities, as well as businesses and public authorities are involved in the cluster, a triple helix model helping to disseminate its results to a very diverse food-related network.

Further development

During the phase 2, the **Taste2Seas** cluster is aiming at helping food producers to understand consumer behaviour and expectations, how to use cutting edge research techniques in order to innovate and develop better products, and how to communicate on the relevant features of their product.

To measure the impact of labelling and organoleptical food quality criteria on consumer behaviour, and to disseminate the results, the **Taste2Seas** cluster aims at developing a **digital hub** that gathers the different initiatives and expertise while executing 2 to 4 test cases. Pilot tests could be done on products that are typical for the cluster regions.

Therefore, the main aim is to **build bridges between higher education institutions, industry, small producers and the consumer (triple helix)**; as well as building bridges between the different levels of **research**.

Finally, this is will be done by linking up the **sensory testing & marketing analysis** to identify the combined effects of labeling (local foods, sustainable foods etc) on the success of businesses and ways to improve current performance through modelling.

Partnership:

The consortium consists of

Eight formal partners :

Vlaams Huis van de Voeding vzw (Lead Partner), ZLTO: Zuidelijke Land- en Tuinbouw Organisatie, IMOG, KAHO Sint-Lieven , ICAM, Groupe HEI-ISA-ISEN, University of Exeter, Kent County Council.

Two additional partners will join in phase 2 :

Nausicaa (former associated partner) and Universiteit Gent.

And another six associated partners :

Produced in Kent, Nausicaa, Flanders Food. Kids University for Cooking*, South West Food* & Drink, Somerset County Council*, Boerenbond vereniging voor projecten*.

One additional associated partner will join in phase 2 :

Vives Hogeschool.

*Phase 1 only



Website: www.creatinginclusion.eu



The **ACDC** cluster consolidates results and methods developed by the **Dignity in Care** and **IC MUSIC** INTERREG 2 Seas projects.

The **ACDC** cluster aims to reduce social isolation and exclusion, helping practitioners in charge of the targeted populations (young people with physical and learning disabilities and seniors) to better understand the situation and needs of their beneficiaries.

The ACDC cluster activities are developed through creative engagement, helping socially isolated people enhance both their participation and contribution to society. The partners research the knowledge gap of practitioners dealing with these beneficiaries and want to improve skills of these practitioners

Altogether, the objectives are to work with beneficiaries to understand their world, to know and understand social exclusion, learn from each others' experience of alleviating social isolation and devise a training method.

Budget

615 614 € (100 % ERDF)

Duration

18 months: 01/01/2014 - 30/06/2015

Cluster event

ACDC conference: Arts, Crafts & Dignity in Care 'Creating inclusion'

organised in September 2014 in Ghent

2 Seas Magazine

ACDC: Arts, Crafts & Dignity in Care 'Creating inclusion'

published in August 2014



Results:

Consolidation of project results

The cluster showcased the results by using an interactive and creative approach giving delegates a real insight to problems encountered by the socially excluded.

The **ACDC** partnership has combined all its experiences to devise a new transferable method of working with beneficiaries which can be used to train artists, through the development of a new training. These activities offered a more empathetic approach to work with the socially isolated, based on a better understanding of the beneficiaries' needs.

The **ACDC** cluster has explored the physical and mental barriers that face those in isolation, by organising study visits to study the methods the partners currently use to alleviate social isolation. The partners devised a new training method for professionals and a resource pack for practitioners.

Further development

The partnership will then test and evaluate the method in **three different sessions** with three different groups of end beneficiaries. All training sessions are open for artists from all countries, according to their interest in the specific group of end beneficiaries. The partnership efforts will be used to engage as many people as possible in **training activities and art sessions**.

There will be a **training of 24 artists and 50 practitioners** (mainstreaming the results of the training) and the development of the skills of the artists and practitioners on the job sessions with the end beneficiaries.

Partnership:

The consortium consists of

Five formal partners :

ZorgSaam Zeeuws Vlaanderen (Lead Partner), Superact!, La Cave Aux Poètes, East Dorset District Council, sTimul: zorg-ethisch lab vzw.

And another associated partner :

The research Partnership (SME).

6 other associated partners joined the partnership in phase 2:

The Laurels, Woonzorggroep GVO, Netwerk / centrum voor hedendaagse kunst, Leielandscholen, AZ Groeninge and HZ University of Applied Sciences.

Website: www.snapblog.org



The **SNAP** cluster brings together 2 INTERREG IVA 2 Seas projects: **CAFTA** and **DNA**.

The main aim of the **SNAP** cluster is to strengthen, develop, pilot and sustain activities to resolve area based community safety issues and social exclusion by engaging, involving and giving ownership to residents.

It aims to tackle some of the well known causes of social exclusion: drug and alcohol misuse; crime and fear of crime; anti-social behaviour; social isolation, stigma, and a loss of community spirit. The shared ethos of **SNAP** partners puts residents at the heart of decision making when looking to tackle these causes.

By engaging residents and involving them in their communities, the cluster brings people together and gives them a shared purpose tackling social exclusion through community inclusion.

Budget

344 420 € (100 % ERDF)

Duration

18 months: 01/10/2013 - 31/03/2015

Cluster event

Drugs & Alcohol: A Community Approach
organised in Antwerp in May 2014

2 Seas Magazine

SNAP: Safer Neighbourhoods Approach
published in October 2014



Results:

Consolidation of project results

The partnership has brought together partners with similar approaches and target groups valorising the achievements of the 2 Seas projects, to share learning & exchange best practice on the following topics:

- **Resident led community safety interventions including those linked to drugs & alcohol;**
- **Targeting & measuring community health & well-being;**
- **Community engagement, involvement and ownership;**
- **Engaging & informing young people**

Further development

The cluster will develop **3 pilot activities** (one per cluster partner city). Pilots aim to have an impact on social exclusion and drug- and alcohol- related crimes and anti social behaviour. The main aim will be to **scope out the feasibility of these new projects, as all pilots will include activity delivery.**

The SNAP phase 2 will also provide the opportunity to document and discuss the cluster's long-term impact. A **sustainability plan** will be produced in the format of a report which will concretely look at each CAFTA and DNA activities and show how each of them has made a sustained change. This will include **impacts on policy or practice** as well as sustaining the project itself.

Partnership:

The consortium consists of

Four formal partners :

Brighton & Hove City Council, Stad Antwerpen, Gemeente Rotterdam, CISO (centrum voor informatie en samenlevingsopbouw).

And another three associated partners :

Agglomération du Calaisis, Free Clinic, and Medway Council.



STEPS

Soft skills Training Enabling Progression and Sustainability

Website: [Visit 2 Seas website](#)



The **STEPS** cluster draws together 8 partners who have previously been involved in two INTERREG 2Seas projects, **Succes** and **iLaebor**.

The **STEPS** cluster promotes initiatives in the field of social inclusion by allowing the successful use of soft skills training. This enables beneficiaries to develop personal and work based skills necessary to access the labour market, further education, volunteering and self-employment.

The aim of the **STEPS** cluster is to determine the most appropriate and successful methods to engage, support and upskill different target groups of unemployed people, through soft skills development.

The cluster provides a key moment to improve mutual learning and understanding of the impact of soft-skills and other client centred approaches at cross-border level. The **STEPS** partnership approach consolidates, valorises and supports dissemination of the soft skills achievements and successes in each of the projects.

