



**European Union**  
Regional Policy



# RegioStars Awards 2011



# **RegioStars Awards 2011**

**Presentation of the finalists**

## Foreword



I am delighted to introduce you to the finalists for the 2011 Regio Stars awards that have been chosen for us by an independent, multi disciplinary Jury.

The thematic categories for the 2011 RegioStars were chosen with a clear focus on identifying and recognising projects linked to key political priorities for Cohesion policy in the light of the Europe 2020 strategy. The 21 thematic finalists are short listed for four awards under the two headings of “economic competitiveness” at regional level and “low carbon economy” in an urban context (CityStars). These projects present innovative and significant urban, regional or national initiatives that are contributing to important European priorities. I am particularly struck by the examples of synergies between different EU funding programmes and by the examples clearly showing how Regional Policy is supporting innovation and sustainable development in different territorial contexts. There are examples from our cities, our maritime regions, our peripheral areas but also across regional and national borders.

The shortlist of candidates in the “Communication” category contains 10 finalists. Behind each photo are 10 interesting projects in their own right. I am particularly intrigued to see how the result of the first ever online public vote will compare with the views of the Jury on this category!

This year the Jury of experts comes from a wide variety of backgrounds (practitioners, policy makers, policy analysts) and from different levels of government (local, regional and national governments and international experts). I am grateful to them, and in particular to the Jury President Ms Ann Mettler from the Lisbon Council, for bringing their insights and independent views to the Jury table and for bringing us this shortlist of 31 projects from the 66 projects proposed by 18 Member States. This is their distillation of the good work of local, regional and national policy activists and project promoters.

To the people behind the projects I can only say thank you as it is you and your organisations that give life to the Europe 2020 strategy and it is your efforts, supported by the EU's regional policy, which are delivering the results that our citizens expect and deserve.

Congratulations to the finalists!

A handwritten signature in black ink, which appears to read 'J. Hahn'.

Johannes Hahn  
Commissioner for Regional Policy



The 2011 RegioStars competition took place at a unique moment in time. In the midst of an economic and debt crisis of unprecedented proportions – and against the backdrop of a brand new development strategy dubbed the Europe 2020 Agenda – it was an interesting exercise to evaluate projects based on their contribution to economic competitiveness and low-carbon economy.

The pillars of the Europe 2020 blueprint – smart, sustainable and inclusive growth – guided our discussions and deliberations. There was at all times an acute awareness that the projects needed to be evaluated not in isolation, but in view of a larger transformation towards a knowledge-based, green economy. In recognition of the fact that governments across the EU are grappling with fiscal consolidation, the jury focused on regional projects that demonstrated impact and excellence. In addition, the jurors supported the drive towards ‘smart specialisation’, encouraging regions to build on their strengths and capitalise on the unique comparative advantage that they might possess vis-à-vis their peers.

We believe that the projects chosen as finalists in their respective category are innovative, inspiring, and exemplary. They have the potential to serve as role models and good practices for other regions. And they demonstrate that EU funds have been put to good use – a fact that is of paramount importance in view of the intense negotiations over the next financial perspective 2013-2020. More than ever before, cohesion policy must prove that it provides future-oriented, value-added investments and not charity-labelled, open-ended subsidies, which have the potential to distort the single market, undermine innovation and hamper fair competition.

Going forward, regions and regional projects of the kind that are recognised in the RegioStars awards, should become part and parcel of the Europe 2020 strategy. Success in virtually all of its flagship programmes – be it the Digital Agenda, the Resource Efficiency, New Skills and Jobs or Innovation Union Flagships – are highly dependent on rapid progress and structural change at the regional level. As I know from many years of experience, the real home of a European reform agenda is usually not in national capitals but in regions and cities.

I applaud and congratulate the winners of the 2011 RegioStars. And I want to extend a sincere thanks to the members of the jury. It was a pleasure and an honour to preside over such a knowledgeable, distinguished and committed group of individuals. As we like to say at the Lisbon Council: the best is yet to come. In this spirit, I hope that you, dear reader, will enjoy learning more about projects that set a standard of excellence in Europe and beyond.

A handwritten signature in black ink, appearing to read 'Ann Mettler'.

Ann Mettler  
Executive director of the Lisbon Council

## RegioStars Jury 2011



### President of the Jury

**Ann Mettler** is executive director and co-founder of the Lisbon Council, a Brussels-based, independent, non-partisan think tank and policy network.



**Dr Marcello ANTINUCCI** (IT), physicist, after 4-years of academic research, spent more than 30 years in industrial research. He is now advising municipalities on renewable energies, energy efficiency and building energy applications.



**Prof. Christian KETELS** (SE) is a Senior Fellow at the Center for Strategy and Competitiveness at the Stockholm School of Economics.



**Ms Claire NAUWELAERS** (BE) is a Policy Analyst, working on regional innovation policy within the Regional Development Policy division at OECD.



**Ms Monica OREVICEANU** (RO) is Superior Evaluation-examination Councillor, DG Territorial Development, Ministry of Regional Development and Tourism.



**Mr Werner PAMMINGER** (ÖS) is Managing Director of Clusterland Upper Austria Ltd and an experienced executive and senior consultant working in cluster management.



**Ms Zdenka SIMONOVIC** (SI), is Head of Development Projects Unit in City of Ljubljana's administration and Coordinator of CIVITAS ELAN project



**Mr Neil WARNER** (IE) holds the Associateship of the Irish Professional Photographers Association, the Fellowship of the British Institute of Professional Photography and the Fellowship of the British Master Photographers Association.

## TABLE OF CONTENTS

<b>I. ECONOMIC COMPETITIVENESS THEMES</b>	<b>6</b>
<b>CATEGORY 1</b>	<b>6</b>
<b>NETWORKING AND CLUSTER INITIATIVES SUPPORTING REGIONAL GROWTH AND SMES ACCESS TO GLOBAL MARKETS</b>	<b>6</b>
AT: Green Building Cluster of Lower Austria	7
DE: POWER Cluster – The Northern European Competence Network for Offshore Wind Energy	8
EE: Competence Centre for Cancer Research (CCCR)	9
PT: European Institute of Excellence in Tissue Engineering and Regenerative Medicine, Guimarães	10
SE: Establish commercial spaceflight – Spaceport Sweden	11
UK: Growth in Environmental Marine Science	12
UK: Sharing Experience Europe - Policy Innovation Design	13
<b>CATEGORY 2</b>	<b>14</b>
<b>ANTICIPATING ECONOMIC CHANGE</b>	<b>14</b>
BE: Helden van alle dag: Het Beroepenhuis	15
DK: NoCry - Northern Creative Youth	16
ES: BioBasque 2010, Development of life sciences in the Basque Country	17
SE: System Management for Innovative Platforms - SLIM	18
UK: North East Productivity Alliance (NEPA)	19
<b>II. LOW CARBON ECONOMY THEMES</b>	<b>20</b>
<b>CATEGORY 3 “CITYSTAR”</b>	<b>20</b>
<b>PROMOTING SUSTAINABLE ENERGY IN CITIES</b>	<b>20</b>
BE: SUN – Sustainable Urban Neighbourhoods	21
BE: 31 Municipalities in the Sun	22
LT: Scheme of renovation of the public buildings in Lithuania	23
NL: Living Green.EU	24
NL: Amsterdam Smart City	25
UK: Ecovillage	26
<b>CATEGORY 4 “CITYSTAR”</b>	<b>27</b>
<b>INTEGRATED, CLEAN URBAN TRANSPORT PROJECTS</b>	<b>27</b>
DE: The Hybrid Electric Fuel-Cell Bus	28
IT: FLIPPER – Flexible Transport Services & ICT platform for eco-mobility in urban and rural areas	29
PT: Innovative and sustainable mobility in Funchal (CIVITAS MIMOSA)	30
<b>III. INFORMATION AND COMMUNICATION THEME</b>	<b>31</b>
<b>CATEGORY 5: PROMOTIONAL PHOTO OF A CO-FUNDED PROJECT</b>	<b>31</b>
BE - Europe, Strong in Vlaams-Brabant	32
CZ - Cycle-way Bezprávi – Choceň	32
CZ - The Solar system for hot water in the Elementary School Lysá nad Labem	33
ES – Juice Factory Andalusia	33
LT / LV - Two Sunsets in One Evening	34
NL - Walstroon Binnenvaart Rotterdam	34
PT - Redevelopment of Capelinhos Lighthouse – Interpretation Centre	35
SE, FI, FO, IS, NO - Age makes no Difference	35
SI - Waste sorting goes high tech	36
UK: Europe and Wales: Investing in your future	36
<b>REGIOSTARS 2012</b>	<b>37</b>

# **I. ECONOMIC COMPETITIVENESS THEMES**

## **CATEGORY 1**

**Networking and cluster initiatives  
supporting regional growth  
and SMEs access to global markets**



## AT: Green Building Cluster of Lower Austria

Region:	Lower Austria
Programme or Body:	Strengthening regional competitiveness of Lower Austria 2007-2013
Duration of project:	01/2007– 12/2013
Funding:	3.431.370 € of which 937.370 € European Funding – ERDF
Website:	<a href="http://www.ecoplus.at">www.ecoplus.at</a>



green building cluster  
of lower austria

The green building cluster of lower Austria connects construction and building professionals with researchers to address challenges such as climate change and enable innovation through cooperation., The Green Building Cluster is one of 6 strategic cluster initiatives being implemented in Lower Austrian in the period 2007-2013.

