



# INTERREG IVC

## GOOD PRACTICE FAIR

KRAKÓW, POLAND  
24 NOVEMBER  
**2011**



### Event Report

## Contents

Introduction.....	3
Plenary session .....	4
What's so good about good practices?.....	6
Workshops .....	7
1A / Making innovation work in your region .....	8
1B / Smart use of waste land .....	9
2A / Boosting entrepreneurship to boost employment.....	10
2B / Maximising regional energy efficiency .....	12
3A / Facing Demographic Change – Deactivating the Ticking Bomb.....	14
3B / Tackling climate change .....	15
Participants overview and feedback .....	17

## Introduction

INTERREG IVC Good Practice Fair 2011 gathered more than 200 local and regional stakeholders from across Europe attracted by the opportunity to share ideas and experience on how to improve regional development policies.

Detailed, practical case studies on what some regions have put into practice were presented in six workshops devoted to the topics of innovation, use of waste land, entrepreneurship, energy efficiency, demographic change and climate change. An exhibition area with 27 project stands offered networking possibilities to gather more information on how these practices work.

The INTERREG IVC Cinema screened selected short project videos to learn more about the projects and topics they cover, to see what challenges they face and what solutions they have found. The INTERREG IVC Library showcased the collection of Good practice guides produced by projects.

All event-related content (presentations from the workshops, project videos) can be found for download at the event website: [goodpractice.interreg4c.eu](http://goodpractice.interreg4c.eu).

The event was organised by the Joint Technical Secretariat of the INTERREG IVC programme and its Managing Authority – the Conseil Régional Nord – Pas-de-Calais.



## Plenary session



### Speakers:

Dirk Ahner, Director General, Regional Policy DG, European Commission  
Stanisław Sorys, Member of the Board, Małopolska Region  
Magdalena Jasińska, Deputy Director of the Territorial Cooperation Department, Ministry of Regional Development, Poland

### Moderator:

Pascal van den Noort

The significance of the event was acknowledged by three special political figures – **Dirk Ahner**, Director General at DG Regio; **Magdalena Jasińska**, Deputy-director of the ETC department at the Polish Ministry of Regional Development; and **Stanisław Sorys**, Vice-Marshal of Małopolska region (PL).

**Dirk Ahner** emphasised the importance of interregional cooperation for the success of cohesion policy. He highlighted that **INTERREG IVC is important as it is popular, worthwhile and challenging**. The programme is popular because it allows regions in Europe to cooperate with any other region regardless of their location. Also it enables European regions to benefit from each other's strengths when facing common concerns. INTERREG IVC is worthwhile because with its thematic focus it anticipated to a large extent the agenda of Europe 2020. This means that the regions already involved in a networking process within this programme are in pole position to implement Europe 2020. Because INTERREG IVC is so popular and worthwhile, it is also challenging as many have applied but not all succeeded. This is due to the fact that the quality requirements towards the projects are demanding. This demanding approach, however, has paid off already as the results already observed are very promising. **The achievements receive growing recognition from the different DGs, e.g. DG Regio, DG Enterprise, DG Employment, and DG Info society.**

Dirk Ahner quoted two examples of the impact INTERREG IVC projects have on EU level. CITEAIR II aims to improve regional policies in the domain of air quality protection, sustainable transport and reduction of greenhouse gas emissions. The project partners developed a special air quality index and also made a point of establishing close contact with the European Environment Agency (EEA). As a result, the EEA decided to adopt the CITEAIR Air Quality Index (<http://www.airqualitynow.eu/>) to present Air Quality information to the public in Europe. EuroPROC is a project which tackles the access of SMEs to public procurement markets by adapting and improving the public services as their support. DG Enterprise is so interested in the project's final good practice guide that they are currently negotiating the ownership rights of this publication so that it could become a DG Enterprise publication.



Dirk Ahner went on to emphasise the **significant leverage effect of INTERREG IVC**. In particular, the earliest six Capitalisation projects, which had a total ERDF contribution of EUR 6 million, have managed to earmark EUR 100 million from EU Structural Funds programmes for implementing concrete practices

exchanged through interregional cooperation. Finally, he pleaded to project partners to help argue the cause of interregional cooperation in the future by disseminating widely their project achievements across Europe.



**Magdalena Jasińska** from the Polish Ministry of Regional Development and speaking on behalf of her minister, Elzbieta Bienkowska, pointed out the importance of INTERREG IVC for local and regional partners, in particular in Poland. In her opinion the programme lives up to the expectations set by its motto “Regions of Europe Sharing Solutions”. Around 77 institutions from Poland are currently exchanging on good policies for enhanced regional development with counterparts across Europe. Ms. Jasińska underlined that the knowledge accumulated through interregional cooperation should be further applied with the help of mainstream programmes. She gave as an example in this regard Małopolska region, which makes efficient use of the lessons learnt from interregional cooperation. The Ministry representative expressed satisfaction that Poland is a host of one of the INTERREG IVC Information Points, i.e. Info Point East located in Katowice. She thanked the programme team for the support given to applicants and project partners. Ms. Jasińska demonstrated her confidence in the continuation of interregional cooperation after 2013.