Budget

548 140 € (100 % ERDF)

Duration

18 months: 01/03/2014 – 31/08/2015

Cluster event

[Unlock human capital - invest in soft skills](#)
organised in Lille in November 2014

2 Seas Magazine

[STEPS: Soft Skills | Training | Enabling |](#)

[Progression & Sustainability](#)

published in November 2014

Video

[Soft Skills development and training to the European labour market](#)



Results:

Consolidation of project results

The **STEPS** cluster has been successful in **raising awareness of the importance and benefits of investing in soft skills development** with a wide range of stakeholders including; employers, practitioners, training providers, educational professionals, employer support groups and consultants. The partners have found however, that whilst there is an appreciation for the benefits in soft skills development, there is still a **lack of investment** in these vital competencies - particularly within the sphere of employers/business.

The **STEPS** cluster has also learned that how the message of the importance of soft skills development is communicated to employers needs a different marketing approach, in order to strike a chord with their needs and challenges. The activities developed by the **STEPS** partners have highlighted the evident gap between employers understanding and being convinced of the benefits of soft skills for their workforce and actually making a leap to invest in them.

STEPS has also begun to form a new network - soft skills alliance (SSA)- to identify in greater detail why this is the case and start to address these issues.

Further development

The **STEPS** cluster will then formulate concrete actions to solve the competence gaps identified in Phase 1. The principal aim of the **STEPS** cluster will be to transform the current level of awareness of the importance of investment of soft skills into securing a commitment from employers and the education sector to **recalibrate their approach** to soft skills, investing more heavily in this area. These include working to achieve a closer working relationship between the education and private/public sectors, access to funded training for SMEs and micro businesses and the reduction of youth unemployment.

The aim of the **STEPS** cluster will be to create a **central project toolkit**, which will be comprised of the 3 most fit-for-business-use tools from the **STEPS** current portfolio of resources among the partnership, tested within three businesses per region, namely 21 in total.

This **small-scale piloting** will provide demonstrable evidence of the successsoft skills training, and would potentially be able to form the foundation of a new future project.

Partnership:

The consortium consists of

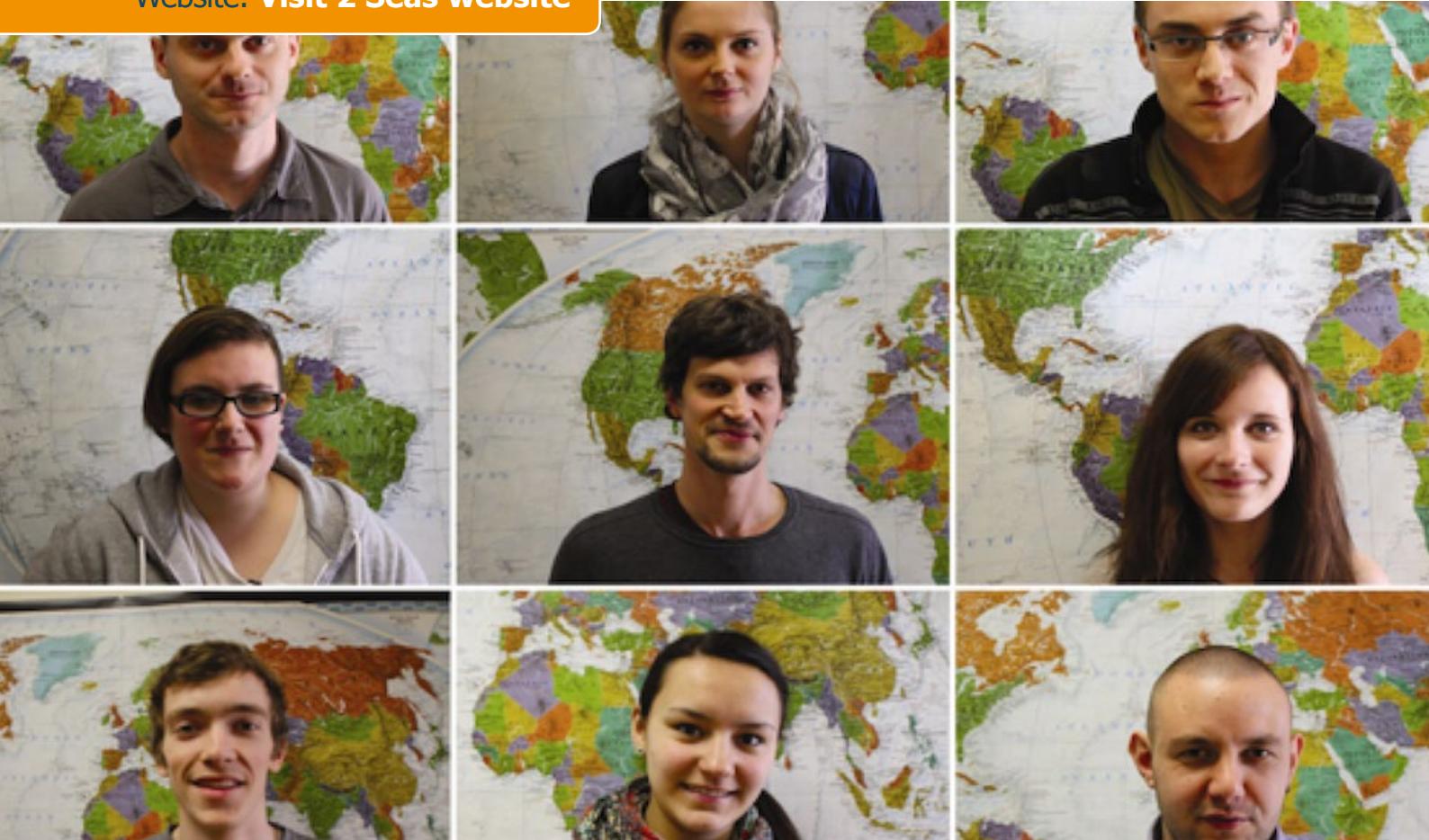
Nine formal partners :

Medway Council (Lead Partner), Mentor, OCMW Kortrijk, Maison de l'initiative de Grande Synthe and Community Connections, Syntra West, Scalda and Pro work, Plymouth College of Art.

And another three associated partners :

Norfolk City Football Club Study Centre, The Learning Machine and PETROC.

Website: [Visit 2 Seas website](#)



The **YES!** Cluster brings together 3 INTERREG IVA 2 Seas Projects (**GAPS**, **iLaebor** and **VillaCrossMedia**), which have proposed different, but complementary approaches to help young people at distance from the labour market acquire professional and social skills.

The aim of the **YES!** cluster is to promote initiatives in the field of social inclusion, which enables a higher employability of young people. The consortium aims at valorizing initiatives for modernizing labour markets by facilitating labour mobility for all and to encourage the development of skills throughout lifetime. The partners propose cross-border mobility (for internships, jobs or volunteering purposes) and innovative learning materials to help young people acquire non-formal learning skills.

Budget

589 783 € (100 % ERDF)

Duration

18 months: 01/11/2013 - 01/05/2015

Cluster event

[Youth Empowered By Skills](#)

organised in Roubaix in June 2014

2 Seas Magazine

[YES ! Youth Empowered By Skills](#)

published in October 2014



Results:

Consolidation of project results

The partners have first confronted their tools and created a model (**YES! Model for youth Empowerment**) they believe will help to **fight against youth unemployment in the 2 Seas area** and which would have great impacts if fully implemented.

The **YES!** cluster has developed a coherent set of tools to train, coach, guide, orient and offer mobility opportunities to unemployed young people as an alternative way to formal education. It will **ease the transition to the labour market**. These different tools are available in the 2 Seas publication.

