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easyWATERFRONT

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CALL FOR PROPOSAL & DEADLINE

Interreg europe

Priority Axis 4

Environment and resource efficiency

Specific Objective (SO) 4.2: Improve the implementation of regional development policies and programmes, in particular programmes for Investment for Growth and Jobs and, where relevant, ETC programmes, aimed at increasing resource-efficiency, green growth and eco-innovation and environmental performance management.

Deadline: 30/06/2017

+ PROGRAMME AND CALL DESCRIPTION

Through its cohesion policy the European Union works to reduce disparities in the levels of development, growth and quality of life in European regions. It promotes actions designed to make the European territory more innovative, more sustainable, and more inclusive. This is the EU policy agenda, called the Europe 2020 strategy.

While the large majority of the funds designated to reduce these disparities are managed nationally, the EU and Member States believe that regional development can be improved through cooperation across borders.

The Interreg Europe programme, financed by the European Regional Development Fund (ERDF), was therefore designed to support policy-learning among the relevant policy organisations with a view to improving the performance of regional development policies and programmes.

easyWATERFRONT is an Interregional cooperation projects whose foreseen characteristics are: partnerships made up of relevant policy organisations from different countries in Europe work together for 3 to 5 years to exchange their experiences on a particular policy issue. Each region involved in the cooperation project produces an action plan, specifying what will be done in the region to ensure that the lessons learnt from the cooperation project are put into action. Projects are also required to monitor the progress of their action plans, to determine the impact of cooperation.

It is recommended that third call proposals addressing one of the above topics demonstrate how they differ from (and possibly complement) the numerous projects already approved in these fields.

On the other hand, important topics such as renewable energy or water management are so far poorly represented among the 130 approved projects. The issue of financial instruments² is also not sufficiently addressed across the different priority axis of the programme. Applications dealing with these topics are therefore encouraged.

Priority axis 4 is slightly lagging behind, representing only 20% of the approved projects. Applications are therefore particularly encouraged under this priority axis.

+ CONTEXT ANALYSIS

Interregional cooperation is the only Interreg programme for which all EU regions are eligible. In comparison, in cross-border cooperation, which brings together border regions, the eligible area is more focused. Similarly, though wider than cross-border cooperation, the geographical coverage of transnational cooperation, which seeks to promote better integration between 'greater' European regions, also focuses on particular areas within Europe. Examples include the Baltic Sea Region, Central Europe, or Alpine Space.

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= OBJECTIVES

The objective of the current call is oriented to improve the implementation of regional development policies and programmes, in particular programmes for Investment for Growth and Jobs and, where relevant, European Territorial Cooperation programmes, aimed at increasing resource-efficiency, green growth and eco-innovation and environmental performance management.

The main purpose of Easy Waterfront is to encourage economic blue growth, sustainable development and impact on labour market of coastal and maritime areas supporting industrial transition towards innovative and ecological products and productive processes.

In line with objectives and priorities quoted above– we intend to promote interactions and cross-fertilization processes between institutions, enterprises, research institutions and citizens in order to develop a proactive system able to cope the challenges posed by the complexity of modern society and, at same time, to solve the major regional common weaknesses. To achieve this objective, we will foster the implementation of a Interreg project designed to reach the following sub-objectives:

- *To assess barriers to “Blue SMEs” transition to eco-innovative and resources efficient productive models across the partner regions*
- *To critically examine the content of regional policies which encourages SMEs Transition.*
- *To assess, through a programme of shared learning activities, the effectiveness of policy implementation measure) which exist in each region to support*
- *the achievement of key policy objectives on the ground*
- *To identify best practice in policy implementation and gaps in support mechanisms to tackle identified barriers*
- *To develop a series of regional action plans with recommendations and proposed concrete actions for improving SMEs' capacity and*
- *To implement improvements and changes to regional policies under phase 2 of this project based on best practice identified and exchanging experience during phase 1*
- *To validate a model for regional productive ecosystem capable of reviving the marine and coastal economy through processes based on innovation, sustainability, accessibility and seasonality reduction to increase domestic and external demand both from consumers and companies, to impact positively on labour market fostering natural and cultural heritage.*

> OUTPUTS AND ACTIVITIES

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The main outputs of easyWATERFRONT project related with the overall objectives are fundamentally the production of the 6/7 Action Plans, necessary to improve the local policy instruments addressing Blue Growth priorities.