*"Many cluster organisation would be well advised to follow the example set by the Green building cluster and the approach adopted by Lower Austria" – RegioStars Jury 2011*

The initiative provides pre-competitive support for mainly small and medium sized companies in order to strengthen their innovation capacity and foster competencies in the area of sustainable building and living. It acts as a neutral platform, enabling trust building between cluster members, mediating between businesses and public administration to help shape business and innovation friendly framework conditions, while building a bridge between SME and R&D institutions. It currently involves about 200 members, of which more than 80% are SME. Other members include larger companies, research and education institutions and associations.

The added value of this initiative is the development of existing economic fields of strength – building on the Timber Cluster (started in 2001) and the Greenbuilding Cluster (started in 2003) – in a comprehensive and strategic way to help companies transform to innovate. In this sense it is more than initiating a couple of collaborative projects but rather initiatives several interventions at different phases of the innovation process aiming at removing bottlenecks to business innovation. For example, the cluster initiative, as a neutral platform for the triple-helix stakeholders, helps to develop better framework conditions, mobilizes companies to improve their skills and innovate, facilitates know-how transfer from universities to businesses and contributes to the sustainable development of regional specialisation.

Since 2001 the Green Building Cluster has triggered 249 projects with (cumulated) 486 company participations. One of the initiatives developed was the "Future Building" Competence Center including the Department for Building and Environment at Danube University Krems and other partners from the construction, building materials and components industries. Other examples are Zero Energy Retail

Outlets using passive house technologies and integrated photovoltaic systems for Prefab Houses.



In cooperation with regional sector associations the cluster has also developed a joint training program to meet skills demand concerning energy efficiency of buildings. More than 200 master builders, carpenters, architects, planners, site managers, heating and plumbing professionals and energy and building consultants have so far benefitted from these trainings and are now fully qualified to carry out energy-efficient old building refurbishment.

The Lower Austrian Cluster Programme to which this cluster belongs is an integral part of the Regional Innovation Strategy, co-financed by the EU. The Regional Economic Policy Objectives have been translated into clear and measurable objectives for each cluster initiative (as well as for all other innovation support actions within the region). The main indicators are the number of new strategic R&D projects involving SMEs, big companies and research institutions, the number of product and system solutions developed in collaborative projects of companies and the rate of cluster members' participation in collaborative projects.



## DE: POWER Cluster – The Northern European Competence Network for Offshore Wind Energy

Region:	North Sea Region; DE, DK, NL, SE, UK, NO
Programme or Body:	North Sea Region – European Territorial Cooperation Programme
Duration of project:	07/2008 – 06/2011
Funding:	4.998.940 € of which 2.499.470 € European Funding – ERDF
Website:	<a href="http://www.power-cluster.net">www.power-cluster.net</a>



The POWER cluster tackles the challenges of the further roll out of offshore wind technology in Northern Europe by cooperating beyond borders and across sectoral barriers. It is an INTERREG IVB project developing cooperation between coastal regions of the North Sea Region in order to take advantage of future growth in the offshore wind industry and to identify future markets. The project contributes to the economic attractiveness and competitiveness of these maritime regions.

*"Its large scope in an important flagship sector along with its cross-sectoral and multi-activity approach project make this an innovative project." – RegioStars July 2011*

The POWER cluster project is a project involving 18 partners from six countries around the North Sea - Germany, the United Kingdom, Denmark, the Netherlands, Sweden and Norway. In its essence, the offshore wind energy sector is an innovative field. In order to extend the share of renewable energies in the EU and particularly in the North Sea Region, new and innovative ways of energy production are needed. It mainly started with onshore wind farms, but the current tendency is to develop offshore farms, which require special skills and expertise compared to the onshore wind energy industry. POWER cluster embodies a strong grouping of key actors in the offshore wind energy sector of the North Sea Region wishing to lead the way in terms of renewable energies.

Its impacts are visible not only on the local, regional or national levels but also on the international level. Its work programme targets 4 objectives. It aims to increase social acceptance of offshore wind energy by promoting an understanding of the particular importance of this kind of renewable energy. The partners foster the development of new business contacts through, for instance, four "business to business" events, an EU funding tracker on offshore wind and an offshore wind supply chain mapping tool ([www.power-cluster.net](http://www.power-cluster.net)) launched in May 2010. It works on the issue of human capital needs of the industry. And finally it seeks to integrate the different sectors, work streams and specific topics to support

moves towards more comprehensive and inclusive partnerships integrating national levels and energy institutions of European importance.



Within the POWER cluster project itself examples of the innovative character are the development and implementation of several offshore wind energy related BSc and MSc courses and modules, the creation of transnational offshore wind energy business networks, as well as the development of the first cluster wind supply map. Another example of innovation is the boat exhibition in 2009, 2010 and 2011. It attracted more than 38 000 visitors between 2009 and 2010. These exhibitions are part of the awareness raising side of the project.

The project is based on the results of the POWER project, a former INTERREG IIIB North Sea Region project, which proved its sustainability. The POWER cluster now represents a further step forward.

## EE: Competence Centre for Cancer Research (CCCR)

Region:	Estonia
Programme or Body:	Ministry of Finance of the Republic of Estonia
Duration of project:	04/2005 – 03/2008
Funding:	2.199.240 € of which 1.163.500 € European Funding – ERDF
Website:	<a href="http://www.vtak.ee">www.vtak.ee</a>



COMPETENCE CENTRE FOR CANCER RESEARCH

**The Competence Centre for Cancer Research (CCCR), established in 2005, is a network of public and private partners developing innovative solutions in order to save lives and to reduce human suffering by offering the pharmaceutical industry novel anti-cancer drug candidates and developing non-invasive diagnostic platforms for early diagnoses and prognoses of cancer.**

*"A strong competence centre, gathering all major national players in a joint R&D effort with a high private co-funding indicating strong sustainability" – RegioStars Jury 2011*

The ambition of the CCCR is to establish strong long-term private-public partnership in top-level cancer research, based on the common vision of SME entrepreneurs and scientists. It includes improving economic value added and, in particular, supporting the access of Estonian biotechnology SMEs to hospitals and global markets.

The main innovation stems from the interdisciplinary partnerships involving chemists, molecular biologists, cell biologists, biochemists, immunologists, clinical doctors, radiologists, plant physiologists, economists, biotechnology business developers, clinical trials specialists, health care specialists etc. It enables CCCR to find innovative solutions to problems related to early diagnosis and effective treatment of cancer.

The impact on the regional economy is evident in terms of competences, new jobs, attractiveness for scientists and new services developed. These impacts are largely due to a change of paradigm by fostering trust, support and sharing in a highly competitive area such as biomedicine. The CCCR consortium, involving all major players in cancer research in Estonia, has achieved significant results, notably it has out-licensed and/or transferred intellectual property developed

under the CCCR framework to global companies; (i.e. oncogenetic tests used in Estonian top-level hospitals). New jobs have been provided for top-level scientific staff - CCCR staff increased from 30 in 2005 to 71 in 2010; 5 top-level researchers repatriated from other countries. New competences were developed that were missing in Estonia; new start-ups in biotechnology and for certain high-tech services needed for the CCCR projects with more graduate students specialized on applied cancer research.

The entrepreneurs and scientists of the CCCR team have visited a similar competence centre in Sweden (Vinnova Programme). On the other hand the CCCR approach is an interesting example of interregional partnerships and the transfer of know-how. A Latvian team has visited the CCCR to start a similar project.

CCCR has now a funding agreement until 2015 and its activities are on a sustainable path. It has been successful in several projects supported by other EU funding sources. Moreover, the financial resources secured by the commercialisation of the results are re-invested by the partners in new R&D projects. In addition, CCCR has been successful in international scientific evaluations.