Further development

The partnership will provide an opportunity to adapt the tools in each organisation and to create an important handbook on how to adapt them in different organisations, and how to share them with other structures from their networks. Through phase 2, the YES! cluster will intend to provide 3 kinds of outputs:

- A **user's guide** where all guidelines are put together;
- Videos for every tool that would ensure a **dynamic presentation of the methodology** and which are the best way to show the know-how of mentors working with NEET. The aims are to illustrate the methodology and make it attractive to show concrete examples to young people.
- Build-up **resource-organisations on the territories with deep knowledge** of the tools and able to share them with interested organisations on the territories.

Partnership:

The consortium consists of

Five formal partners :

ADICE (Lead Partner), Stichting Kenniscentrum Pro Work, Syntra West vzw, Community Service Volunteers Media Clubhouse, Scalda Stichting voor middelbaar beroepsonderwijs en volwassen educatie.

And another associated partner :

Howest University College,
which becomes formal partner in phase 2.



Eco²Mobility

**Mobility for Economy,
Mobility for Environment**

THEME

**Accessibility
of the Area**

Website: <http://eco2mobility.pasdecalais.fr>



Eco²Mobility brings together partners from the 2 Seas projects **BFC** and **CBOOPSD**, and other INTERREG projects like NISTO, CARMA, CYCLE WEST, GREENWAYS and ACCESS FOR ALL, who have a significant amount of practical knowledge and experience in the subject of sustainable transport.

Ecomobility refers to the ability of individuals to travel by alternative modes to the private car (walking, cycling, public transport, car sharing) in an environmentally friendly, safe and healthy way.

The **Eco²Mobility** consortium is committed to improving accessibility to services and resources by taking into account 3 target audiences, adapting the information to their needs and raising awareness of Ecomobility: Youth, Economically Disadvantaged People and Tourists.

Budget

248 344 € (100 % ERDF)

Duration

12 months: 01/01/2014 - 31/12/2014

Cluster event

New levers of change

organised in Aire-sur-la-Lys in September 2014

2 Seas Magazine

New levers of change

published in December 2014



Results:

Consolidation of project results

Eco-mobility awareness adapted to the target audiences has been the major goal of the **Eco²Mobility** cluster. The definition of the relevant approaches and the specific actions selected mainly comes from the input of behavioural science. The **Eco²Mobility** cluster was seeking to **overcome individuals' mental inhibitions in terms of encouraging change**.

3 workshops were organised, focusing on one of the three target groups: Mobility and inclusion; Ecomobility and tourists; Ecomobility and youngs. Their conclusions were strengthened and showcased during a final event (New levers of change). This was an opportunity to offer policy-makers and stakeholders the opportunity to learn about new approaches to behavioural change and understand how to implement them.

By providing a framework for cross-border thinking, underscoring the differences in both favoured travel modes and the public approaches adopted to support them, Eco²mobility has highlighted the need to offer all citizens, and in particular the younger generations, an "education" on sustainable mobility.

A Best practice guide was produced to encourage the dissemination of the actions identified as tailored to each of the 3 user publics targeted by the cluster. **This best Practice Toolkit was published in September 2014 and is now available online.**

Partnership:

The consortium consists of

Eight formal partners :

Pas-de-Calais County Council (Lead Partner), Mobiell 21, Strichting NHTV Internationale Hogeschool Breda, Kent County Council, Boulogne Développement Côte d'Opale, Plymouth University, Agence d'Urbanisme et de Développement de la Région de Saint-Omer (AUDRSO), Communauté d'Agglomération du Boulonnais.

And another nine associated partners :

Province of West Flanders, Province of East Flanders, Municipality of Eindhoven, Pas-de-Calais Tourisme, CA de Saint-Omer, Norfolk County Council, Hampshire Country Council, CycloPark and Province Noord-Brabant.



PAC2

Promotion of multimodal connectivity and enhancement of landside & seaside accessibility

THEME

Accessibility
of the Area

Website: www.pac2.eu



The **PAC 2** cluster will capitalise on the 2 Seas projects **PATCH** and **C2C** by pooling their resources, experience and expertise on multimodality for Small and Medium-sized ports (SMPs) and prepare future improvement in the 2 Seas transport network (road, rail, inland waterways, port infrastructure)

The **PAC2** cluster will capitalise on transport projects to raise awareness of best practice and development potentials for multimodal connectivity in the 2 Seas Small and Medium Sized (SMPs) ports.

It also aims to trigger follow-up activities that enhance landside & seaside accessibility, enabling the Programme area to support a truly integrated internal market and thrive on the global scale.

Budget

573 200 € (100 % ERDF)

Duration

18 months : 01/03/2014 – 31/08/2015

Cluster event

Small & Medium Sized Ports as hubs for Smart Growth and Sustainable Connectivity
organised in Brugge in November 2014

2 Seas Magazine

Small And medium sized ports as hubs for smart growth and sustainable connectivity
published in November 2014



Results:

Consolidation of project results

The **PAC2** partnership has identified 4 new connectivity challenges inside/outside the port in terms of low carbon/resource efficiency/innovation/regional economic development.

By establishing cooperation between ports and key stakeholders, the **PAC2** cluster pinpointed that nowadays Small and Medium Sized (SMPs) ports need to respond to changing economic/transport environments, emerging market trends, new policies and demand for more eco-friendly and sustainable processes and infrastructure in harbours.

The **PAC2** cluster will enable the Small and Medium Sized Ports (SMPs) to lay stronger foundations in their effort to become more efficient hubs for smart growth and sustainable connectivity in the 2 Seas area.

Further development

PAC2 specific objective will be to conduct technical studies and test novel technologies that adapt existing port infrastructures and operations and optimise inner & outer port connectivity, addressing the (low carbon, innovation, resource efficiency and regional economic development) challenges identified and building on the previously established cooperation between ports and concerned stakeholders.

During phase 2, **PAC2** will implement 4 small-scale activities to tackle the connectivity challenges inside & outside the port:

- **Expertise on multimodal connectivity for SMPs:** Analysis of the funding options to bring forward actions/investments prepared by **PAC2** phase 2 technical researches
- **Respond to the inner port "low carbon, resources efficiency challenges":** preparation of **logistical & feasibility plans** related to investment in energy production/efficiency, as well as port sustainable reconfiguration to serve the renewable energy industry.
- **Respond to the Outer ports "Low carbon innovation, regional economic development" challenges:** Development of complementary **low carbon logistical solutions** to achieve **greener shipping** (report on scrubber waste management and technical specifications for shore-to-ship electric power).
- **Engagement with relevant stakeholders** to ensure the delivery and follow-up of the **PAC2** activities.

Partnership:

The consortium consists of

Nine formal partners :

Autonomo Gemeentebedrijf Haven Oostende (AGHO) (Lead Partner), Port of Zeebrugge MBZ, Provinciale Ontwikkeling-smaatschappij West-Vlaanderen (POM West Vlaanderen), Thanet District Council, Portsmouth International Port, Newhaven Port and Properties Ltd, Dover Harbour Board, CCI Côte d'Opale (Port de Calais) and Zeeland Seaports.

In phase 2 :

Zeeland Seaports and Suffolk Chamber of Commerce.

And another associated partner :

British Chamber of Commerce in Belgium

SU-PORTS

Sustainable ports

Website: www.sustainable-ports.eu



The **Su-Ports** cluster brings together partners from the 2 Seas projects **Yacht Valley** and **TRANSCOAST**, and the France (Channel) England project **Merific**. In these projects, the sustainable development and management of small port areas is a central issue. The common way to overcome these issues is to make use of innovative solutions and to involve businesses and other users.

Su-Ports consolidates, showcases and valorises the results of involved projects and explore future gaps in local knowledge regarding the opportunities and (innovative) applications of optimizing the sustainable development and management of (small) ports areas. The cluster further explores how to create sustainable and future-proof port areas.