**Stanisław Sorys** was proud to present the experience of Małopolska region in INTERREG IVC. According to him INTERREG IVC helped Małopolska exchange knowledge and practices in several spheres. For instance, in the past the vision about renewable energy resources in the region was limited to solar panels. Thanks to the involvement in the POWER project, the region mapped its different renewable energy resources and identified its strengths. Now this knowledge is used for focused planning and preparation of energy projects to be financed through future EU funds. Thus the exchange in INTERREG IVC supported Małopolska in preparing future strategies and projects. As for those that have not yet benefitted from interregional cooperation, Mr. Sorys is certain they can find a warm welcome by and a lot to share with current interregional partners.



## What's so good about good practices?



### Speakers:

Michel Lamblin, Programme Director, INTERREG IVC  
Erwin Siweris, Deputy Programme Director, INTERREG IVC

**Michel Lamblin**, INTERREG IVC Programme Director presented the newly-launched INTERREG IVC online Good Practice data base. One more initiative of the programme – thematic capitalisation – was introduced by **Erwin Siweris**, Deputy Programme Director.

Michel Lamblin reminded that as an interregional cooperation programme and part of the European Territorial

Cooperation objective of the EU Cohesion and Regional Policy, INTERREG IVC allows local and regional policy-makers in Europe to access the experience of others facing similar issues in order to renew their practices, strategies and policies.

INTERREG IVC is both a popular and useful program, as shown by its latest results. About 14,000 local and regional authorities have submitted project applications so far. Following the fourth call for proposals, it is expected that 2,200 of them will become partners of approved projects, representing almost 100% of the EU NUTS 2 regions. In addition, it is proven that INTERREG IVC projects have a significant leverage effect, as the amount dedicated to the implementation of practices identified in first call Capitalisation projects is 19 times more than the initial ERDF funding allocated to this type of project. This added value is recognised more and more, as shown by the increased budget share devoted to European Territorial Cooperation for the next programming period.

Identifying and sharing good practices is good because it enables project partners to save time and money in the long run by avoiding reinventing the wheel, learning from mistakes and discovering new working methods. It is also good for public authorities that are not partners, since they can gain new contacts and access reliable and transferable good practices and tools for free. This can be easily achieved thanks to the recently launched good practices online database (<http://www.interreg4c.eu/findGoodpractices.html>).

Erwin Siweris continued that as many different practices have been collected; INTERREG IVC is preparing in the near future thematic capitalisation at the programme level. The word “capitalisation” is usually associated with the banking system. In the INTERREG IVC context, knowledge is a valuable capital in itself which increases the competitiveness of EU regions. Indeed, it is expected that thematic capitalisation will enable them to accelerate their economic development by identifying the most innovative policies and making them available all over Europe.

At the beginning of 2012, all projects will be divided into thematic groups of at least five projects, allowing project teams working on similar topics to create synergies. External experts will analyse project results, meet with group members and organise thematic workshops in order to identify the most innovative practices and determine whether they are fully transferable or if they can only work in certain regions. Policy recommendations at the national and EU level will then be drafted to ensure that this knowledge capital is not lost but used in the best possible way.

## Workshops

INTERREG IVC approved project partners presented their experience and shared best practices identified in six workshops. Event participants could learn about practical steps that were taken to improve quality of life in the European regions by encouraging innovation, finding smart solutions to use waste land, boosting entrepreneurship, optimising energy resources, solving problems caused by demographic change and climate change.



## 1A / Making innovation work in your region



### Speakers:

**EURIS** / *High Tech Campus Eindhoven: hotspot for Open Innovation*

Raf Sluismans, Programme Manager, Brainport Development NV (NL)

**CLIQ** / *Kangas: an approach to Quadruple Helix*

Laura AHONEN, EU Officer, City of Jyväskylä (FI)

**RAPIDE** / *Pre-commercial procurement*

Melinda MATRAI, Project manager, Észak-Alföld Regional Development Agency (EARDA,) (HU)

### Moderators:

Benoît DALBERT, Project Officer, INTERREG IVC

Thorsten KOHLISH, IP Coordinator and Project Adviser, INTERREG IVC

The workshop showed the evolution of the innovation concept, from technological development to any new improvement of products and processes. It started with a warm-up, where the audience identified key success factors to make innovation work: clear identification of innovation gaps and regional potential, close collaboration between the stakeholders, and public support to universities and research institutions. The first two presentations illustrated innovation systems, i.e. the way actors interact together.