## PT: European Institute of Excellence in Tissue Engineering and Regenerative Medicine, Guimarães

<b>Region:</b>	<b>NORTH REGION OF PORTUGAL</b>
<b>Programme or Body:</b>	<b>Regional Operational Programme North of Portugal</b>
<b>Duration of project:</b>	<b>2004-2009</b>
<b>Funding:</b>	<b>4.564.400 € of which 3.195.100 € European Funding – ERDF</b>
<b>Website:</b>	<b><a href="http://www.expertissues.eu">www.expertissues.eu</a></b>



**EXPERTISSUES**

The main objective of the European Institute of Excellence on Tissue Engineering and Regenerative Medicine is to be able to integrate and create the knowledge that will lead to the breakthroughs that are required in the field of tissue engineering and regeneration, in order to generate technologies and therapies that can be used to treat patients and improve their quality of life. This project was built on the network of excellence EXPERTISSUES funded by the Research Framework Programme 6.

*"Emerging from an EU research programme, the institute has secured regional policy funding to develop as a European centre of expertise. Its multidisciplinary character, along with its location in a peripheral region makes it an attractive demonstration case." – RegioStars Jury 2011*

The problem of organ failure or tissue replacement tends to become more acute in the coming years because Europe's population is ageing. Currently available therapies, such as organ transplantation or prosthesis implantation have resulted in clear improvements in the field of substitution and regeneration medicine. However, these solutions are not always effective. Moreover, there are still no materials available that can adequately replace several functional tissues, such as bones or large bone segments. Therefore, despite the enormous benefits the contemporary technology has brought, the outer limits have been reached and new breakthroughs can only be expected from a novel hybrid technology that will reduce the shortcomings of the current material technology. Such a combined, biology driven approach is referred to as "tissue engineering", by which biological tissues are engineered through combining material technology and biotechnology. In this context, it was urgent to establish competitive research and develop networks in this area, because of the existing risk of Europe being not competitive with other major world powers such as the USA.

The partners of the European Institute of Excellence on TERM (22 partners from 13 countries, including 9 from the EU), created a legal entity that is an European Economic Interest Group (EEIG) and designed a set of ways of integrating and merging the diverse skills and are fully committed to: a) joint planning of research activities avoiding fragmentation

and overlapping; b) ensuring mobility of personnel: exchange of research staff and students of different labs for sharing of know-how and training. Only an approach such as the creation of the European Institute on TERM could lead to the possibility of competing with USA in this area.



The management of the project is ensured by the 3B's Research Group of the University of Minho (3B's-UM). The 3B's-UM is based in the headquarters of the European Institute of Excellence in Tissue Engineering and Regenerative Medicine, located in the Avepark, Minho-Northern Region of Portugal. The mission of 3B's-UM and its spin-off "Stematters" comprises the development of new biomaterials and cellular therapies for use in a range of biomedical and environmental applications. The main area of research of this rather unique research group, one of the most productive and cited in Portugal, is at the interface between materials engineering, life sciences and biotechnology. The group has a strong strategy for internationalization, having around 125 researchers from around 20 different nationalities.

## SE: Establish commercial spaceflight – Spaceport Sweden

Region:	Kiruna, Norrbotten County
Programme or Body:	Upper North Sweden Regional Structural Development Program
Duration of project:	09/2009 – 12/2011
Funding:	1.111.250 € of which 464.290 € European Funding – ERDF
Website:	<a href="http://www.progressum.se">www.progressum.se</a>



Spaceport Sweden is an initiative establishing a new industry - commercial human spaceflight - in Kiruna, Norrbotten County, Sweden. The early phases of this new industry has seen new business models being created for international cooperation, new research and education, new public procurement practices, new joint partnerships between the public and private sectors, new authorities and new legislation.

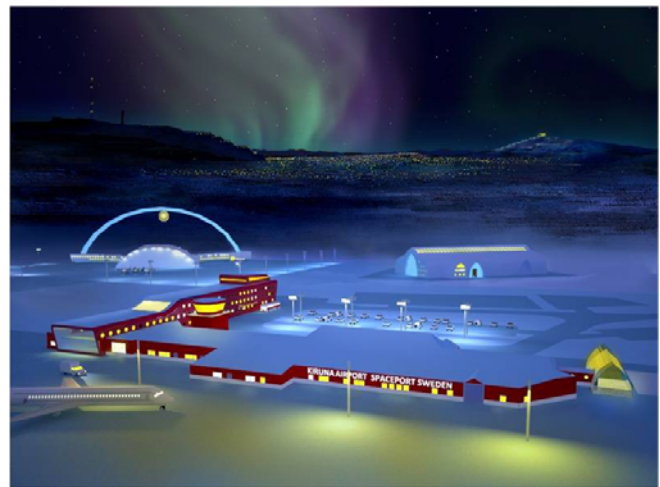
*"This initiative is a good example of smart specialisation with a global business in sight, involving a strong local partnership, private sector commitment and a memorandum of understanding with US counterparts " – RegioStars July 2011*

Commercial spaceflight is a new emerging industry. Governments and companies worldwide are currently mobilising to capitalise on the opportunities that the "second space age" will bring, driven mainly by private space companies and investors developing technology and access to and infrastructure in space. With the growth and development of commercial spaceflight, new opportunities for innovation within science and technology will be created. It will further shape new platforms for business development and innovation across other industries creating unforeseen opportunities. This may in turn contribute to economic growth, job creation and inspire young people to pursue careers in the field contributing to regional attraction enabling both regions and companies to grow and build for the future.

Established over 50 years ago, SpaceCity Kiruna hosts international space research and commercial services such as rocket and balloon launches, monitoring and control of satellites, testing of new space and flight systems and an array of different ground facilities for measurements in space. Realising the potential to further develop commercial spaceflight, the work with Spaceport Sweden was initiated and inaugurated in January 2007 by Ms Maud Olofsson, the Swedish Minister for Enterprise and Energy, at Kiruna Airport.

The project "Establish commercial spaceflight - Spaceport Sweden" aims to capitalise on this development and establish this new industry with commercial spaceflight infrastructure in Kiruna. A goal within the project is to further develop the infrastructure necessary to transform Kiruna Airport in

to a fully functioning spaceport – enabling Spaceport Sweden to become Europe's gateway to space.



By creating a strong business network and cluster of participants, including private companies, the public sector and academic institutions, the project aims to develop new products, services, research and education. This will position participating stakeholders to build on the business opportunities which will be created on a regional, national and international basis. With Spaceport Sweden, as Europe's gateway to space, Norrbotten County, Sweden and Europe has an opportunity and a challenge to be a part of an exciting global development, creating new opportunities for regional and national growth, enabling SMEs to increase their international access and cooperation.



## UK: Growth in Environmental Marine Science

Region:	Wales
Programme or Body:	West Wales and the Valleys Convergence Operational Programme, ERDF 2007-2013 (Priority 2 Improving Business Competitiveness)
Duration of project:	11/2008 – 12/2013
Funding:	2.789.090 € of which 1.310.870 € European Funding – ERDF
Website:	<a href="http://www.bridgemarinescience.com">www.bridgemarinescience.com</a>



The project's aim is to support marine and aquatic science businesses in Wales, to assist them in gaining global business by encouraging them to work together as well as to encourage Welsh graduates to start up enterprises in this sector. This will help increase employment within this sector in Wales, stimulating business growth and supply chains activity. It will also contribute to the creation of strong and sustainable economic growth in Wales.

*"This cluster has both a strong local dimension and global outreach and visibility. Its multi-faceted support method makes this project original while its achievements to date and the strong private support are encouraging for its impact and sustainability." – RegioStars July 2011*

The project resulted from work done for the Welsh Assembly Government that identified the growth potential of this sector a very rural area. The region has low gross value added compared to the UK average, high unemployment; low number of quality jobs and high economic inactivity. The project was conceived in partnership with Government and active private sector involvement to positively influence all the above indicators with an economic multiplying effect. With its 'win work globally' strategy, global presence and science based SME cluster, the project is clearly aligned with the principles of the Europe 2020 strategy. The principles of smart, sustainable and inclusive growth are integrated across a number of the planned initiatives outlined in the strategy.



The project has two key objectives. It directly supports and proactively encourages the Welsh graduate and post graduate students to start up businesses in marine science and to stop the migration of talent from Wales. This will include the signposting of graduates

into Welsh Assembly Government schemes including those helping business, innovation and R&D. It is also working to enhance global business opportunities for new and existing marine and aquatic science Small and Medium Sized Enterprises (SMEs). This is done particularly by drawing on the diversity of their collective scientific skills sets to win and deliver this work in a co-operative manner and make the whole of the cluster greater than the sum of its parts.

Although the project is still in the early stages of delivery, achievements to date are strong with 92 SMEs assisted, 4 new businesses created, 20 gross new jobs created, 42 businesses adopting an environmental management system, 50 new equal opportunities systems created, 60 individuals assisted to start new businesses. A key impact for the area is that the supply chain has been strengthened, for example marine scientists becoming aware of the capabilities of other businesses.