Budget

594 250 € (100 % ERDF)

Duration

18 months: 01/02/2014 - 31/07/2015

Cluster event

Sustainability in small ports

organised in Hellevoetsluis in September 2014

2 Seas Magazine

SU-PORTS: Sustainable Ports.

published in November 2014



Results:

Consolidation of project results

The cluster has first realised a series of studies on how to make local port areas comply with the needs of sustainability and environmental innovation, and more specific regarding:

- **Carbon reduction
(renewable energy and energy efficiency)**
- **Climate change**
- **Waste**
- **Accessibility**

The results of the workshops in Falmouth and Colchester (UK), in Veere (NL) and the Inventory about the sustainability of the participating ports delivered has enabled the partnership to identify gaps and opportunities development and management to create sustainable and future-proof small areas.

Further development

The **SU-PORTS** cluster will aim to further develop sustainable future oriented (small) port areas with respect for ecological, economical and social interests in the specific partner areas. The specific objectives for Phase 2 are:

- To **develop local strategic action plans** and explore the milestones of a short- and long-term planning framework to transform local port areas into a sustainable, innovatively maintained environment for working, leisure and living.
- To explore aspects such as Energy (Renewable and Efficiency) and Climate Change (Safety), regarding sustainable future applications and project plans in ports.
- To **increase the awareness of SMEs** (marinas, nautical industry, Leisure companies), users (boat owners) and inhabitants to start acting sustainable,
- To realise small scale pilots to test the impact to increase the support for projects and to accelerate the realization of projects to adapt to climate change and carbon reduction.

Partnership:

The consortium consists of

Six formal partners :

Gemeente Hellevoetsluis (Lead Partner), Gemeente Veere, Cornwall Marine Network Ltd, Colchester Borough Council, Stad Blankenberge, CEREMA Nord Picardie.

And two associated partners:

Falmouth Harbour Commissioners and a French institute for maritime and inland waterways (CETMEF)

And another associated partner in phase 2:

Cornwall Council (owner of the Port of Truro)

BERISUAS

BETter Response and Improved Safety through UAS

Website: <http://www.mirg.eu/berisuas/>



The **BERISUAS** cluster draws together expertise from two IN-TERREG 2 Seas projects **3i** and **MIRG-EU**.

The Channel, the North Sea and the river Scheldt are notorious for their busy shipping lanes. Every day, hundreds of vessels navigate through these, sometimes tricky, waters.

The **BERISUAS** cluster aim is to increase maritime safety by an improved and safer response, incorporating Unmanned Aircraft technology in the decision making process of the response organizations.

To do so, the **BERISUAS** cluster includes providing Fire and Rescue Services an additional service and technology capabilities of reducing casualties and economic/environmental damage caused by incidents and to guide the research efforts within European Universities and SMEs active in UAV technology for use in incident response.

Budget

582 816 € (100 % ERDF)

Duration

18 months : 01/04/2014 – 30/09/2015

Cluster event

[How can UAVs be used for better response and improved safety at sea?](#)

organised in Woensdrecht in November 2014

2 Seas Magazine

[Teaming up with UAVs](#)

published in December 2014



Results:

Consolidation of project results

The **BERISUAS** partners have demonstrated that it is technically and economically feasible to significantly enhance the capabilities of emergency response at sea with an Unmanned Aircraft Vehicle (UAV). Using a UAV is much cheaper in cost/hour and the first images can be obtained faster and with lower risks. But **a lot of real life parameters remain uncertain** as showcased in the computer simulations.

The **BERISUAS** cluster has also developed **interfaces to present UAV intelligence to control centers**, assessing these developments in a practical setup. Finally, the work on sensors and safety systems needs to be validated in real test flights. All these activities have helped pave the road for actual implementation of UAV use for emergency response in the 2 seas area.

Further development

During the development phase, the **BERISUAS** cluster aims to validate the expected added value and feasibility of using UAV in maritime response by having a **simulated incident**.

This **real life test** will provide realistic and crucial insights on how UAV actually increase safety in the 2 seas area. The use of innovative technology will not only develop high tech activities in the area, but will **improve the safety of the coastal areas** by making more accurate decisions in the event of incidents. The expected result is a **benchmark proof of concept** of how to improve safety in maritime areas with new technology.

As such, the **BERISUAS** cluster will develop this small scale but real life disaster scenario by involving real-world tests of a UAS and sub-systems relevant to emergency scenarios at sea. The test results will lead to:

- **scientific publications** about the flight safety systems, while the simulated disaster will be published in Professional Magazines
- All test flights will also be covered visually, with online videos.

Partnership:

The consortium consists of

Seven formal partners :

DELFT University of Technology (Lead Partner), University of Southampton, Rewin Projecten BV, Veiligheidsregio Zeeeland, Brandweer Gent, Unmanned Aviation Solutions bv, Ensta Bretagne.

And nine associated partners :

Firebrigade of Rotterdam Rijnmond, Firebrigade Midden en West Brabant Municipality of Woensdrecht, Dutch Association for Remotely Piloted Aircraft Systems, Province of West Vlaanderen, Firebrigade of Antwerp, UNOSAT, Telecom Bretagne, Kent Police.



PRiME-C

Partnering for Risk Management and Engagement on the Coast

Website: <http://prime-c.net/>



The PRiME-C cluster draws together nine INTERREG projects: six 2 Seas projects (**CC2150, C-SCOPE, RINSE, ARCH-MANCHE, FUSION, TRANSCOAST**) and three others being funded by other ETC Programmes (IVA France-Channel England – **LiCCo**; IVB North West Europe – **GIF-T**; IV C – **NOSTRA**).

The PRiME-C partners recognise that coastal zones are under continuous and increasing pressure on account of population density and the wealth of coastal resources.

Many sectors are competing within this vital space while experiencing stalled socio-economic growth. In addition, the 2 Seas area is being impacted by coastal and climate change and their associated risks (such as rising sea levels, extreme weather, flooding and changing habitats).

The PRiME-C cluster aims to achieve more effective and efficient risk management decision-making and policies across the 2 Seas area by consolidating, valorising, and building upon the partner's experience within the context of Integrated Coastal Zone Management (ICZM).

Budget

298 170 € (100 % ERDF)

Duration

10 months: 01/01/2014 – 31/10/2014

Cluster event

Our Dynamic Coast

organised in Canterbury in September 2014

2 Seas Magazine

Partnering for Risk Management and Engagement on the Coast.

published in September 2014



Results:

Consolidation of project results

Integrated Coastal Zone Management (ICZM) principles suggest that if these experiences were consolidated and best practices adopted holistically then the 2 Seas area will be better placed to reduce its exposure to risks and increasingly realise opportunities.

By focusing their activities on promoting a cooperative approach integrating academic, public and private sector expertise in risk management and engagement, the **PRiME-C** partners have exchanged valuable practical knowledge in different topics of **environmental risks, socio-economic planning and engaging stakeholder networks** including policymakers, governmental bodies, spatial planners, businesses, thematic experts and communities.

From this preliminary activity, the **PRiME-C** partners have established three thematic areas of best practice: **Environmental Change, Adaptive Planning and Participatory Engagement**. Using their expertise and networks through exchanges, partners have shared current tools and techniques available across the 2 Seas area.

PRiME-C partners have recognised and highlighted that coastal zones across the 2 Seas area are under **similar pressures from environmental, social and economic changes**, a clear need for improving access, awareness and transferability of results, tools and outputs to **better integrate and unify risk management practices** across the maritime border is essential to achieve more effective cross-border risk management in the context of Integrated Coastal Zone Management (ICZM).