**Raf Sluismans**, from the EURIS project on open innovation strategies, presented the 'High-Tech Campus', founded in 1998 in Eindhoven (NL) in order to concentrate human-focused R&D activities in one single location. It brings together research labs, SMEs and service companies in a friendly innovation ecosystem, where everything, from architecture of the building to facilities and scientific infrastructures, tends to stimulate exchanges and interactions.

**Laura Ahonen**, lead partner of the CLIQ project on the role of local communities in medium-sized cities to drive innovation, reported on the 'Inclusion of civil society in city planning'. The city of Jyväskylä (FI) launched a competition to collect ideas in order to transform the 27 hectares of land previously occupied by a paper factory. 600 people from the Quadruple Helix participated in total, including politicians, schools, and neighbourhood associations. As Stephen Blair, from South & East Assembly (IE), asked if such a practice was transferable to big cities, Mrs Ahonen confirmed and reminded that the main challenge was to modernise the planning culture of public authorities. This experience of direct democracy can be extended to specific public services, like social services: "My old mother knows the best what she needs. Just ask her!" However, some very technical issues like budget should be defined outside the public debate, she told Giuseppe Mella from the City of Venice.





The last presentation, made by **Melinda Matrai** from the RAPIDE project on bringing innovation to the market, focused on an innovation tool at the disposal of public authorities: Pre-Commercial Procurement. PCP aims at modernising the public procurement system by purchasing innovative products and enhancing fair competition and participation of SMEs. A participant from the audience commented on the interest of extending this principle at the European level.

The conclusion of this lively workshop was that although public authorities can play an active role in innovation processes, they often lack the knowledge to do so. Regulations, standards and cooperation can make it work.

## 1B / Smart use of waste land



### Speakers:

**B-TEAM** / *Experimental laboratory: Brownfield Soil Remediation Techniques*

Sabine Kalke, European Network Project Manager,  
Belfast City Council (UK)

**SUSTAIN** / *Organic waste as a surfacing material*

Xenia I. Loizidou, Project Expert, Kouklia Community Council (CY)  
SufalNet4EU / *SufalNet4EU in the Wielkopolska Region*  
René Beijnen, Project Coordinator, Province of Noord-Brabant (NL)

### Moderators:

Erika Fulgenzi, Project Officer, INTERREG IVC

Akos Szabo, Project and Communication Adviser, INTERREG IVC

The workshop presented good examples of smart use of waste land, which is considered as a priority in regional development. It was proved that environmental activity can also be regarded as a new economic sector with employment opportunities in the coming years.

**Sabine Kalke**, lead partner of the B-TEAM project presented a good practice in soil regeneration from Torino, consisting of the regeneration of a contaminated area undertaken jointly by the municipality and the university. The activities were developed jointly with public awareness campaigns which proved very effective as the bad reputation of the former brownfields is vanishing.

**Xenia I. Loizidou**, project expert at Kouklia Community Council and partner in the SUSTAIN project, presented the good practice “organic waste as a surfacing material” identified in the Netherlands and



transferred to Cyprus. It consists of using the branches of trees for paving lanes. The city council started giving trainings and involving local stakeholders in this process. As a positive side effect, it was found that dust in roads was reduced thanks to the use of natural and organic waste in road pavements. In this case the good practice was not transferred as such, but adapted to local needs. In her words, “through interregional cooperation, suddenly something triggers your mind to act in a way that you had not thought of before. Things happen quickly and you need to be prepared for new ideas.”



and bridges these activities with funding.

**Rene Beijnen**, from project SUFALNET4EU explained the current situation of waste lands, which in Europe amounts to a surface equal to three large capital cities. In the project SULFANET4EU, every partner develops an action plan, and in the case of Nord Brabant, this plan has to gain political commitment. The good practices identified in Wielkopolska region consists of a model for the recovery of the waste site into a greenfield. It includes legal aspects, social acceptance,

## 2A / Boosting entrepreneurship to boost employment



### Speakers:

**PASE** / *Regional programme for social and solidarity economy*

Hervé Plisson, Head of Regional Employment Mission, Provence-Alpes-Côte d’Azur Region (FR)

**IMAGEEN** / *Munich Business Plan Competition*

Billy William Carlsaw, Enterprise Adviser, Birmingham Chamber of Commerce (UK)

**PROSPECTS** / *Cleantech Campus*

Paul Boutsen, City of Houthalen-Helchteren (BE)

### Moderators:

Manuel Gonzalez, Project Adviser, INTERREG IVC

Petra Geitner, Senior Finance Officer, INTERREG IVC

The workshop was aimed at presenting good practices promoting entrepreneurship, especially in disadvantaged areas. Representatives of three INTERREG IVC projects - PASE, IMAGEEN and PROSPECTS - shared with participants examples of good practices identified and/or transferred in the context of interregional cooperation.