Through clustering, a natural, supportive, business-enhancing and learning experience has emerged with a view to achieving the project's aims. Building trust and demonstrating the benefits of clustering was especially necessary in order to overcome the natural tensions between cooperation and competition amongst small business in the same sector. With growing demand for the project's service the creation of a digital ecosystem is being considered to allow the cluster to operate even more effectively internally and externally to the market. Such a system could have particular greater benefits in rural areas where distance, poor physical communication structures and snow bound winters can be overcome.

## UK: Sharing Experience Europe - Policy Innovation Design

**Region:** Wales (lead partner), Estonia, France, Finland, Ireland, Italy, Poland, Slovenia and Denmark

**Programme or body:** European Territorial Cooperation Programme - INTERREG IVC

**Duration of project:** 09/2008 - 06/2011

**Funding:** 1 498 490 € of which 1 141 425 € European Funding – ERDF



SHARING EXPERIENCE EUROPE  
POLICY INNOVATION DESIGN

**Website:** [www.seeproject.org](http://www.seeproject.org)

The aim of Sharing Experience Europe - SEE - is to pool knowledge, share experiences, stimulate debate, develop new thinking and build rapport and credibility in order to influence policy at regional and national levels in order to integrate design.

*"This is an interesting policy-building project in a forward-looking area - design as a source of innovation. Its broad partnership and EU endorsement gives credibility to the statement that it paves the way towards new innovation policies, suited to regions outside of the S&T hubs"*  
*RegioStars July 2011*

SEE is a network of 11 European partners sharing knowledge and experience on how design can be integrated into regional and national policies to boost innovation, sustainability, social and economic development. The project builds on the successful implementation of the SEE design project (2005-07, INTERREG IIIC).

The project's ultimate goal is to integrate design into innovation policies. This work is focused on creating better conditions for SMEs to operate, developing innovation and making use of design resources. To achieve this SEE faced the challenge of building rapport between the partners (which are all organisations that currently provide design support to SMEs) and policy-makers.



SEE uses innovative approaches to bring partners and policy-makers together to discuss design-related topics and formulate policy recommendations that are

both ambitious and achievable. In working together, the project strives to (i) build meaningful relationships that raise awareness about design; (ii) are sustainable beyond the project; and (iii) ultimately influence innovation policies across Europe to build an innovative environment in which SMEs can operate. The project is highly innovative in proposing a topic that has almost never been examined in a policy context.

The results have been very positive with all 11 partner regions reporting clear impact in policies and programmes. Workshop and research outputs are being used to support the emerging agenda for design within wider innovation policies and at a European level. The partners list multiple national and regional examples.

For instance in Slovenia, a special study on the status of design in Slovenia will be carried out co-financed by the ministries as result of the increased awareness among policy. Also, examples of good practice on design policies presented within the SEE project (in particular the examples of practices in Finland and Denmark) are serving as model for the new SL R&D Innovation strategy 2011-2015.

In Belgium the SEE project has accelerated the development of a Design Platform in Flanders to enhance the efficiency and the effectiveness of the different design organisations, supported by the government, and to create a broader and guiding design policy by the Flemish Government. At EU level, SEE is also contributing to broadening the scope of innovation policy to include design.

## **CATEGORY 2**

### **Anticipating economic change**



## BE: Helden van alle dag: Het Beroepenhuis

Region:	Flanders
Programme or Body:	OBJECTIVE 2 GHENT PROGRAMME 2000-2006 (PROV. EAST-FLANDERS)
Duration of project:	06/2001 – 12/2006
Funding:	170.300 € of which 62.890 € European Funding - ERDF
Website:	<a href="http://www.beroepenhuis.be">www.beroepenhuis.be</a>



**'Het Beroepenhuis' (the Profession House) is a permanent interactive exhibition where young people from 11 to 14 can try out professions, with special emphasis on technical and practical executive professions. The aim is to help them make a conscious and positive choice for further education and training. Through motivating more young people in favour of technical professions, the project contributes to address a shortage for skilled technical workers in the region.**

*"A small promising project promoting practical professions and including disadvantaged citizens, with support from a broad local partnership." – RegioStars Jury 2011*

If you are 11 to 14 years old, on the threshold of secondary education, it is not easy to know what to study with a view to a future job. By giving young people a chance to discover their talents the permanent job fair of 'Het Beroepenhuis' broadens their horizons. Through this approach young people are encouraged to make positive choices for courses in vocational or technical secondary education.

In the exhibition young people can discover professions in a playful way. The sectors covered are: Metal and Technology, Transportation and Logistics, Chemicals and Plastics, Catering, Food, Construction, Social Profit and Printing Industry. In addition the visitors can work with concrete material in professional studios. A comprehensive library about occupations and vocational training is also available.

'Het Beroepenhuis' aims to alter attitudes. It shows that technical and practical-executive professions are also fun, useful and have a social interest. Moreover, as technical professions are - for many reasons - often seen as male professions, 'Het Beroepenhuis' contributes to break down such stereotypes. Special attention is also given to immigrants by making them explicitly visible in the exhibition.

The visit to the exhibition starts with the question 'Why work?' A short movie shows people at work who tell why they enjoy working. After this the game starts in

the interactive exhibition. This consists of various discovery corners; each representing a sector, in which you can get in touch with professionals from the industry through assignments. So, for example, you can slide under a truck as a mechanic, design a bike as an industrial product developer or retrieve the wrong bag of candy out of the assembly line as a quality manager. You will also learn about the environment, terminology, security and gender awareness. In the professional studios, visitors crawl into the skin of a professional. They can experiment with materials and tools.

The project is part of 'Gent, stad in werking' (Gsiw), the strategic employment plan for the city of Ghent. The ERDF funding supported the design and optimisation of the building in which 'Het Beroepenhuis' is located including the use of ecologically responsible materials, which is in consistent with the approach of the project to strengthen the environmental awareness of visitors and the integration of the theme in the presentations.

'Het Beroepenhuis' is an open partnership with Gsiw. It has also broad public support and the involvement of employers (construction, metal, transport, ports, crafts and guilds sectors) and workers organizations, the intermediary sector, educational institutions from all networks and the local government. There is also a good cooperation with the media.

## DK: NoCry - Northern Creative Youth

<b>Region:</b>	Lapland and Kainuu (Finland), Norbotten and Västernorrland (Sweden), Troms (Norway), Morayshire (Scotland), Derry (Northern Ireland), Faroe Islands
<b>Programme or Body:</b>	European Territorial Cooperation Programme - Northern Periphery 2007-2013
<b>Duration of project:</b>	01/2008-08/2010
<b>Funding:</b>	1.807.640 € of which 1.037.100 € European Funding – ERDF
<b>Website:</b>	<a href="http://www.incubiz.eu">www.incubiz.eu</a>



NoCry (Northern Creative Youth) addresses the opportunities of the creative industries from the point of view of young people. This transnational project promotes entrepreneurship, supports creative sector incubator networking and spreads knowledge in the Northern areas of Europe about the potential of creative industries.

*"An innovative transnational initiative to promote international networks and diffuse knowledge on support for entrepreneurs in the creative sectors." – RegioStars Jury 2011*

Very few of the existing business incubators have the knowledge and skills to support creative sector entrepreneurship. The creative sector has non-traditional ways of working and therefore they set special requirements for incubators. In addition young creative talents often do not have the knowledge to transform their skills into business opportunities. The lack of a business development tradition in the creative sector hinders such development. Many entrepreneurs become successful in their forties or later. In the creative industries, it is young people who are the leaders and it is important to reach these individuals at an early stage so that they are able to fulfil their potential.



NoCry has played a key role in raising awareness of the economic potential of the creative sector for the Northern areas of Europe. Moreover, it has piloted new creative incubators, organised trainings and developed online training units, developed ICT tools for co-productions over distances and distributing creative digital content. At its best, the NoCry has been a transnational laboratory in which the project has created linkages between different creative actors and allowed their input to form the project's impact.

The main outcome of the project is an online service - [www.incubiz.eu](http://www.incubiz.eu) - for creative young people and business incubators to support business development in the creative sector. Incubiz contains information, knowledge, models and good examples about starting a business in the creative field. Incubiz is also a platform for interaction between creative people and organisations supporting entrepreneurship and the creative sector. The service supports young creative people interested in becoming entrepreneurs, and it offers contacts and networks across borders.

The NoCry project has directly employed several young people to either produce creative content and material or to act as ambassadors of the creative industries towards other young people. Some new small businesses have also been started with the support of the experimental incubators and Incubiz. The project has also supported the startup of four creative business incubators (i5Studio NoCry Kramfors Sweden, Liikeikkuna Tornio Finland, Yoghurt Tromsø Norway and Vuokatti Crazy Town Finland). NoCry has also helped existing incubators to better understand the challenges of creative young people and the international market.