Partnership:

The consortium consists of

Eight formal partners :

Kent County Council (Lead Partner), Stichting Dienst Landbouwkundig Onderzoek, Provincie West-Vlaanderen, Conseil Général du Pas de Calais, Université Lille 1, Hampshire & Wight Trust for Maritime Archaeology, Environment Agency and Norfolk County Council.

And another two associated partners :

Gemeente Schouwen-Duiveland and Greening the Gateway Kent and Medway.

SE FINS

Safeguarding the Environment From Invasive Non-Native Species

Website: www.sefins.eu



The **SE-FINS** cluster draws together expertise from two 2 Seas projects **RINSE** and **MEMO**, it also builds upon experiences from the INTERREG IVA grensregio Vlaanderen - Nederland project **INVEXO**.

The **SE-FINS** cluster focuses on reducing the impact of invasive non-native species (INS) on native biodiversity in the whole 2 seas area, and predicting the impact of new INS that are likely to arrive in the near future.

The **SE-FINS** consortium aims at conducting a joint update of species targeted. It also reviews the communication tools that have already been developed by the projects, assessing the effectiveness of these tools and producing guidance on the most effective methods to communicate the risks and impacts associated with INS to different target audiences.

Budget

598 891 € (100 % ERDF)

Duration

18 months: 01/03/2014 – 31/08/2015

Cluster event

[Bridging the Gap: Working together to tackle invasive non-native species in Europe](#)
organised in Norwich in September 2014

2 Seas Magazine

[SE-FINS: Safeguarding the Environment from Invasive Non-native Species](#)
published in December 2014



Results:

Consolidation of project results

The **SE-FINS** cluster has developed tools to reduce the risk of spread of invasive non-native species (INS); to examine complementarities of the RINSE and MEMO projects and to identify common themes such as '**Knowledge Transfer**' and '**Citizen Science and Awareness Raising**' themes, gaps, synergies and areas for future work.

As a part of this process the **SE-FINS** cluster partners have disseminated the results of shared best practice and lessons learnt, identified gaps in our current knowledge, and highlight the key actions required to fill these gaps. One of the key conclusions was that **estuarine areas represent a gap in current work on INS and are also highly vulnerable**.

Further development

During phase 2, the **SE-FINS** cluster will fill the highest priority gaps in the current knowledge relating to invasive non-native species (INS) in estuaries and **develop new tools and techniques to improve their management**. This will be delivered through 3 work packages:

- **Improvement of the availability and quality of data** on the occurrence of INS in estuaries and make it easier to share data across the 2 Seas area.
- Identification of the risks posed by a number of existing and potential INS in estuaries across the 2 Seas area, and suggests and **pilot novel techniques**.
- **Increase of the awareness of the impacts** of invasive non-native species (INS) in estuaries and the steps that can be taken to prevent their introduction and spread amongst key stakeholders and assess the efficacy of the different approaches used.

A fourth Work Package will evaluate the **efficacy of Phase 2 measures**. All of these activities will ensure the delivery of concrete results using a cross-border and collaborative approach.

Partnership:

The consortium consists of

Five formal partners :

Norfolk County Council (Lead Partner), Eigen Vermogen Instituut voor Landbouw en Visserij (EV ILVO), Nederlandse Voedsel-en Warenautoriteit, Eigen Vermogen van het Instituut voor Natuur – en Bosonderzoek (EV INBO), Centre Permanent d'Initiatives pour l'Environnement (CPIE) Val D'Authie.

And another seven associated partners :

EURISY, Stichting Het Zeeuwse Landschap, Natuurnomonumenten, Animal and Plant Health Agency, Vlaams Instituut voor de Zee, Centre Permanent d'Initiative Environment(CPIE) Flandre Maritime, Dedham Vale AONB & Stour Valley Project (hosted by SuffolkCC).

PROXIMITY

**Supporting businesses and volunteers
to attract near-by tourists in the 2 Seas Region**

Website: [Visit the 2 Seas Website](#)



The **PROXIMITY** cluster brings together four tourism INTERREG 2 Seas projects: **SusTRIP**, **Greet**, **CAST** and **Balance**.

The aim of the **PROXIMITY** cluster is to increase and enhance the near-by tourism market in the 2 Seas area.

The **PROXIMITY** cluster supports and empowers tourism providers, in the private and volunteer sectors, to develop innovative and sustainable products and services that can be marketed specifically to the near-by tourism markets. This capitalises on the resident population of the region encouraging repeat as well as new visitors.

The **PROXIMITY** partnership builds upon the cross border learning that will help businesses and volunteers maximise near-by tourism.

Budget

554 028 € (100 % ERDF)

Duration

18 months: 01/01/2014 - 30/06/2015

Cluster event

Business event

organised in Ashford in April 2014

Greeters Event

organised in Calais in June 2014

2 Seas Magazine

Why travel further?

published in October 2014



Results:

Consolidation of project results

PROXIMITY partners have focused on knowledge exchange where they could help tourism providers in the 2 Seas area to understand the opportunity presented by near-by visitors, who they were, how to attract them and how to develop a more locally distinctive tourism offer within in the 2 Seas area.

The **PROXIMITY** cluster has identified, through research and business engagement that the challenge for tourism providers was to **innovate their product and services to achieve and enhance the near-by tourism market in the 2 Seas area.**

Further development

The **PROXIMITY** cluster will pilot **new and different methods** for business innovation in order to develop locally distinctive products and services that meet the needs of near-by markets. Partners will **test tools** including service design, creative collaboration, training and e-learning platforms for enabling businesses to transfer the knowledge and evidence into profitable business opportunities.

The **PROXIMITY** cluster will deliver in phase 2 new solutions for **business engagement and product development** through two key tangible outputs:

- A **cross-border bank of locally distinctive business opportunities** for the near-by markets, resulting from the pilots delivered.
- A cross-border evaluation to assess which methods are effective in supporting tourism providers, stimulating innovation and developing new products, services and packages for the 2 Seas area.

Partnership:

The consortium consists of

Nine formal partners :

Kent County Council (Lead Partner), Visit Kent, Responsible Travel (SME), ADRT Nord, ADRT Pas-de-Calais, CRT Nord-Pas de Calais, Westtoer, HZ University of Applied Sciences (NL), Norfolk County Council.

And another two associated partners :

Dedham Vale (AONB) and Stour Valley Project and Suffolk Coast and Heaths AONB (Suffolk County Council); N.V. Economische Implus Zeeland.

In phase 2, 2 new associated partners are part of the PROXIMITY Cluster :

Broad Authority and Responsible Travel (previous formal partner).



TOURFISH

Tourism for Inshore Fishing,
Food and Sustainability

THEME

Sustainable
Tourism

Website: www.gre.ac.uk/gmi/tourfish



The **TOURFISH** cluster brings together expertise from two 2 Seas projects: **GIFS** and **Fish and Chips** and facilitates exploration of the idea of Responsible Tourism.

The aim of the **TOURFISH** cluster is to develop new business opportunities in agro-food, tourism and fisheries.

The aim of the cluster is to valorise the existing 2 seas projects by discussing opportunities for regeneration through food, branding, inshore fisheries and tourism with a wide diversity of stakeholders.

TOURFISH explores opportunities for a new economic development of coastal areas through developing new opportunities for Responsible Tourism and sustainable development along the coast and in the towns and countryside of the 2 Seas area.

