

Interreg IVA
European Cross-Border
Cooperation Programme
France (Channel) – England
2007-2013



PRESS RELEASE

17 October 2011

A SUCCESSFUL FRANCO-BRITISH ROAD SHOW FOR ALL THE KEY PLAYERS AROUND THE CHANNEL SEA



france (manche) england
interreg

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160 participants from the maritime field based in the eligible area around the Channel in France and in England came together on the 12th October in Southampton (England) from 9:00 a.m. to 5:00 p.m. for the “MARITIME PROJECTS: FULL STEAM AHEAD!” road show organised by the European INTERREG IVA France (Channel) – England programme.

Due to the large number of requests for registration, there was a need to push out the walls of the event venue to be able to go above the 140 people planned at the time of the press release announcing the event!

The “maritime” day was mainly centred on WATER SPORTS, the MARITIME AND SEASIDE HERITAGE, MARITIME TRAINING, and RENEWABLE ENERGIES. The objectives of the day were to bring together those involved in the maritime sector from throughout the co-operation area in order to initiate collaboration, and to present them with the financial opportunities that are offered by the France (Channel) – England programme. Support for setting up projects was also available: the five programme facilitation co-ordinators, spread across the entire area eligible for the programme, were available to project leaders, just as they are all year long to help project leaders to put together their applications.

To meet the objectives, **6 theme-based workshops** were offered to the participants. In particular, the workshops enabled exchanges on **55 project ideas** circulated before the event (the *Project Ideas Book* is available on the programme’s web site), and for new ideas to be developed *in situ*.

In particular, the event highlighted **very dynamic opportunities from the themes “Promoting the maritime heritage” and “Research, innovation, and technology transfer”**, which drew the highest level of participation at workshops and the largest number of project ideas.

THE THÉMATIC WORKSHOPS :

Boating, culture and tourism : 27 project ideas

- Networking of marinas, common development tools – Development of cruises and mini cruises activities – Development of water sports (40 participants)
- Enhancement of maritime heritage – Information to the public (50 participants)

Maritime training : 9 project ideas

- Development of university courses in marine renewable energies – Development of training for technicians for operation and maintenance of marine renewable energy – professional development and re-employment through the marine renewable energy sector (45 participants)
- Development of training in the fields of logistics, transport and maritime safety – development of training for the staff of marinas (30 participants)

Valuation of marine resources and fishing activities : 6 project ideas

- Valuation of products of the sea, diversification and adaptation of fishing activities – Preservation and management of marine resources (35 participants)

Research innovation and technology transfer : 13 project ideas

- Networks of « boating » and « maritime » clusters– technological development of marine renewable energy – Networking of research centres and universities around the maritime theme (60 participants)

The day after the event saw a meeting of the programme’s Steering Committee, which approved 3 new projects: their financing will be assured to a maximum of 50% by the European Regional Development Fund (ERDF).

Let us hope that the same will soon be true for projects initiated during the Road Show: **future projects from all topic areas (maritime and non-maritime alike) can still benefit from almost €80 million in ERDF funds through this programme!**

- >>> Following pages
 - Brief description of projects approved
 - More information on the France (Channel) – England programme
 - Photos and contact details

BRIEF DESCRIPTION OF THE 3 PROJECTS APPROVED ON 13/10/2011

NEW DEAL FOR INNOVATION (NDI)

The NDI project, which brings together seven partners, will develop support tools in order to facilitate innovation and development amongst SMEs and micro-businesses. In order to understand innovation mechanisms in small businesses, it will draw up a status report and a comparative study of 550 businesses. An “innovator’s kit” including a set of practical and methodological tools will be put together and tested with about one hundred French and British businesses, to enable businesses to test approaches to innovation. NDI is the first project approved by the programme in the field of innovation for small businesses.

CHANNEL INNOVATION NETWORK 2 (CHAIN 2):

This project follows on from the successful CHAIN 1 project, which ran from April 2008 to March 2011, and the objective of which was to set up a network between business incubators, technological clusters, and BICs in France and in England. The objective was to set up a system to support the creation and support of young businesses, especially at an international level. Chain 2 will now offer French and British businesses the support programme defined in phase 1, in order to help them to develop their activity across the Channel.