The NoCry partners Studiecentrum and PowerHouse, Municipality of Kramfors, have agreed to host the Incubiz.eu service after the project ends. Several projects are being planned to support creative sector entrepreneurship in the future, and the Lead Partner has offered these projects the opportunity to adopt Incubiz.eu and to further develop the service as a part of their project. The service, therefore, has good prospects to become self sustaining and develop even after the NoCry project.

## ES: BioBasque 2010, Development of life sciences in the Basque Country

Region:	Basque Country
Programme or Body:	Regional Ministry of Economy and Treasury - Basque Government
Duration of project:	01/2001 – 12/2010
Funding:	488.400 000 € of which 51.960.000 € European Funding – ERDF
Website:	<a href="http://www.biobasque.org">www.biobasque.org</a>



The BioBasque 2010 strategy pursued the creation of a new business sector related to life science in order to contribute to the diversification of the Basque industry. Policy makers chose to build on biotechnology linked to converging disciplines, where the Basque Country had a proven tradition, such as engineering, manufacturing and automation.

*"BioBasque 2010 is a strategy with a strong and consistent political commitment. It already has impressive results in terms of employment creation and good sustainability prospects."*

### *RegioStars Jury 2011*

The BioBasque 2010 vision is oriented towards commercialising research results. In order to deliver its objectives it relies on the research community, the ability to transfer knowledge and technology, and a favourable financial and innovation system. A number of activities have been progressively implemented, grouped into three strategic axes: knowledge generation, business development and cluster dynamisation. Specific actions included the creation of, respectively, cooperative research centres, bio-incubators and a coordinating agency, the BioBasque Agency.



The BioBasque 2010 strategy has reached and even exceeded its targets. It has seen the emergence of an entire new sector, still very young but visible and with economic impact; the Basque Country is now recognised as a Bio-Region at the national and international levels. It has seen the net creation of 40 new companies by the end of 2009 (planned target: 40) and the creation of 3,500 jobs in the sector

(planned target: 3,000). These results were achieved in a context of a sustained R&D policy developed by the Basque Country aimed at supporting the existing industry and innovation actors, and aligned to Europe priorities. Today, the regional R&D investment (1.96 %, 2009) exceeds the Spanish average. Life sciences provided new opportunities for growth. Other factors played an important role such as public and private endeavours, its tradition in clustering and networking, innovation system involving technology parks and business incubation centres as well as financial tools including public venture capital funds.

BioBasque 2010 was innovative in different ways. It was the first specific strategy of this kind in Spain, although the region had no historical tradition in this area. The global approach was based on science and technology but oriented to economic results. It relied on technological convergence and not solely on biotechnology. The BioBasque coordinating Agency has fostered partnership between stakeholders and continuous monitoring.

Biosciences in the Basque Country is now a diversified sector including pharmaceutical, biotechnology (red, green and white), medical devices and biomaterials. The new companies created and the increased interactions between new and existing companies have a measurable economic impact in terms of jobs and GDP. The region attracts, retains and repatriates talents. Scientific publications, patents and derived products have increased.

The strong links between the traditional industrial sector and the innovative start-ups reinforce the sustainability in this emerging sector.

## SE: System Management for Innovative Platforms - SLIM

<b>Region:</b>	<b>Regions Värmland, Dalarna and Gävleborg in Northern Mid Sweden</b>
<b>Programme or Body:</b>	<b>Regional Structural Fund Programme Northern Mid Sweden</b>
<b>Duration of project:</b>	<b>01/2008 – 12/2010</b>
<b>Funding:</b>	<b>2.604.000 € of which 1.302.000 € European Funding - ERDF</b>



**Website:** [www.regionvarmland.se](http://www.regionvarmland.se)

The SLIM project promoted cluster development by linking clusters, universities and regional authorities to stimulate innovation in the companies involved. The companies were encouraged to intensify and widen their networking in order to develop new products and services and increase employment. Research on the performance of the companies and communication of the results was an important element of the project. The project was implemented in the regions of Dalarna, Gävleborg and Värmland in Northern Central Sweden.

*"The SLIM project supports cluster development by addressing the components of research, joint education and support to cluster management with a focus on evaluation. This holistic approach, and its focus on developing existing regional advantages, makes it an attractive example."*

*RegioStars Jury 2011*

SLIM resulted from a process initiated by the Region of Värmland a decade ago. A gradual economic decline followed by the closure of some major economic activities prompted different actors to join forces to overcome the decline by transforming the sites vacated into test centres for local industries. This accelerated the development of partnerships between the developing clusters, universities and regional authorities. The neighbouring regions Dalarna and Gävleborg were involved in both projects. The regions are large but sparsely populated with a total population of 820,000.

The SLIM-project, System Management for Innovation Platforms, enhances the development of cluster initiatives and innovation environments in North Central Sweden (Värmland, Dalarna and Gävleborg). The initiative focuses in particular on developing open innovation platforms, common research agendas, common educational agendas and fostering university business cooperation.

SLIM is divided into 3 components; Process support, Policy learning and Evaluation. 'Process support for cluster initiatives' targeted cluster leaders, process leaders and other key people involved in cluster development. 'Power Measurement' evaluated the

impact of regional investments at company and cluster level. Company leaders were surveyed on whether being part of a cluster had increased the growth of the company. 'Policy learning' provided a basis for co-operation integrating the 'Triple Helix model' and experiences gained from the project. Positive results from the survey demonstrate the benefits for participating companies and have attracted the attention of politicians and other decision-makers.

One of the evaluation instruments used is a survey among cluster managers and companies belonging to 15 different cluster organisations in Northern Central Sweden, measuring 4 growth indicators: growths in existing companies, new business establishment, increase in near-industry research and long-term competence provision.

The result of the 2010 survey (*Ramböll Management Consulting*) shows that most companies benefit considerably from their involvement in clusters. For instance, 75% of the companies polled, predict innovations and new products as a result of their cluster membership, 60% of the companies got access to skills needed and 30 % increased their sales during the economic recession thanks to being part of the cluster initiative.



## UK: North East Productivity Alliance (NEPA)

Region:	North East England
Programme or Body:	NE Regional Competitiveness and Employment OP 2007-2013
Duration of project:	10/2008 – 03/2013
Funding:	15.200.000 € of which 7.600.000 € European Funding - ERDF
Website:	<a href="http://www.nepa-info.co.uk">www.nepa-info.co.uk</a>



Helping manufacturers in North East UK stay competitive in global markets, the North East Productivity Alliance (NEPA) is a partnership between One North East, other public agencies, industrialists and academic experts. Its aim is to improve the performance of the North East's manufacturing industry, in particular by boosting skills, productivity and lowering the energy costs of firms active in global markets.

*"The project provides a good example of how to address lean and integrated manufacturing through developing the human capital of the firms. It builds on previous positive results and has inspired an interregional network." – RegioStars Jury 2011*

This ERDF-funded project - MAS-NEPA - combines a previous NEPA Best Practice initiative (supported by the European Social Fund) with Energy Resource Efficiency and Design in Manufacturing projects and the national Manufacturing Advisory Service (MAS) scheme.

The NEPA project is not focused on activities within specific clusters, rather NEPA addresses the issue of lean manufacturing through providing in-depth training to individuals within different manufacturing firms in North East England. It uses skills improvement as a driver of improved productivity and energy efficiency. Both of these elements are leading to the safeguarding of jobs and adding value to the regional economy.

ERDF funding has been secured to support elements of this new integrated approach, enabling targeted assistance to be given to an additional number of regional SMEs and broadening the practical support available to include energy management assistance.

The Energy Resource Efficiency Project - NEPA Energy – was established in 2006 to help businesses tackle rising energy costs. The team works closely with firms to develop energy action plans, analyse current usage and highlight innovative ways of cutting bills and providing in-depth training to encourage the integration of energy management techniques within the business strategy and operational plans of the company.

As an example of an early success of the project the ERE experts worked with a regional manufacturing



company and identified that by installing a heat recovery system on an ink drying machine, this would potentially save 60% in energy use. The company hopes to save in excess of £100,000 per year from its current electricity bill, or 10% of its total electricity costs.

The project is working on further upgrading an already considerable support package for manufacturers in the North East, from which hundreds of businesses have already benefited, saving millions, making them more productive and reducing energy waste and expense from manufacturing processes. To date 100's of companies have been supported and 1 000's of individuals receiving training.

The NEPA project has also become the basis of an INTERREG project (ERIP) looking at productivity improvement in SME's across the North Sea region.