The first speaker, **Hervé Plisson** from the PASE project, presented two good practices in the field of social economy. The first good practice (CREATIVE) started with the idea



that the main problem social enterprises are facing is the lack of money to start their activity. As a solution, it offers a three-year partnership between the region and entities launching a new business activity in the field of social economy. 97 projects were supported in 6 years, and around 240 jobs were created as a result. The second good practice (ESIA) is aimed at supporting financial consolidation of social enterprises and facilitating their access to banks and financial institutions, e.g. by providing financial diagnoses, banking advice, and funding in the form of loans and loan guarantees. In 10 years, 400 projects were supported, EUR 20 000 committed, and 10 000 jobs concerned.

The presentation by **William Carslaw** from IMAGEEN project focused on the Munich Business Plan Competition (MBPW), a good practice identified for transfer by the Birmingham Chamber of Commerce. MBPW is a competition for start-up entrepreneurs in developing an innovative business plan. The most promising business plans receive implementation support, but the participation in the competition is beneficial to all applicants, as consultancy, qualified feedback and networking possibilities are offered to them during the designing process. MBPW is a mix of public and private funding, and in 12 years over 580 enterprises (representing 4 250 new jobs) have emerged from the competition. During the Q&A session Mr. Carslaw explained that business plans are evaluated by a panel of experts from companies, financial institutions and universities. Answering a question about the scale of prizes (EUR 3-10 000), he again underlined the importance and advantages of the participation itself.

The last speaker, **Paul Boutsen** from the PROSPECTS project, talked about enhancing entrepreneurship in former mining communities by creating clean technology incubators. One of project partners, the Municipality of Houthalen-Helchteren, realised that classical reconversion approach (seed money, training for former miners, infrastructure) focused solely on problems. In order to create a “new story” for the community and links to trends in global economy, they decided to transform the existing industrial area into a clean-tech zone.

Several aspects of this good practice were particularly underlined by Mr. Boutsen: the necessity of a partnership based on content and knowledge, communication with the local community, connection to the local economy and important clean-tech initiatives in the area, and links to the international scene.

Answering participants’ questions Mr. Boutsen emphasised that the Cleantech Campus good practice is easily transferable, due to the similar experiences and challenges of all former mining communities.

### *Networking at the exhibition area*



## 2B / Maximising regional energy efficiency



### Speakers:

#### **RENREN** / *Biomass valorisation*

Carlos Serra, Energy Agency of Andalucía (ES)

#### **MORE4NRG** / *Soap on tap*

Karin Maatje, Project Manager, Provincie Flevoland (NL)

#### **FRESH** / *MERA building concept*

Vesa Ijäs, Development Manager, Lahti Science and Business Park (FI)

#### **POWER** / *Regional energy plan*

Agata Wesolowska, Regional Correspondent, Marshal Office of the Małopolska Region (PL)

### Moderators:

Elisa Milos, Finance Officer, INTERREG IVC

Johanna Bähn, Finance Officer, INTERREG IVC

Energy efficiency and energy performance are topics that are important not only for governments but also for households and individuals. Regions have a key role to play in achieving targets and have broad experiences that all can learn from. The aim of the workshop was to show four different approaches applied in four different regions – producing, building, buying and planning.

**Carlos Serra**, presented region's initiatives in fostering the use of biomass as a major source of energy, as well as activities related to the promotion of energy crops as an alternative to the traditional agricultures. In order to facilitate the efforts of both the regional administration and major private sector players, a -public-private joint initiative on biomass development was established in 2006. The experience of the region shows that it is not always easy to link the stakeholders, but cooperation and joint efforts benefit all. In addition, this good practice has raised interest in other regions.



**Vesa Ijäs** from the FRESH project presented the "MERA building concept", which showed that careful planning and calculations in the construction of low energy consumption buildings is in fact less expensive than that of regular buildings, or buildings that fill the basic requirements of energy saving. This is especially true in the long-run perspective. This good practice has raised interest among stakeholders from China and Russia. However, it can be easily adapted to other climatic conditions as well.

In turn, the response of the Flevoland region (NL) to the need to improve energy performance and to reduce CO<sub>2</sub> emissions was an initiative "Soap on tap". The aim of the initiative is to reduce the amount of the plastic packages used in households by providing washing detergent 'on tap' in supermarkets. As a matter of fact every Dutch household opens 7 plastic packages a day. This good practice comes from the Lazio region (IT), where it is successfully implemented in 43 supermarkets. **Karin Maatje** presented Flevoland's experience and challenges in transferring this good practice. The transfer process was not easy, because the region had to find interested supermarkets, to raise the interest of detergent supplier companies, as well as to find technical solutions suitable for the Dutch customers. As a result, the first detergent refill machine will be installed in one supermarket and will be available for customers starting from February 2012.