CROSS CHANNEL CIRCUS ARTS ALLIANCE II (PASS):

The PASS project is part of the follow-on from the Channel Circus Arts Alliance project: a project dedicated to the circus arts, approved in the context of the programme which ran from April 2009 to December 2010. This project will enhance accessibility to cultural diversity, whilst sharing values of self-respect and respect of others, to take into account ecology and solidarity in the cultural development in less accessible areas. PASS aims to consolidate the Franco-British network for producing and distributing circus works of art initiated by the Channel Circus Arts Alliance, and focuses on four areas of co-operation: production, distribution, training, and seminars and professional meetings. In developing access to a diversified cultural offer, this interreg project provides equality of opportunity: 1) in enabling different populations, from diverse backgrounds (disadvantaged neighbourhoods, less accessible rural communities, people with restraint mobility, etc.) to understand and value a contemporary popular culture through awareness actions or confronting artworks; 2) in encouraging the sharing of different regional cultures concerned with other groups from other countries in other communities; 3) in promoting cross border exchange, not only geographically, but also through artistic productions which will enable us to place human beings at the core of our social and global development. The project covers three Franco-British cultural seasons: 2012, 2013, and 2014. The project is a new example of partnership enlargement between two project phases: five new structures have joined the PASS project, which now covers a wider area of co-operation.

FOCUS ON THE INTERREG IV A FRANCE (CHANNEL) – ENGLAND 2007-2013 EUROPEAN PROGRAMME

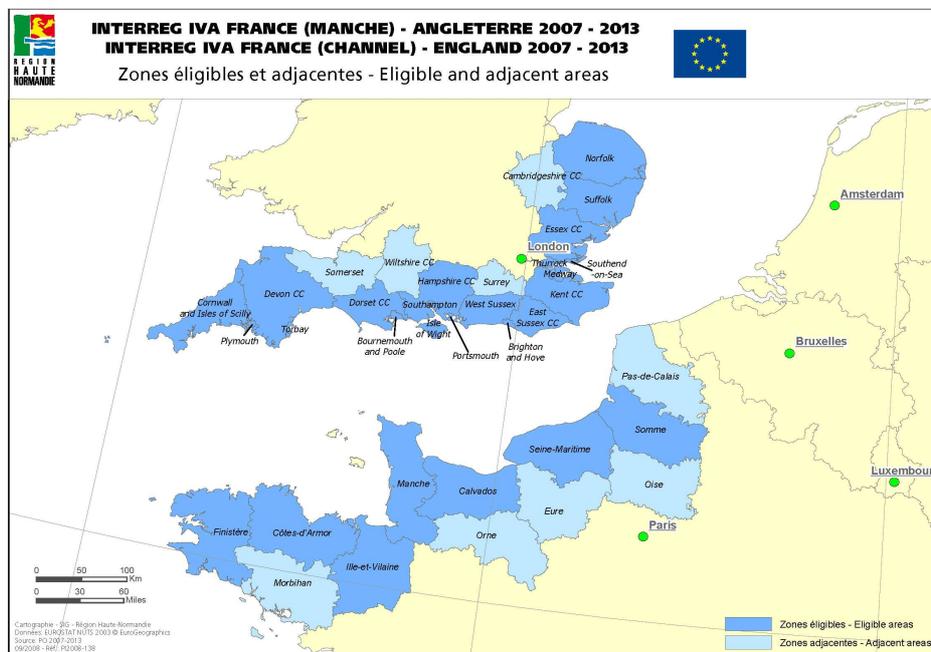
Around the Channel, French and English cross-border territories share common challenges.

This is true for the whole channel border area, therefore, the European Union has run the **INTERREG** programme (strand A) since 1990, which subsidises projects with cross-border partners who would like to work together. Each “border area” in turn becomes a forum for exchanges and orchestrated efforts between European neighbours.

The France (Channel) – England Programme 2007-2013, the IVth generation of the Interreg programme between France and England, aims to encourage “*the emergence of a common citizenship area*” and the “*feeling of belonging to a cross-border area and a specific identity*” throughout the Channel area.

To this end, the programme has an **overall budget from the ERDF (European Regional Development Fund) of 173.5 million Euros.**

The territories of the eligible area of the programme are shown below :



The management of this Programme has been entrusted to the Haute-Normandie Region (France).

THE STATISTICS:

The programme now contains:	74 approved projects
Accounting for a total of:	€ 93.8 million ERDF
Proportion of the programme budget that is committed:	54.09%

Remaining amount to be allocated: €79.6 million ERDF
So the programme can still finance a number of projects!

PROJECT INFORMATION:

Deadline for pre-project sheet submission :	14 November 2011
Next grant application submission deadline:	13 February 2012

PHOTOS



On the basis of project ideas received, subgroup time has been scheduled in order to facilitate exchanges and partnerships.



The 5 programme facilitation co-ordinators (from left to right: Julien Tognetti, based in Chichester; Marie-Noëlle Le Kervern, based in Rennes; Guillaume Le Palud, based in Exeter; Carolyn Reid, based in Norwich; Grégory Hoareau, based in Rouen).

NB : THE USE OF THIS PHOTOGRAPH IS STRICTLY LIMITED TO WRITTEN PRESS. ANY DISPLAY ON THE INTERNET IS FORBIDDEN.

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Other photographs available on request.