## **II. LOW CARBON ECONOMY THEMES**

### **CATEGORY 3 “CITYSTAR”**

**Promoting sustainable energy in cities**

## BE: SUN – Sustainable Urban Neighbourhoods

<b>Region:</b>	Meuse-Rhein Euregio (Liege (BE), Limbourg (BE), Limbourg (NL), Aachen (GE))
<b>Cities:</b>	Liège (BE), Verviers (BE), Eupen (BE), Heerlen (NL), Genk (BE), Aachen (GE), Eschweiler (GE)
<b>Programme or Body:</b>	European Territorial Cooperation - Meuse-Rhein Euregio Programme
<b>Duration of project:</b>	07/2008 – 06/2011
<b>Funding:</b>	4.210.700 € of which 2.105.350 € European funding – ERDF
<b>Website:</b>	<a href="http://www.sun-euregio.eu">www.sun-euregio.eu</a>



The SUN project was developed in response to the fact that in several towns of the Meuse-Rhine Euregio certain urban neighbourhoods, despite regeneration policies being conducted, are still experiencing difficulties and are furthermore confronted with new challenges such as buildings energy efficiency, environmental quality, green infrastructures, local economy, social integration, etc.

*"... an attractive project addressing the topic of regeneration of existing buildings using an innovative approach to find solutions to technical and financial problems. The strong social mobilization surrounding an objective-based approach is new for most of the concerned territories." – RegioStars July 2011*

The SUN project team addresses the challenge of shifting from a traditional regeneration policy to a sustainable development dynamic in seven urban neighbourhoods of the Meuse-Rhine Euregio, all inherited from the industrial era. Key questions were highlighted during project preparation, as a result of a shared evaluation of traditional regeneration policies and shared observation of the rise of new needs within these neighbourhoods. These issues are all addressed in a highly participative and creative approach.

SUN has voluntarily been constructed as a cross-disciplinary and multi-level action research, at the interface of cities, academics, citizens and private society: around the seven pilot districts and their 60,000 residents, seven Local Authorities, five academic partners (University of Liège, Universiteit Hasselt, University Maastricht, Fachhochschule Aachen, Volkshochschule Aachen), and many players of the associative and economic worlds are involved (DuBo-Limburg, COS-Limburg, Eco'Hom, SPI+, SMart, Cluster Eco-construction).

Particular focus is given to the improvement of the energy efficiency of private buildings, which is a major challenge in the participating neighbourhoods. Despite the important subsidies and support to renovation offered by the public authorities, the building fabric is actually being renovated slowly and with difficulty. The reasons for this are multiple: low level of awareness about the benefits of energy efficient buildings, difficulty for prefinancing works to be launched, and

lack of technical and administrative information/expertise.



The SUN project experiments with an integrated approach to accelerate the process of energy renovation in the participating neighbourhoods. The adopted approach was inspired by various experiences from the different partner regions, which were adapted to fit with the context of the SUN neighbourhoods. It is based on group dynamics, which is an interesting lever for inducing behavioural change. Through this integrated approach to energy renovation, the SUN project offers an answer to all the above mentioned difficulties and breaks that hinder the renovation process.



## BE: 31 Municipalities in the Sun

Region:	Wallonia
Cities:	31 municipalities from the Huy-Waremme district
Programme or Body:	Regional Competitiveness and Employment 2007-2013
Duration of project:	01/2008 – 06/2010
Funding:	2.290.950 € of which 752.840 € European funding – ERDF
Website:	<a href="http://www.31communesausoleil.be">www.31communesausoleil.be</a>



The project “31 Municipalities in the sun” involves actions carried on by Wallonia with the support of the Structural Funds in pursuit of the objectives of the European strategies of Lisbon / Gothenburg and Europe 2020. A sustainable and balanced territorial development is one of the key priorities of Wallonia as reflected in the ERDF Operational Programme. Through the project “31 Municipalities in the sun”, the theme of wider use of solar power is tackled by integrating cross cutting aspects related to promoting renewable energy with the efficient use of energy.

*"An important innovation in this project is to link up 33 towns in a common project with a view to multiplying the benefits of a large scale exploitation of solar energy. With its strong communication and educational tools the project can have a long term impact" – RegioStars Jury 2011*

The project objective was to draw attention to the little tapped but promising potential of photovoltaics in Wallonia by providing a showcase for this technology. The project initiates in the whole region a process aimed at energy independence of partner municipalities. The public partners, representing specific geographical entities, can provide clear examples of concrete achievements of renewable energies uses on their own territory to their own citizens and in their broader region.



Initially each partner municipality was able to install one or two photovoltaic demonstration kits on municipal public buildings. These facilities became the initial point of the awareness campaign directed at the inhabitants and SMEs of these towns through briefings, the permanent display of the electricity

production, youth awareness campaigns in schools (supported by a website), and the organisation of local events including a "Festival of the Sun". 180,000 citizens (4,224 households) were effectively informed about the initiative, including specific information towards 29,000 schoolchildren.

The coordination of the project is provided by SPI+, a regional development agency involving the 31 Municipalities, the Directorate General operational for Planning, Housing, Heritage and Energy and the ERDF Coordination Department (Walloon Public Service). Centralised project management allowed scale economies regarding studies and the deployment of photovoltaic installation kits (appointment of project author, business communication, bid analysis, monitoring and financial management of yards) and the management of the communication operations. On the other hand one municipal official per municipality was trained on the photovoltaic technology and to advise citizens and companies wishing to invest in that technology for their own needs.

Because the district includes strictly rural municipalities as well as residential and medium-sized cities the project methodology and developed tools could be easily reused in other European regions with similar characteristics.

## LT: Scheme of renovation of the public buildings in Lithuania

**Region:** Lithuania  
**Cities:** Across Lithuania  
**Programme or Body:** Ministry of Finance of the Republic of Lithuania  
**Duration of project:** July 2008 – October 2015  
**Funding:** 296.209.260 € of which 269. 626.210 European funding - Cohesion Fund  
**Website:** [www.ukmin.lt](http://www.ukmin.lt)



This scheme to renovate public buildings in Lithuania is directed to reduce their energy consumption. High energy consumption arising especially from the inefficiency of energy performance in buildings built prior to the 1993 energy efficiency standards is the main problem in the management and exploitation of these buildings. Current energy characteristics of such buildings do not guarantee effective consumption of energy and result in high running costs. The renovation of the public buildings will reduce pollution from the primary fuel burnt while producing electricity and heat.

*"... an impressive programme tackling a high priority issue. The approach selected of targeting the most energy ineffective buildings with a view to maximum energy saving is commendable." – RegioStars July 2011*

Under the scheme the modernisation of the buildings is undertaken using only measures which ensure efficient use of energy. The measures covered include the repair of outer walls, reconstruction and the modernisation of the energy systems. Ex-ante energy consumption audits help to decide on the specific work that should be undertaken to improve the energy performance of the building. These audits identify the reasons for high energy consumption in each specific building and recommends the actions required. After these actions, an energy-inefficient building becomes an effective one.



Of the 550 buildings expected to be financed the majority – 313 buildings – are educational or preschool buildings. Other buildings to be renovated are run by

public medical, custodial, sport and cultural institutions. All stakeholders, who are involved directly (e.g. by improved thermal isolation and therefore by a warmer healthcare or educational institution) or indirectly (by reducing the running expenses for the building and reduced need for heating), benefit from the initiative. 92 buildings were already renovated by mid 2010 accounting already for nearly 25% of the budget.

In addition, the renovation of the public buildings has a direct influence on the country's economy. It is maintaining employment in the relevant construction sub-sectors – by mid 2010 443 companies had been involved in the works creating or securing 24 000 jobs, also on a regional level. By reducing the energy consumption the scheme is also contributing to reducing demand for imported energy. It is planned, by the end of the scheme, to save 133 GWh per year (including 88 GWh based on the measure linked to 357 national buildings and 33.5 GWh in relation to the 158 buildings in the specific regional measure).

The innovative elements of this scheme, in the Lithuanian context, are its scale, the way projects have been prepared and selected and its regional dimension. The current scheme targets 550 buildings compared to the previous scheme targeting 86 buildings in the last period. It also promotes for the first time a role for redevelopment councils in project selection and the building of partnership and exchange of experience.

## NL: Living Green.EU

<b>Region:</b>	<b>West-Nederland</b>
<b>Cities:</b>	<b>Delft (NL), Antwerp (BE), Lille (BE), London (UK), Ludwigsburg (GE)</b>
<b>Programme or Body:</b>	<b>West-Nederland – Regional Competitiveness and Employment Programme 2007-2013</b>
<b>Duration of project:</b>	<b>10/2007 – 07/2013</b>
<b>Funding:</b>	<b>9.399.725 € of which 4.699.860 € European funding – ERDF</b>
<b>Website:</b>	<b><a href="http://www.livinggreen.eu">www.livinggreen.eu</a></b>



**The aim of this project is to promote and implement sustainable renovation practice in North Western Europe making accessible the technologies and methods, which are available for sustainable renovation, and jointly developing new sustainability products and services for the renovation sector.**

*"The Greening of historical buildings is an important area. The project toolbox provides a systematic and coherent approach to sustainable renovation of the existing building stock. It promises to be of value across the entire NW Europe region." – RegioStars July 2011*

Sustainability principles in new buildings, examples and standards exist but possibilities on how to renovate, restore or improve the existing building stock in a sustainable way are generally unknown to house owners, housing corporations, public authorities, contractors, investors and consultants. The technology is available but the gap between available knowledge and practice is enormous. The partnership is working on a variety of targeted communication methods and instruments to transfer the knowledge and know how to different audiences - decision makers, authorities and actors in the building sector and house owners.