The streamlining of approaches through a common regional plan was an approach applied in the Małopolska Region (PL). Agata Wesołowska presented the region's experience in developing a Regional Energy Plan. The region is not only benefiting from the available experience and stakeholder input, but also from the findings and results of the POWER mini-programme's subprojects.

The workshop was concluded with an invitation to be open to new ideas and to evaluate existing practices. Regions were encouraged to take an idea or the entire concept and to adopt it to the specific regional conditions so that the EU 20-20-20 targets will not just remain a buzzword on paper.



*Action in the exhibition area*



*Feedback of participants*

*It was a really positive experience of networking, learning good practices sharing and directly knowing the other project results. The parallel workshop sessions were interesting and at the same we appreciate the highly participative approach.*

*Very well organized, good moderators. Presentations of good practices were interesting, and the stands as well.*

*I learnt a lot about other projects good practices and the fair was a nice way to be in touch with other projects of similar thematic.*

*It was great being able to get information on other projects/stimulate new ideas and the opportunity to meet people for sharing experiences and creating the basis for a possible collaboration in a future project.*

## 3A / Facing Demographic Change – Deactivating the Ticking Bomb



### Speakers:

**PADIMA** / *Move to the mountains region-Hedmark, Norway*

Ancuta Pasca, Project Officer, European association of mountain areas, Brussels (BE)

**PEOPLE** / *Ons Net Nuenen*

Kees Rovers, Director, Close the Gap, Nuenen & Gerwen & Nederwetten (NL)

**DART** / *Abloy's Agemaster Programme*

Eeva Hirvola-Kostamo, Communications Manager, Abloy, North Karelia (FI)

### Moderators:

Petra Polášková, Communication Adviser, INTERREG IVC

Zornitsa Tsoneva, Project and Communication Adviser, INTERREG IVC

This workshop was dedicated to identifying “opportunities” for solving “problems” associated with demographic change. First, the moderators presented some of the “problems” which are affecting European regions, e.g. depopulation of remote areas, ageing population, or negative attitudes towards older workers, as leaves on one side of a tree. The participants were asked to listen to the panellists and, in the course of the workshop, balance the negative effects of demographic changes by ‘hanging up’ leaves with ideas on how to tackle the challenges to the other side of the same tree.



The floor was then handed over to three panellists who presented solutions to different challenges of demographic change as well as different points of view: that of a public authority, citizens and a company.

**Ancuta Pasca** delivered a presentation on a good practice from Hedmark (NO) entitled “Move to the Mountain Area” dealing with the issue of depopulation. To attract young people to live and work in Hedmark, three communication campaigns were launched between 2001 and 2011 focusing on “the good parts to live in this area” and on “the real heroes who create new business” in the region. The increase in population in this Norwegian county since 2008 proved this strategy successful. That was also confirmed in a video interview with a 37-year-old woman, who moved to Hedmark from Oslo together with her family.

**Kees Rovers** talked about social inclusion of ageing citizens using technology. The key advice for citizens is “to cooperate”. He explained how 25,000 citizens of Nuenen (NL) came together to create a “Home Lab”, a connected community via fibre technology. Citizens took the lead in the initiative and through citizen workshops and groups of volunteers succeeded in ensuring that “our net is our wellbeing”. The Nuenen good practice represents a genuine bottom-up approach to providing elderly people with access to new social services. The role of public authorities was rather limited, mostly that of “facilitators”.

**Eeva Hirvola-Kostamo** from Abloy Oy, a leading manufacturer of locks, locking systems and architectural hardware, presented their “Agemaster programme” tackling the problem of older workers’ employment. The main objective was to improve and maintain mature workers’ health and work motivation, in order to raise their retirement age and facilitate transfer of tacit knowledge to the younger generation. With fitness tests and plans, seminars on ageing and extra days off for those over 59, the company keeps 200 employees over-55, out of total 900, healthy and efficient. They are also highly appreciated by their co-workers, as certified by one of the managers in a video interview.



During the Q&A session, it was clarified that no financial benefits were given to Hedmark immigrants or that Abloy carefully checked the cost-efficiency of their Agemaster programme.

At the end of the workshop, the ‘tree of life’ was balanced with tools and approaches turning demographic change into opportunity. Both panellists and the participants came to the conclusion that ageing is simply “a fact of life” and that there is still a “window of opportunity” to brave demographic change in Europe.