Budget

598 128 € (100 % ERDF)

Duration

18 months: 18/11/2013 - 16/05/2015

Cluster event

[Food, Fisheries and Tourism](#)

organised in Hastings in June 2014

2 Seas Magazine

[TOURFISH: Food, Fisheries and Tourism](#)

published in August 2014



Results:

Consolidation of project results

By making the socio/cultural contribution of small-scale fishing more visible, the **TOURFISH** cluster has helped to **promote synergies and joined up thinking between experts involved in fisheries policy development and other interested stakeholders.**

The **TOURFISH** cluster has engaged with fishers, policy makers and planners to ensure that:

- recommendations take on board the views of the industry and reflect fishers' knowledge and aspirations,
- potential in using food products and fisheries could be considered as agents of positive change in sustainable development and regeneration.

Further development

The phase 2 of the **TOURFISH** cluster will propose specific **pilot actions** where the principles of Responsible Tourism are translated into practice, which will include:

- The **walking cycling trail in Belgium**, broadening their activities to include opportunities offered by Responsible Tourism.
- The **development of a Responsible Tourism offer in Hastings**, as a result of the extensive fisher/farmer networks that exist there and the involvement of the local FLAG.
- The participation with Sidmouth Drill Hall through the **local regeneration in the area** (e.g. new product development, heritage regeneration, as implemented in Arnemuiden).
- The sharing of Middelburg expertise in **value chain analysis**.

Partnership:

The consortium consists of

Six formal partners :

University of Greenwich (Lead Partner), University of Brighton, Nausicaa centre National de la mer, Gemeente Middelburg, Vlaams Huis van de Voeding, and an English SME (Sidmouth Trawlers).

And another two associated partners :

ILVO-EV, Festival "L'Homme et la Mer".

CARELANDS

Carbon reduction in protected nature
and landscape areas

Website: www.care-lands.eu



The **CARELANDS** cluster aim is to consolidate, valorise and disseminate results of 5 INTERREG 2 Seas projects: **Natura People**, **STEP**, **MaxiGreen**, **Multifor** and **BALANCE**, especially regarding carbon reduction and the use of renewable energies in protected nature and landscape (rural) areas.

The **CARELANDS** cluster also aims to share understanding on how these precious areas can best contribute to carbon reduction and sequestration (mechanisms) in general and more specifically to the production of renewable energy and to explore what research, experimentation and investment is needed to make progress.

The **CARELANDS** partnership also identifies businesses who want to be engaged in carbon reduction.

Budget

599 350 € (100 % ERDF)

Duration

18 months: 01/12/2013 – 31/05/2015

Cluster event

Going Green: Carbon reduction through nature
organised in Grevelingen in June 2014

2 Seas Magazine

Going Green: Carbon reduction through nature
published in September 2014



Results:

Consolidation of project results

The **CARELANDS** cluster has identified the actions and best practices to reduce greenhouse gas (GHG) emissions in local areas from IVA 2 Seas projects and from other projects.

These activities have been developed through further research into three specific themes: **land management and biomass chains; changing transport modes and technology use to decrease energy use in buildings (new and old).**

Further development

The Carelands cluster will gain more insight into the possible options of carbon reduction and renewable energy generation in all partner areas and will explore the appropriate scale of different renewable energy applications in precious natural landscape areas. Also the role of local (tourism) businesses is taken into consideration and joint and local approaches will be developed regarding carbon reduction and the strategic deployment of renewable energies.

The activities foreseen will be:

- Joint research (draw from existing research) to consider the most important and effective ways that landscape and nature organisations can contribute to reducing GHG-emissions.
- Preparing (jointly and locally) to deliver activities identified in the 3 main themes: biomass, transport, buildings.
- For the land management theme undertake trials for harvesting, storing and conversion of heathland and woodland and other types of biomass in partners' areas for utilisation.
- Developing **concrete investment (local actions) and action plans** to be executed in the near future.

All the results (studies, reports) will lead towards the development of plans to realize carbon reduction and to find innovative solutions regarding renewable energy.

Partnership:

The consortium consists of

Seven formal partners :

Natuur- en Recreatieschap de Grevelingen (Lead Partner), Kent County Council (Kent Downs AONB Unit), Parkschap Nationaal Park De Biesbosch, Benego grenspark De Zoom - Kalmthoutse Heide, Provincie West-Vlaanderen, Vlaamse Landmaatschappij (VLM) and Royal Society for the Protection of Birds (RSPB).

Another associated partner will be involved in phase 2 :

Staatsbosbeheer.



SAFE ICE

Research, Innovation and
Business Support for a Low Carbon Economy

THEME

Low Carbon
Economy

Website: www.safe-ice.eu



SAFE-ICE brings together 5 INTERREG IVA 2 Seas Projects (**SISCO**, **ACE**, **FUSION**, **ECOMIND**, **INSPIRER**) and 5 other INTERREG projects who are all working in the low carbon economy.

The aim of the cluster is to develop a common understanding of what the low carbon economy is across the 2 Seas region, highlighting good practice in terms of research, innovation and business support.

A low carbon transition encompasses an individual business/building, business to business, and a wider business park approach, and from a market perspective involves the demand side (a push for resource efficient measures and tools) and the supply side (products and services that reduce environmental impact). Policy also needs to support the market and incentivise with appropriate legislation such as planning and building requirements.

Budget

654 263 € (100 % ERDF)

Duration

18 months: 01/10/2013 - 31/03/2015

Cluster event

Safe-Ice: for a Low Carbon Economy
organised in Antwerp in April 2014

2 Seas Magazine

SAFE ICE: Research, Innovation and business support for a low-carbon economy
published in May 2014

Video

SAFE ICE on You Tube



Results:

Consolidation of project results

The cluster consolidated the results with a further analysis through the partner networks (51,300 stakeholders).

The cluster has analysed the measures and tools applicable to individual businesses/buildings (such as building modeling, cost benefit calculations, energy monitoring, SME guidance), business to business (such as support mechanisms, forums, supply chain opportunities) and business park level (cooperative energy production, heat mapping, sustainable measuring instruments).

Market failures have been assessed, investigating how to increase business demand (e.g. increase resource efficiencies) and create business supply (e.g. access to finance, developing markets, etc).

Further development

The phase 2 will enable knowledge transfer and, as well as the testing and implementing of tools, experience and concepts, with and amongst all stakeholders through 5 workshops :

- **Sustainable Business Park Management Plans**
- **Community Heat Systems and Heat Maps**
- **Procurement and the demand for low carbon goods and services**
- **Resource Efficiency – effective measures for business change**
- **Routes to market and embedding the low-carbon economy**

Partnership:

The consortium consists of

Ten formal partners :

Hastings Borough Council (Lead partner), City of Ghent, Ghent University, West Flanders Intermunicipal Association, Business Support Kent CiC, DCMR Environmental Protection Agency, Camp C | Provincial Centre for Sustainable Building and Living, Kent County Council, Municipality of Schiedam and Littoral Habitat.

And another ten associated partners :

ECOPAL, Development Agency East Flanders (POM EF), Development Agency West Flanders (POM WF), GIP FCIP de Basse Normandie, New Anglia Local Enterprise Partnership (LEP), City of Arnhem, Environment Department (DMN), Province of Antwerp, National Energy Foundation (NEF) , Province of Gelderland, Intermunicipal Development of Kempen (IOK)

+ 2 new associated partners involved in phase 2:

Province of Gelderland and Intermunicipal Development of Kempen (IOK)

Website: www.boat-building.org



The **MHS** cluster brings together two INTERREG 2 Seas projects **Heroes 2C** and **TMS**; and also new relevant project partners which have been working for the preservation of Maritime Heritage.

The **MHS** cluster aims to capitalise on the preservation of traditional maritime skills in the 2 Seas area and on training programme packages for young and disadvantaged people.

