

Wadden Sea Board

**WSB 19
24 March 2017
Wilhelmshaven**



Agenda Item: 4

Subject: PROWAD LINK project application

Document No. WSB 19/4.1/1

Date: 6 March 2017

Submitted by: CWSS

Attached is an information about the PRWOAD LINK project application to the Interreg VB North Sea Region Programme which was submitted on 1 February 2017.

The submission of the full application concluded a process of 1.5 years preparation (first expression of interest submitted to the first call in 30 June 2015, second, improved EoI submitted to second call on 14 March 2016) with the aim to continue the successful PROWAD project (October 2012 – September 2015, eight partners total budget € 1.6 million).

Proposal: The meeting is invited to note the document

PROWAD LINK

Protect and Prosper –Benefits through linking sustainable growth with nature protection

1. Background

WSB 16 (March 2016) approved the submission of an Expression of Interest “PROWAD LINK” to the Interreg VB North Sea Region Programme (NSRP) under priority 1 “Thinking growth” and specific objective 1.1 “Develop new or improved knowledge partnerships between businesses, knowledge institutions, public administrations and end users with a view to long-term cooperation (post project) on developing products and services” (deadline was 14 March 2016).

The Expression of Interest was approved by the Interreg NSRP Steering Committee at its meeting on 28 September 2016. However it was recommended to clarify the additionality and transferability of the project activities and results, in specific to demonstrate the real benefits for the whole NSRP area.

From October 2016 to January 2017, a Full Application was prepared in closed cooperation with project partner, integrating the comments by the NSRP Steering Committee. The project consortium was supported by an external expert who prepared the project proposal and budget. The application was submitted on 30 January 2017 and is currently being reviewed by the Programme. A decision is expected at the next meeting of the Steering Committee in the beginning of June 2017. The anticipated project start is 1 September 2017 (project duration three years).

2. PROWAD LINK objectives, approach and work packages

The main objective of the project is to realize the true potential of nature protected areas as a driver for sustainable growth & innovation by

- developing & operationalising a transnational partnership scheme
- implementing a new, vibrant nature brand image
- activating the brand in co-creation with SMEs & developing new, innovative marketable offers & products

The approach follows the concept of the “Nature-Business-Benefit-Cycle” (NBBC) which is a self-enhancing relationship: Through engagement of stakeholders with the “brand” nature / OUV, the protection will be enhanced, thus enhancing the profile of the stakeholders and its benefit from this engagement.

Furthermore, it stabilizes, develops and enlarges multinational partnership and support, guide and transnationally connect the creation of concrete products and services applying the NBBC concept.

The three work packages with the main deliverables cover

1. Transnational partnership
 - Partnership scheme & action plan, knowledge platform
 - Branding: Manual, Campaigning, Brand Assessment Tool
2. Linking transnational and local level and co-creation
 - Activation of local SMEs, knowledge exchange, showcase best practice, visitor survey, interactive map, monitoring,
 - Exchange with other projects and WH sites.
3. Brand activation – marketable products
 - Nature experience, nature education, food & gastronomy, travel & accommodation,
 - Transferability to other sites and exchange between local SME.

3. Project Facts

- Interreg VB North Sea Region Programme
- Priority 1 Thinking Growth, specific objective 1.1.
- Lead beneficiary: CWSS
- 16 Beneficiaries from DE, DK, NL, NO, UK
- 1 September 2017 – 30 August 2020
- Total Budget € 4.66 million
(EUR 804,000 from Norway)

4. Project Partners

1. Common Wadden Sea Secretariat (Lead Partner)
2. Business Region Esbjerg (DK)
3. Gemeente Ameland (NL)
4. Miljø- og Fødevareministeriet, Styrelsen for Vand- og Naturforvaltning (DK)
5. Ministerie van Economische Zaken (NL)
6. Møreforskning Ålesund AS (NO)
7. Nationalpark Vadehavet (DK)
8. Nationalparkverwaltung Niedersächsisches Wattenmeer (DE)
9. Nationalparkverwaltung Schleswig-Holsteinisches Wattenmeer (DE)

10. Natural England (UK)
11. Norfolk County Council (UK)
12. Norges teknisk-naturvitenskapelige universitet (NO)
13. Provinsje Fryslân (NL)
14. Rijksuniversiteit Groningen/Campus Fryslân (NL)
15. Stiftinga Geirangerfjorden verdsarv (NO)
16. Waddenacademie (NL)
17. WWF World Wide Fund for Nature (DE)