The Action Plans will have the result to modify and improve the current policy instrument in the direction of the sustainable development of coastal and maritime areas and their natural heritage and the valorisation of innovative solutions in the field of Blue Economy.

The Action Plans will have also the result to improve the effective destination and the management of public funds (structural funds mainly, but also other public initiatives), made them closer to the effective needs of beneficiaries, as well as to more effective for what regards their impact.

If the final output (the Action Plan) represent obviously the concrete output, it is to consider a valuable result also the participatory process involving citizens and stakeholders that leads to the production of the output itself. Through the participatory actions foreseen in the project, the themes of the waterfront sustainable development and the improvement of the related policy instruments will be put under the attention of a large number of people and organisations.

The public debate on the themes dealt with project will be surely enriched.

The last overall result expected by the project is to improve the relation between the local inhabitant, businesses and institutions in terms of natural heritage valorization and protection

In this sense, easyWATERFRONT project will produce effects on the accessibility of towns, their communication networks, the transfer of innovation and the sustainable valorisation of the coastal and maritime environment and its natural heritage to the advantage not only visitors, but also to the people who live in coastal areas.

More specifically it is expected to involve around 48 public and private bodies within the Stakeholder Groups and more than 6.000 citizens (including entrepreneurs, public officers, representatives of civil society) in the participatory actions along the project (i.e. opinion polls, focus groups). 6 launch events of the project at local level on 1st semester, 6 events of public presentation of Action Plans on 4th semester and one High Level Political Dissemination Event on 7th semester will count at least around 700 people.

The activity on territories (restricted and one on one meetings) will involve further stakeholders to project, at least 36 in total.

The communication activities will enlarge the awareness of project to further 12.000 people. The dissemination and capitalisation activities, mainly implemented through partner's networks, will reach at least 200 international private and public operators active on *blue* sustainable development.

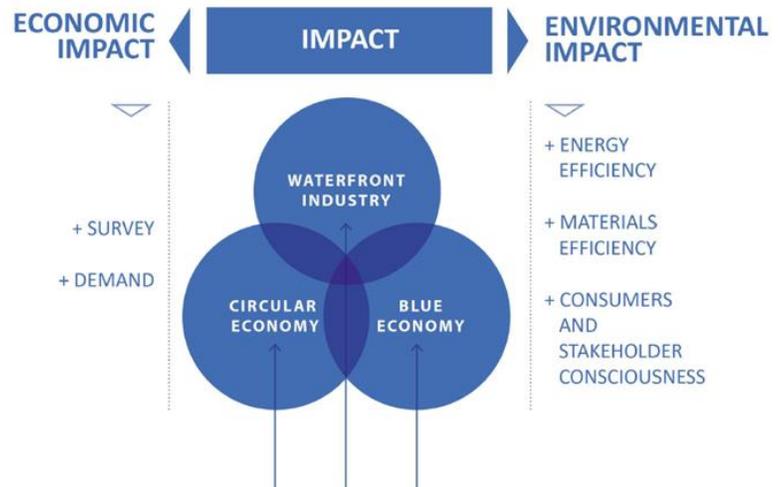
+ TARGET GROUPS AND IMPACT

The relevant Target groups in this project will be SMEs and startups, university, chambers of commerce and trade, entrepreneurial centers, regional authorities, local public and regional administrations, , associations, aspiring entrepreneurs. But also unemployed citizens and NEET who can benefit from the growth of the waterfront economy.

We can identify two main impacts on local development process: Economic Impact and Environmental Impact.

In general terms we have two multiplier effect:

- Creating a productive ecosystem which can boost domestic and external demand both on the part of consumers that Micro Small and Medium Enterprises;
- Growth and update of local know-how for the creation of a "specialized and skilled workforce",



+ PARTNERSHIP*

Lead Partner: **Regione Campania**

Other Partners
Regional Authorities

The number and the composition of the partnership can change. We are looking for other partners and the ones quoted just showed their interest to be part of the consortium.

+ TARGET POLICIES

A) RIS3 and Blue Growth: New Innovative Businesses, new productive businesses and Academic Spin Off Nuove Imprese Innovative, nuovi processi produttivi e Spin Off.

Some best practices examples examples:

Tu support the development and the exchange of knowledge and skills;

To use marine clusters as tool and leverage to promote the "Blue Smart Specialisation"

To foster "cooperative labs", moving from "value chains" to "value nets".

B) Sustainable Tourism.

C) Natural heritage preservation and valorisation.

= BUDGET

Around 2.100.000€ depending on the number of partners.