The **MHS** partners wanted to strengthen its analysis towards the following actions:

- To review and adapt the training packages including traditional maritime skills (TMS) online tool through the collective work of the cluster partners.
- To ensure that the collective outputs are effectively communicated and through this communication bring trainees and employers together for mutual benefit across EU borders.
- to inform stakeholders about the future of the sector.

Budget

223 839 € (100 % ERDF)

Duration

9 months: 01/03/2014 – 30/11/2014

Cluster event

MARITIME HERITAGE SKILLS

organised In Ostend in September 2014

2 Seas Magazine

Maritime Heritage Skills

published in November 2014



Results:

Consolidation of project results

MHS partnership has been able to share valuable expertise and best practice towards the development of the cross border area. These activities consisted in:

- **Identifying synergies:** Gathering and sharing intelligence on current practice in the field of skills training for the maritime heritage sector.
- Sharing ideas for application and dissemination of **marine skills and recruitment opportunities across borders.**
- **Improving the offer:** Joint improvement of the existing training package to ensure its compatibility across borders.
- **Promote and demonstrate a new approach** to training and recruitment-matching without borders.

The preceding Traditional Maritime Skills project identified nearly a hundred separate boat building skills and created a free Virtual Learning Environment has been created for schools, businesses or everyone interested

By developing a system of sharing and certifying, the MHS cluster **strengthened its analysis** and has also prepared a record of maritime heritage skills for future use in education. One of the main output was the production of a first set of Training Instruction Plans (TIPs).

Partnership:

The consortium consists of

Six formal partners :

New Medway Steam Packet Company Ltd (Lead Partner), Provincie Zeeland, Vlaamse Dienst voor Arbeidsbemiddeling en Beroepsopleiding, Cornwall Marine Network Ltd., Stichting Cultureel Erfgoed Zeeland, Association Tourville.

And another three associated partners :

Historische Werf Rotterdams Welvaren (De Delft), Vzw De Steenschuit, MidKent College.



CONGREEN Together

Consolidation of green approaches for green sustainable and 'solid' communities with the focus on working together 'today' to create a green and sustainable 'tomorrow'.

Website: www.congreentogether.eu



CONGREEN Together capitalises on the results of 2 INTERREG 2 Seas projects **SWAP NOW** and **INSPIRER**, along with the expertise of the projects Envireo and Livinggreen Of the North-West Europe INTERREG Programme

The **CONGREEN** cluster aims to raise awareness for a greener sustainable environment with a high community involvement.

Large efforts must be undertaken to reorganize living conditions into sustainable cities, eco-municipalities and eco-villages. Conscious efforts have to be made to increase people's awareness of their impact on the environment. Involving residents and social economy organizations improve the 'bottom up' approach of all partners with a guarantee of better results for the environment.

The **CONGREEN** partnership consists of organizations that already have a focus on waste prevention but realise that energy needs a similar approach. Managing or better preventing, waste and using energy intelligently are dealt with using the same methods.

Budget

246 327 € (100 % ERDF)

Duration

9 months: 01/11/2013 – 31/07/2014

Cluster event

Resident event

organised in Rochester in May 2014

Professional event

organised in Kortrijk in June 2014



Results:

Consolidation of project results

The **CONGREEN** cluster consolidated the results by analysing waste prevention, social inclusion and energy savings. It has analysed how to raise awareness for a greener sustainable environment for the local communities through communication to target groups with an implementation from bottom up approaches to **achieve behavioural change**.

The **CONGREEN** partners have defined and tested monitoring tools which make actions even more effective and measurable. They have selected some **successful communication and participation actions** which can be implemented at all regional and local levels.

The **cluster conferences presented the best practices and results** to both residents and professionals, which have been brought together to generate discussions on green themes to enlarge the impact of the implemented actions. Various activities have been organized shaped upon several themes for a greener environment: healthy eating, composting training and demonstrations, energy efficiency, residents engagements sessions.

This combined approach has enabled the **CONGREEN** cluster to analyse how **environmental issues such as waste and energy consumption need similar approaches** with particular focus on social cohesion.

Partnership:

The consortium consists of

Nine formal partners :

IOK Waste Management, Medway County Council, West Sussex County Council, Centre Social Eclaté de Saint-Martin Boulogne, IMOG, ADUR, BND Kortrijk vzw, IOK, Stichting de witte Roos.

And another two associated partners :

OCMW Kortrijk, Worthing Borough Council.



EDECT

**Empowerment of Disabled people
through Ethics in Care & Technology**

Website: www.edect-cluster.eu



EDECT brings together 2 INTERREG 2 Seas projects **SYSIASS** and **DIGNITY in CARE**, on which the cluster consolidates its results and methods.

The aim of the **EDECT** cluster is to further investigate the importance of dignity in care in the design and testing of assistive technology as well as reinforcing the role of technology in future care of disabled people, and preparing the care network for these changes.

By working together, the **EDECT** cluster develops something new that is borne from its own projects activities and experiences on how to ensure that technology adopts an ethical approach to ensure its success, reinforcing the role of the carer in the adoption of new technologies for the benefit of the patient.

Budget

576 486 € (100 % ERDF)

Duration

18 months: 01/02/2014 – 30/07/2015

Cluster event

Empowerment of disabled people
organised in Ghent in October 2014

2 Seas Magazine

**EDECT: Empowering Disabled users and
carers through the Ethical development
and Care provision of assistive Technology**
published in October 2014



Results:

Consolidation of project results

The cluster has first capitalized on the joint lessons learnt from evaluations carried out by **SYSIASS and DIC**. **SYSIASS** used an online survey and clinical trials of the technologies developed. **DIC** evaluated the learning process, using written questionnaires, interviews and group discussion. **SYSIASS** has recognised the experience of **DIC** partners in identifying, planning and providing training (with empathy) for care-givers.

This expertise was needed as the partners have taken into account and integrated the delivery of assistive technology (powered wheelchairs and communication devices) into the lives of users and their families, carers and care institutions. Prior to working with **SYSIASS**, **DIC** had not considered assistive technology in the context of development and ongoing care. From **SYSIASS**, **DIC** has also learned to be more focused on objects and contexts of action.

Further development

As the partners have confirmed the need to develop training and support for a wider network than just the users, the phase 2 will involve different target groups including users and their families, care givers, healthcare professionals, businesses, voluntary organisations, etc...

The **EDECT** cluster will enable to devise a **methodological approach** for developing assistive technologies that involves stakeholders from the beginning. It will also build up a proposal to **integrate care and technology** when developing assistive technologies.

Finally, the cluster aims to identify relevant stakeholders and facilitate the development of networks to take forward the developed activities.

Partnership:

The consortium consists of

Seven formal partners :

The Health and Europe Centre (Lead Partner), Groupe HEI-ISA-ISEN, University of Kent, East Kent Hospitals University NHS Foundation Trust, Institut Catholique de Lille, HZ University of Applied Science, University of Essex.

Another partner will join the partnership in phase 2 :

vzw HUB-KAHO - Place of Business: Technologiecampus Gent.