The LivingGreen.eu project is organised in three pillars. The first pillar is set up for five investing partners that will renovate a specific kind of cultural heritage building; a second pillar is clustering three partners that have a track record in generating and transferring available and the newly generated knowledge and know how on sustainable renovation, which they will disseminate to specific target groups; a third pillar aims at developing new sustainable products and services for the renovation sector in which one partner has the lead.

Nine partners from North Western Europe work together with the intention to apply each other's distinct and advanced expertise to accelerate international application and define common standards for sustainable renovation. Partners help each other bilaterally and in the partner meetings, solving problems encountered in the renovation processes.

The result of this experience will be an assessment of the renovated buildings according to jointly developed criteria. Methods are developed by the expert partners and tested in the 5 cities that develop a LivingGreen.eu centre. The partners together develop assessment tools and apply these to the renovation methods developed.



The LivingGreen.eu project is in its implementation phase. In each city where a LivingGreen centre is being realised, partners have organised a local stakeholder network involving the business sector, R&D institutions and owners of buildings that meets regularly. The full impact of the renovations will be assessed at the end of the project. The projects website is open for public, and regular requests for membership show that the project draws interest on an international scale.



## NL: Amsterdam Smart City

Region:	West Country
City	Amsterdam
Programme or Body:	Regional Competitiveness and Employment Programme –West Netherlands
Duration of project:	06/2009 – 04/2011
Funding:	3.910.390 € of which 1.564.140 European funding – ERDF
Website:	<a href="http://www.amsterdamsmartcity.nl">www.amsterdamsmartcity.nl</a>



The project's aim is to test smart technologies that save energy and facilitate sustainable actions by people and businesses in the Amsterdam region. It plans to address the twin objectives of energy conservation and CO2 emission reduction on the one hand and innovation-based economic growth on the other hand.

*"The project adopts a combined approach to sustainable energy and green business/smart technologies through a large and complementary local partnership. It has a strong focus on innovation in key energy efficiency areas, grounded in evaluation. The sustainability of the results is likely to be assured by the private sector involvement and represents a good example of applied innovation for major EU cities for a sustainable social-economic and urbanistic development with major regional impacts." – RegioStars Jury 2011*

The City of Amsterdam, acting in line with the EU's 20-20-20 climate targets, has set itself even more ambitious goals: to make all municipal organisations climate-impact neutral before 2015 and to reduce CO2 emissions by 40% compared to 1990 by the year 2025. To achieve these goals, the City of Amsterdam has developed an extensive and ambitious Climate Programme titled New Amsterdam Climate.

Serving this programme "Amsterdam, Smart City" has the objective to show how, now and in the future, energy saving can be delivered while promoting innovation-based economic growth by strengthening promising clusters in West Netherlands.



The project is initiated and implemented by the Amsterdam Innovation Motor and the grid operator Liander in close cooperation with the Climate and Energy Office of the City of Amsterdam. 'Amsterdam, Smart City' acts as a catalyst for new innovations in the field of smart energy technologies. Within the project over 50 private firms (multinationals and SME's) work together with TNO (a public independent research institute), Housing Co-operations and the Municipality. The project plans to give a major boost to energy conservation, while enterprises active in this field get the opportunity to upscale their solutions.

The activities of the project include, building the platform 'Amsterdam, Smart City'; developing and validating at least 12 test-projects in the fields of sustainable housing, working, mobility and public space; sharing knowledge about the project and disseminating results ([www.amsterdamsmartcity.nl](http://www.amsterdamsmartcity.nl)).

Within the pilot projects research is conducted to better understand what changes are achieved. TNO (Dutch Knowledge Institute) oversees the work assuring robust monitoring and evaluation. In one pilot project the research is focused on customer behaviour: assessing the effect of an energy display and the effect on the behaviour of customers when detailed usage data is given as feedback. Also the 'peer-pressure' effect is being analyzed and research is looking at different ways to approach and reach the customer.

## UK: Ecovenue

Region:	London
City:	London
Programme or Body:	Regional Competitiveness and Employment - Programme 2007-2013
Duration of project:	08/2009 – 10/2012
Funding:	1.077.900 € of which 538.940 € European funding – ERDF
Website:	<a href="http://www.theatrestrust.org.uk/resources/ecovenue">www.theatrestrust.org.uk/resources/ecovenue</a>

**Ecovenue**



**Ecovenue is a theatre-specific environmental business support project for 48 small theatre and performing arts venues across London which aims to achieve quantifiable improvements in the environmental performance of London's theatres. It will help to deliver the Mayor of London's Green Theatre Plan, which aims to help theatres achieve reductions of 60% in carbon emissions from 1990 levels by 2025.**

*"The target of the Ecovenue project is unusual but promising as theatres could have a multiplying effect in the entertainment sector" – RegioStars July 2011*

Following the 2008 launch of the Mayor of London's Green Theatre Plan, which aimed to support the theatre industry in London in achieving the carbon emission reduction target of the Mayor, it was felt that while the larger theatres were able to make good progress themselves, there was a danger that the SME performing arts venues could get left behind. This was generally felt to be not through lack of will, but lack of resources –both staff and financial.

Ecovenue helps to fill this gap by providing assistance to those that require it – the smaller venues to whom the savings associated with energy and resource efficiency can make a big difference. The venues involved in the project range from a 100-seat puppet theatre to a community dance space in the East End.

Very little knowledge was previously available on the unique energy requirements and energy usage of theatres and performing arts venues. By studying the data it gathers, Ecovenue will help the SME-run venues where they need it most – and in real time. It will simultaneously developing tailored environmental and procurement policies that will continue to deliver results long after the project has ended. This is the first time that such an exercise has been undertaken in the United Kingdom.

The key areas being looked at in the Ecovenue project are concerned with reduction in the use of energy, water and materials, and the examination of waste disposal – i.e. quantities to landfill vs recycling. The

overall aim of the project is to reduce carbon emissions across the 48 venues by at least 240 tonnes.



The Ecovenue project runs until end 2012. However early interventions indicate that the involvement with the project has allowed beneficiaries an insight into their environmental impact that would not otherwise be the case, especially in the area of energy management.

The knowledge gained through the implementation of the Ecovenue project will inform all current and future guidance given by the Theatres Trust in environmental and sustainability matters promising a wider impact for the projects results.

## **CATEGORY 4 “CITYSTAR”**

**Integrated, clean urban transport projects**

## DE: The Hybrid Electric Fuel-Cell Bus

Region:	North Rhine-Westphalia
Cities:	Cologne and Amsterdam
Programme or Body:	NRW-EU Competitiveness Programme 2007-2013
Duration of project:	02/2009 –03/2011
Funding:	3.049.150 € of which 1.256.650 € European funding – ERDF
Website:	<a href="http://www.vossloh-kiepe.com/electric-buses/hybrid-buses">www.vossloh-kiepe.com/electric-buses/hybrid-buses</a>



The project aims at the development of a zero-emissions hybrid fuel-cell bus ready for series production, which will be used in future public transport systems. The "hydrogen bus" is an innovative approach to tomorrow's local public transport, because it is clean and quiet, has ample passenger capacity with low energy consumption and zero emissions. The World's first 18m fuel cell bus has been developed in the framework of the project. The bus is part of a series of test vehicles destined for local public transport services in Amsterdam and Cologne.

*"The project provides a valuable example of high technology research into clean vehicles with a view to implementation with a large regional impact. Its success will largely be due to its strong integrated partnership." – RegioStars Jury 2011*

The project was triggered by the government of the German State of North Rhine-Westphalia (NRW), which published its Climate Protection Programme in 2008. An important measure of this programme is the launch of the "NRW Hydrogen HyWay" to support the marketability of fuel cell technology by initiating a considerable number of research and demonstration projects. These projects will be set-up along the existing hydrogen pipeline (total length 230 km) in the Rhine-Ruhr area linking also to neighbouring regions.