### 3B / Tackling climate change



#### Speakers:

**Climactregions** / *Regional energy and greenhouse gas observatories: a knowledge tool for territories*

Etienne Vienot, Project Manager, Rhônalpénergie-Environnement (FR)

**RSC** / *Prioritisation of Actions for a low Carbon Economy – The PACE Tool*

Lisa Goodall, Project Delivery Officer, Low Carbon Team, Cornwall Development Company (UK)

**GRaBS** / *Green Space/Green Points System and Sutton community participation game*

Diane Smith, European Manager, Town and Country Planning Association & Jeff Wilson, Head of Strategic Planning, London Borough of Sutton (UK)

#### Moderators:

Stefania Amorosi, Finance Officer, INTERREG IVC

Elena Ferrario, Project Officer, INTERREG IVC

The workshop tackled the issues related to combating climate change. Being a global issue, the European Union has also placed it among its priorities and develops policies and strategies to tackle the negative effects of global warming. In order to reach its targets for 2020 and beyond, actions need to be taken not only at international, but also at local level. The session was opened with an audiovisual demonstration of the destruction already caused by climate change, for instance severe droughts, floods, melting of the



Arctic ice, just to name a few. Three invited speakers from INTERREG IVC projects presented a variety of tools and ways of cooperation which can contribute to our common goal, the fight against climate change.

The first good practice was presented by **Lisa Goodall** representing the RSC project. The PACE tool (Prioritisation of Actions for a low Carbon Economy) is an analytical tool which compares a wide range of carbon mitigation measures. As the tool draws on relevant and robust data from existing studies at regional/national/international level, through its future transferability it can also provide benefits to other regions, such as cost-effectiveness, carbon impact and jobs creation. At present the tool is put to the test in Hungary (at national level) and in Bulgaria (in six NUTS-2 regions) and results will be made available at the project's website before the end of the year.



**Etienne Vienot** on behalf of the Climactregions project was showcasing the OREGES good practice. OREGES is in fact a regional energy and greenhouse gas observatory which, through its widespread monitoring activities, intends to provide a baseline inventory for local authorities. Building on these observations, authorities can develop a well established energy and climate strategy and mobilise stakeholders better. An interesting aspect of this practice is that it can be associated also to air quality observatories. Further potential benefits for interested regions is the manual 'How to set up an observatory' developed by the project.

The last presentation was delivered by **Diana Smith** (TCPA) and **Jeff Wilson** (London borough of Sutton) who highlighted that the GRaBs project is unique in its focus as its Green and Blue Space Adaptation Measures in urban areas focus on the people and not on biodiversity in general. Through its toolkits and adaptation action plans it aims to contribute to retrofitting existing areas (implementing green & blue infrastructure), which has the potential to keep surface temperature at the same level between now and 2030.

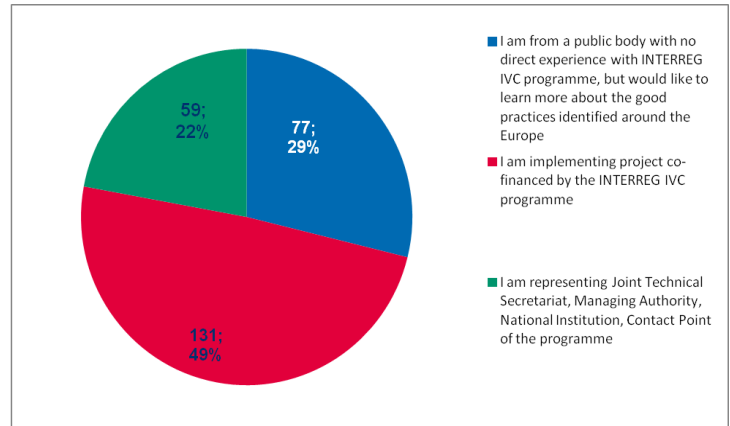
During the Q&A session participants gained further insight into the technical aspects of the tools presented. Furthermore, it was highlighted that tackling climate change is a complex task as each geographical area is different and therefore the right type of measures needs to be chosen for each area. Even if there is no quick payback in the actions taken, raising political awareness is one of the key elements to reach concrete results.