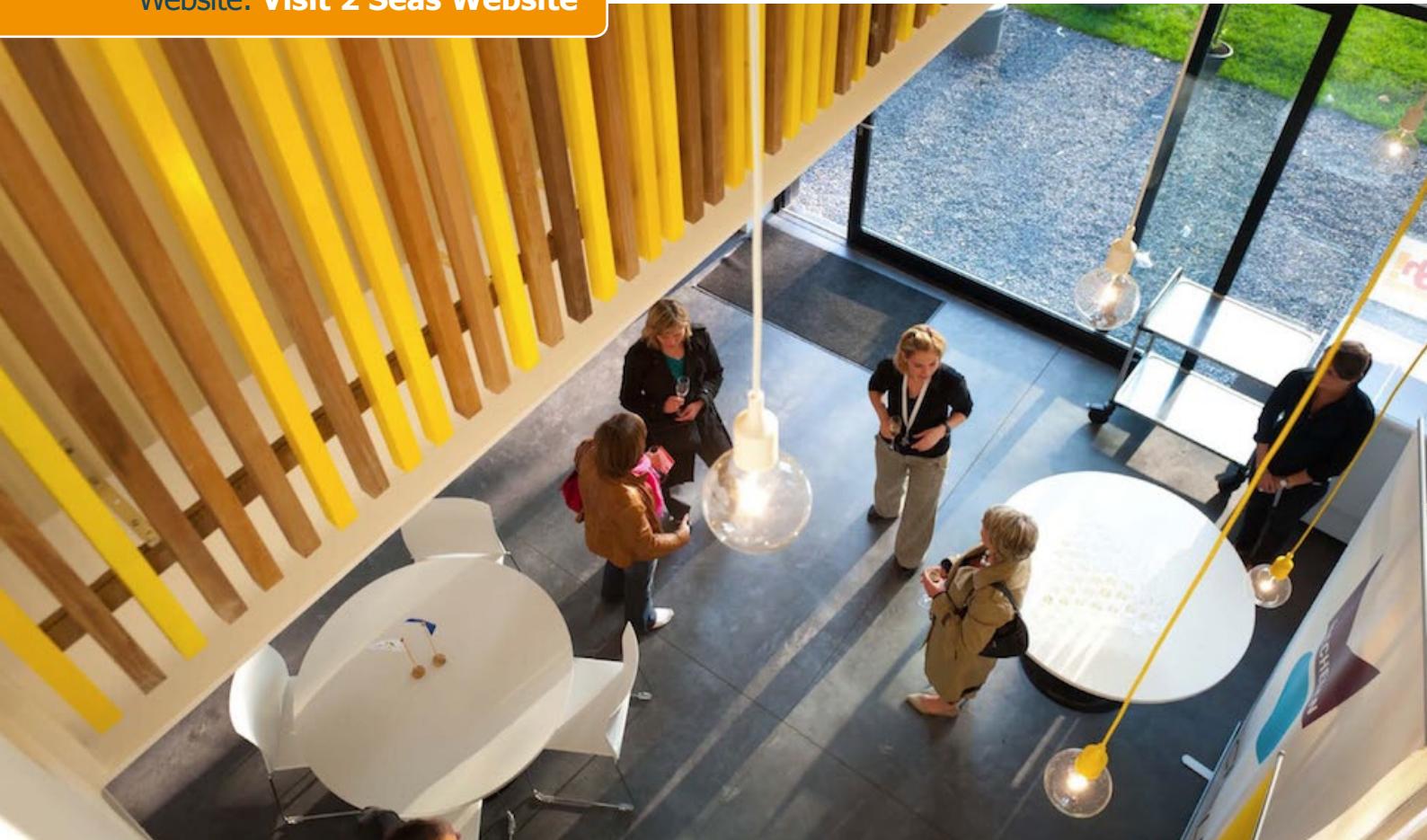
And another three associated partners :

FAM "La vie devant soi", Path asbl and Worthing Borough Council (phase 1 only).

CREA Z

CREA-Zone: Towards a Creative Future

Website: [Visit 2 Seas Website](#)



The **CREA-Z** (CREAtivity-Zone) cluster brings together partners from the **VIVID** and **Crysalis** 2 Seas projects and from **CURE** (INTERREG IV B).

Developed from the belief that creativity and innovation are key drivers for smart and sustainable regional economies, the **CREA-Z** cluster aims to professionalise and accelerate the economic valorisation of creativity and innovation in a region or city, through the development of cultural and creative industries (CCI's) and through collaboration opportunities with traditional industries (TI's).

Budget

287 450 € (100 % ERDF)

Duration

9 months: 01/03/2014 - 30/11/2014

Cluster event

[Coloured District How to stimulate a creative economy](#)

organised in Kortrijk in November 2014

2 Seas Magazine

[CREA-Zone, creativity boosting cross sectorial innovation](#)

published in November 2014



Results:

Consolidation of project results

The first experiments with **cross-sector innovation methodologies** by **CREA-Zone** partners differed in form, process and methodology but were set up for the same purposes: **accelerate innovation within Traditional Industries**. These processes have been identified and analysed, and the following gaps/questions have been defined:

- Raising awareness of traditional industries on the **added value of cross-sector innovation is difficult**;
- Traditional Industries (TI's) and Cultural and Creative Industries (CCI's) collaborate in a contemporary setting. How to format those collaboration structures in a **legal/juridical** frame acceptable for all parties?
- Cross-sector innovation stimulates development of new products/services. How can the **intellectual properties (IP) rights of products/services** generated through the contemporary collaboration be protected?

- Once process was finished, few products/services were brought into market. How can the success rate of **turning products/services into business and new sustainable jobs** be improved?
- All processes were set up with subsidies: How can one define a **usable business model** that implements all the added value for both parties and make it affordable (sustainable offer)?

All the above lead to the fact that cross-sector collaboration is not yet a natural way of working within Traditional Industries (TI's) and Cultural and Creative Industries (CCI's). The **CREA-Z** partnership has contributed to demonstrate that cities and regions which embrace their talent base; open up their institutions and mobilise collaboration and entrepreneurship, were able to deliver strong and relevant creative economies.

Partnership:

The consortium consists of

Eight formal partners :

Strategic Project Organisation Kempen (SPK) (Lead Partner), AGB Stadsontwikkelingsbedrijf Ronse, University for the Creative Arts, Avans Hogeschool, Stadt Mechelen, Autonomo Gemeentebedrijf Buda, Huis voor Beeldcultuur and vzw Ondernemerscentra West-Vlaanderen.

And another two associated partners :

Pictanovo, Flanders DC.



"Investing in your future"

Crossborder cooperation programme
2007-2013 Financed by the European Union
(European Regional Development Fund)

**For further information on the 2 Seas Programme,
please visit our website :**

www.interreg4a-2mers.eu

INTERREG IV A 2 Mers Seas Zeeën

Secrétariat Technique Conjoint / Joint Technical Secretariat / Gemeenschappelijk Technisch Secretariaat
Les Arcurielles - 45/D, rue de Tournai - 5^e étage - F-59000 Lille
T : +33 (0) 3 20 21 84 80 - F : +33 (0) 3 20 21 84 98
contact@interreg4a-2mers.eu

Photo credits: Prime-C; Fotolia, VLADGRIN (Shutterstock, edited by Jan Peeters), Shutterstock; Vlaams Huis van de Voeding; Shutterstock Superact!, Partners in Care, Brighton & Hove City Council; Medway County Council, ADICE; Conseil général du Pas de Calais; Simon Pascoe Consulting; Fred Olsen; REWIN West-Brabant/3i; Visit Kent; GB RSS; Kent County Council, Tim Accot, Natuur- en Recreatieschap de Grevelingen, Safe-ICe, New Medway Steam Packet Company Ltd ; Medway County Council, University College HUB-KAHO, SPK.



The INTERREG 2 Seas Programme is an EU funding programme which promotes crossborder cooperation between partners from France, England, Belgium (Flanders) and The Netherlands. It aims to develop the competitiveness and the sustainable growth potential of maritime and non-maritime issues through the establishment and development of cross border partnerships.