## Participants overview and feedback

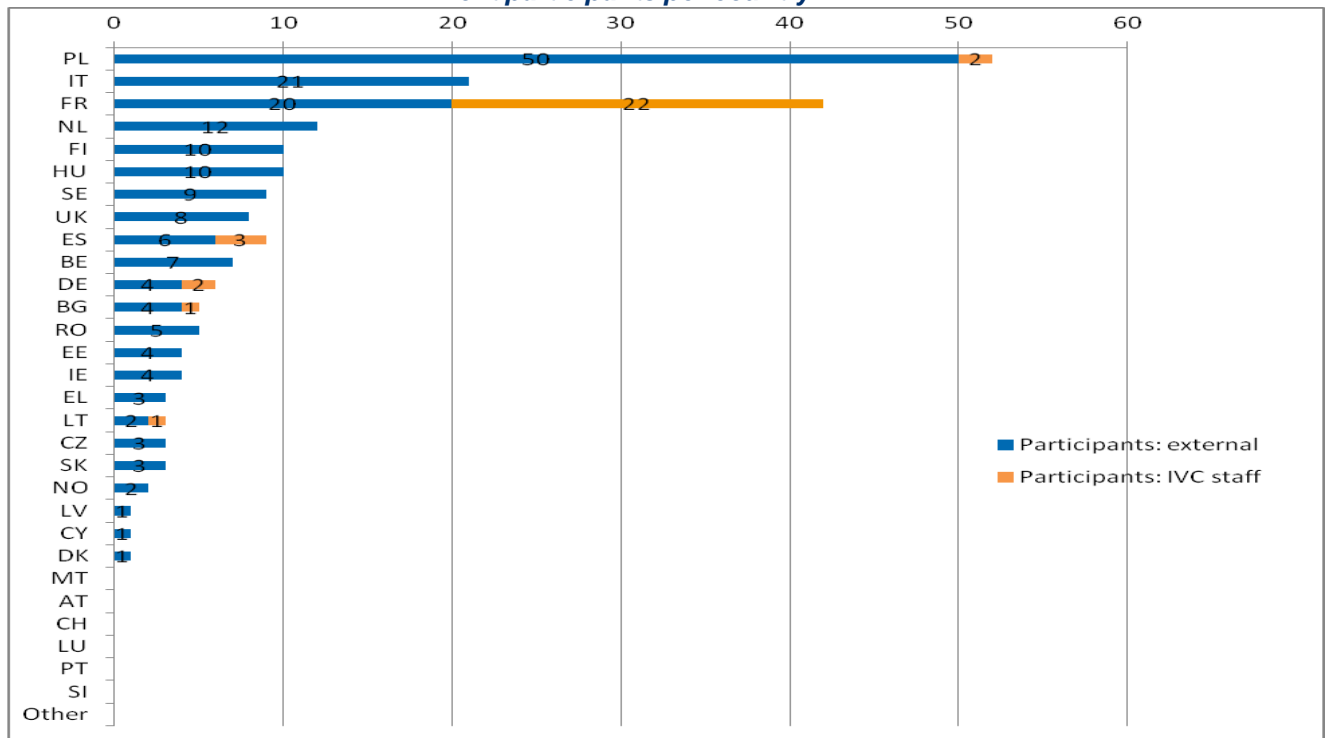
Over 267 participants showed interest to learn more about the good practices and registered for the event. 49% of registered participants represented INTERREG IVC co-financed projects. 29% were representatives from public bodies, but did not have direct experience with INTERREG IVC programme and were interested to learn about good practices, 22% represented bodies related to the management of the INTERREG IVC programme.

In total 221 participants arrived at the event on 24 November in Krakow. A detailed overview on the participation per country can be seen in the graph below.

### Registered participants profile



### Event participants per country

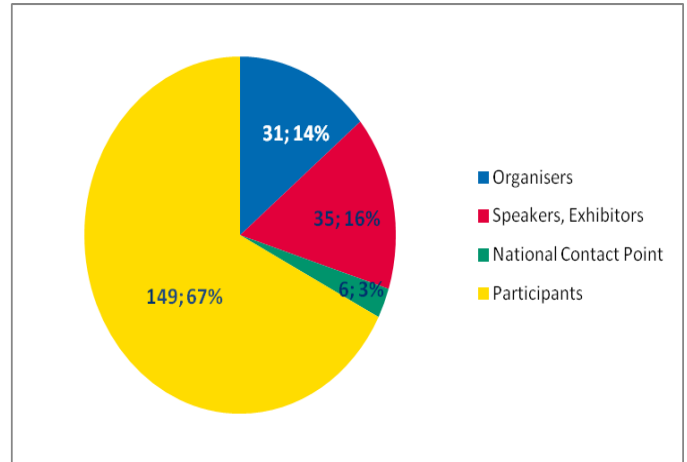


Poland, Italy and France were the most represented countries. High participation from Poland is linked to the fact that event was organised in this country. France has a high representation due to the Joint Technical Secretariat location in Lille. There were no representatives registered from Austria, Czech Republic, Luxemburg, Portugal, Slovenia and Switzerland. Two people were registered from Malta, but did not attend the event.

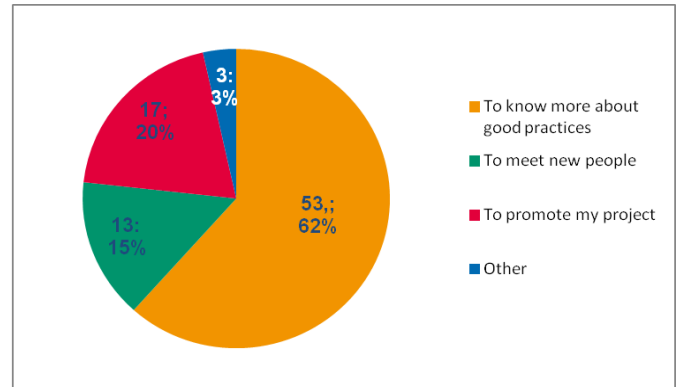
After the event, an evaluation form was sent to all participants who attended. 86 participants completed this electronic event evaluation form. The presented analysis of the evaluation is based on these answers.

- 62% of participants expected to learn more about the good practices, 15% wanted to meet new people and 20% came to promote a project.
- All participants indicated that event met their expectations (from 3 to 5 points).
- 98% of participants felt a need for such events and would attend them.
- 89 % evaluated event location and venue as very good/ excellent
- 82% evaluated event duration as very good/excellent. In detailed remarks several participants mentioned that duration of the event could have been prolonged to 1.5 day event.
- Participants of the event admit that event was a good opportunity to hear about other projects' findings, to discuss problems faced and learn from other projects, to meet others working in a similar field, and to learn more about the policies.
- Participants noted that workshops were interesting and specially liked the exhibition area and appreciated opportunity to network. Also many positive comments were received about the informal and friendly atmosphere of the event.
- Projects participating in the exhibition area would have liked to have more space, participants more time to visit exhibition stands. However other people write that they liked how space was organised and appreciated that it was not too big a space which created cosiness.
- Several participants suggest improving interactivity and presentations during the workshops. However the detailed evaluation showed that on average points given for moderation are above 4, for presentations, answers to questions and interactivity close to 4 (1 – poor, 5 – excellent).
- The event met objective and expectations of the organisers. Interest for the event and good practices identified within INTERREG IVC projects was high. All target groups (projects, policy makers, practitioners) were represented in the event and found it useful.

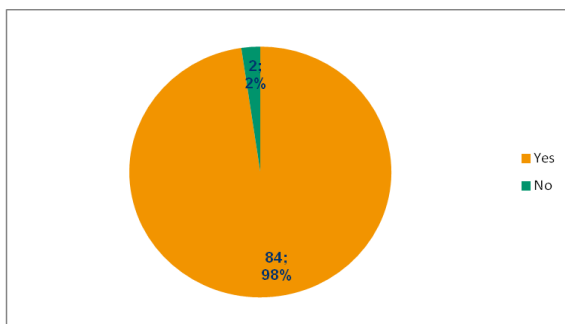
### Profile of event participants



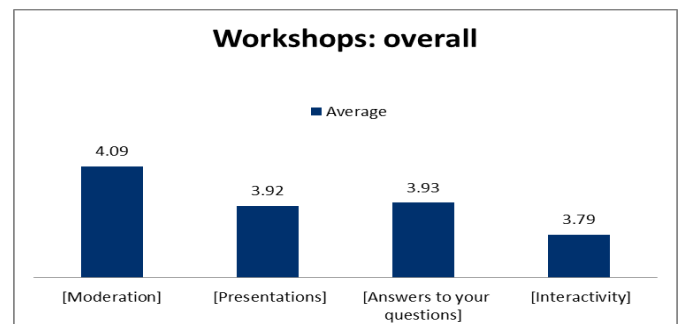
### What did you expect from the event?



### Would you be interested in attending the second INTERREG IVC Good Practice Fair in the future?



### Workshops





Joint Technical Secretariat

Région Nord - Pas de Calais  
Les Arcuriales, Entrée D, 5e étage  
45 rue de Tournai – 59000 Lille  
France  
[www.interreg4c.eu](http://www.interreg4c.eu)  
[info@interreg4c.eu](mailto:info@interreg4c.eu)  
+33 (0)3 28 14 41 00

Information Point West  
[IP-West@interreg4c.eu](mailto:IP-West@interreg4c.eu)  
+33 (0)3 28 14 41 04

Information Point East  
[IP-East@interreg4c.eu](mailto:IP-East@interreg4c.eu)  
+48 (0)32 205 32 30

Information Point South  
[IP-South@interreg4c.eu](mailto:IP-South@interreg4c.eu)  
+34 961 922 618

Information Point North  
[IP-North@interreg4c.eu](mailto:IP-North@interreg4c.eu)  
+49 (0)381 454 84 52 92

INTERREG IVC Good Practice Fair 2011 report compiled by Irma Astrauskaite

Reporters of the event:

Hélène Bergès  
Ilze Ciganska  
Benoît Dalbert  
Julie Estal  
Manuel Gonzalez-Evangelista  
Aleksandra Niechajowicz  
Akos Szabo  
Zornitsa Tsoneva



All event photographs © INTERREG IVC Joint Technical Secretariat, illustrations of the workshops © Stock.xchng