The project to develop a hybrid fuel-cell bus ready for series production is built in three phases. The first phase, which was completed in 2009, was the development of a drive system leading to a recommendation for the energy storage module and the design details of the fuel-cell system. The first presentation of the concept took place during "Rail2009 expo" in Dortmund. In May 2010 the first prototype was introduced to the public at a showcase of the 18th World Hydrogen Energy Conference in Essen, Germany. In the second phase of the project the first four test vehicles will be assembled in 2011. The third phase constitutes the test phase in Amsterdam and Cologne with two busses serving passengers in each of the cities' public transport systems. The buses will be tested on regular services for a period of several years. During this phase an evaluation report of the service will be made.

The hybrid fuel-cell bus is based on the Phileas series built by Advanced Public Transport Systems BV and was developed by Vossloh Kiepe GmbH. The Phileas

bus is specifically engineered for comfortable passenger transport on very busy bus services. The bus can operate over distances up to 300 km with 40 kg of hydrogen and its engine is very quiet. Its special feature is the fuel cells powered by hydrogen (H<sub>2</sub>). Nothing is emitted from the exhaust pipe but clean steam and this operation will reduce noise pollution. The H<sub>2</sub> – Bus will be the basis for commercial fuel cell buses as an alternative to standard busses and as a way to the future of zero emission public transport.



The project partners believe that the project will be viable and sustainable on the basis that the demand of zero-emission equipment for buses will increase significantly. The H<sub>2</sub> technology will meet the requirements of a clean urban transport. Europe's overall policy and environmental objectives provide strong support to environmentally friendly public transport.



## IT: FLIPPER – Flexible Transport Services & ICT platform for eco-mobility in urban and rural areas

**Region:** Emilia Romagna  
**City:** Bologna (Lead partner)  
**Programme or Body:** ETC Programme – Interreg IVC  
**Duration of project:** 09/2008 – 08/2011  
**Funding:** 2.696.700 € of which 2.093.025 € European Funding – ERDF  
**Website:** [www.interreg4cflipper.eu](http://www.interreg4cflipper.eu)



FLIPPER addresses a key factor of eco-sustainable development and social cohesion of European regions, through the investigation, exchange of experience, and transfer of good practices on Flexible Transport Services (FTS) for a better mobility in cities, rural areas and small towns. FLIPPER aims at establishing a European knowledge transfer and promotes capacity-building as well as sustainable and innovative solutions by evaluating the feasibility and real impacts of the good practices identified at local level.

*"The innovative approach of this network derives from the involvement of the staff of transport companies in accelerating the transfer and implementation of good practices providing innovative solutions to real needs. The midterm results are impressive and promise a significant impact overall." – RegioStars July 2011*

The challenge of providing a cost effective integrated public transport system is seen as an essential prerequisite for reducing pollution and congestion whilst encouraging sustainable economic growth. The changing habitation patterns and nature of work activities in today's society have created different mobility needs to which the conventional transport has become neither suited nor cost-effective. By providing various forms of intermediate services, FTS are complementary to the conventional passenger transport systems and usually serve unscheduled mobility needs, either in low demand time periods and in weak demand areas. Given this flexibility, FTS are suitable to serve niche market customers and different citizens' groups (e.g. disabled, elderly, students).



The aim of FLIPPER is to reduce energy consumptions and environmental impacts, as well as to increase the social inclusion of disadvantaged citizen groups and/or areas, thus encouraging sustainable environmental, social and economic growth.

The work planned in FLIPPER includes exchanging experience on how to develop and operate FTS through trainings and site visits, transferring good practices, feasibility studies and pilot projects in FLIPPER sites and promoting good practices and FTS policy guidelines at local, regional and EU levels.

FLIPPER is at two third of completion. So far 21 good practices have been identified, 7 of them have been transferred from one partner to another, and the feasibility studies on FTS schemes for 10 partners were carried out in 2009. In 2010, 6 pilot projects on flexible mobility services are being performed.

There are multiple impacts of this project. From a regional point of view, the increase of actors' expertise in FTS is improving the overall decision making process both in terms of policies and in terms of services planning and operational schemes. At local level, the implementation of some feasibility studies through the realization of pilot projects in the course of 2010 will have positive impacts on the quality of transport services for the involved sites and will give the other partners the chance to acquire new expertise and skills. In addition it is remarkable that a partner started with a service thanks to the study results, even if not planned and not funded in the project as a pilot.

## PT: Innovative and sustainable mobility in Funchal (CIVITAS MIMOSA)

Region:	Madeira
City:	Funchal
Programme or Body:	Instituto de Desenvolvimento Regional (Institute of Regional Development)
Duration of project:	October 2008 – December 2013
Funding:	2.876.120 € of which 2.013.280 € European Funding – ERDF
Website:	<a href="http://www.civitas-initiative.org/city_sheet.phtml?lan=en&amp;id=93">http://www.civitas-initiative.org/city_sheet.phtml?lan=en&amp;id=93</a>



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The objectives of the project were to increase the total number of passengers and improve satisfaction of the users, to build up evaluation models and increase the efficiency of the public transport system and to promote a positive attitudinal shift towards alternative transport modes - biking, walking, car sharing - by making them more attractive.

*"Capitalising on its experience with the Civitas initiative, Funchal has produced a well developed project based on the urban mobility concepts developed at EU level in order to create strong socio-economic synergies." – RegioStars Jury 2011*

Funchal is the capital of the Autonomous Region of Madeira, Portugal. Funchal is characterized by rugged hilly landscapes and a very specific terrain and road network, resulting in the higher wear and tear of bus engines and negative impacts in terms of maintenance, energy efficiency, pollutant emissions and noise. The current modal split is 55%-45% for the use of private / public transport modes. Without acting the modal balance would shift in favour of private modes.



The project was built on the outputs of a CIVITAS cooperation scheme. The CIVITAS Initiative helps cities to achieve a more sustainable, clean and energy efficient urban transport system. The project involved mobilising ERDF financial support to co-fund the specific CIVITAS results in the case of Funchal. The

Public Transport Operator (Horários do Funchal) is committed to improve both the level of services and the efficiency of the public transport system by various measures, including the installation of a state of the art control centre for urban public transport. This will enable efficient monitoring of the fleet and lay the foundations for further market research to better match the optimal supply to public transport demand.

The project is being built on the seven demonstration measures prepared in the CIVITAS initiative: Sustainable fleet, Green public transport line, Control system or dial and ride services (demand-based public transport), Urban transport planning centre, Park and ride with public transport school services, Eco drive, Bus and bike. The core measure of the project will be the set up of an ICT-based public transport operational centre. New environmentally friendly midi-buses will be procured in order to better align transport service provision to mobility needs. This will allow the transport operator to provide services in neighborhoods with narrow streets that could not so far be reached. There will be a communication campaign and the new branding to attract more passengers. Finally a continuous evaluation methodology to monitor service quality and passenger satisfaction is being developed.

The innovative character of the project lies in the degree of integration of its measures. It has already delivered tangible achievements: operational costs have reduced in relation to revenues in 2008-09, satisfaction rate of users have increased and there is a significant increase in the number of mobility-impaired users.

### **III. INFORMATION AND COMMUNICATION THEME**

#### **CATEGORY 5: Promotional photo of a co-funded project**

## BE - Europe, Strong in Vlaams-Brabant

<b>Region:</b>	<b>Flemish-Brabant, Flanders, Belgium</b>
<b>Programme type:</b>	<b>European Regional Development Fund (ERDF)</b>
<b>Duration of project:</b>	<b>01/2007 – 12/2015</b>
<b>Funding:</b>	<b>€11.600 of which € 5.800 European Union co-financing</b>



The photo is composed of 15 original project photos, typically from well-known locations in Flanders. The objective was to alert citizens about the numerous European projects in their neighbourhood. Below the photos is a reference to the website [www.vlaamsbrabant.be/europe](http://www.vlaamsbrabant.be/europe) where information about the various projects can be found. The photo also appeared in several major Flemish regional newspapers with a wide circulation.

## CZ - Cycle-way Bezpráví – Choceň

<b>Region:</b>	<b>Northeast, Czech Republic</b>
<b>Programme type:</b>	<b>European Regional Development Fund (ERDF)</b>
<b>Duration of project:</b>	<b>03/09 – 03/10</b>
<b>Funding:</b>	<b>€935 000 of which €636 000 European Union co-financing</b>

A new cycle way was constructed, connecting the towns Ústí nad Orlicí, Brandýs nad Orlicí and Choceň in the Northeast of the Czech Republic. It is 10 kilometers long and has one rest area and one heavily used section is illuminated. With the completion of this section, it is now possible to travel safely and in an environmentally friendly way on a combined 45 kilometers of cycle ways which connect two districts in the region. "Every day more than 1200 bikers, roller skaters but also seniors and mothers with small kids use this cycle way" says Pavel Neumeister, project manager.

The photo has featured in a 2010 calendar, in a regional projects poster exhibition, on billboards and has been used as part of a photo game for children.





## **CZ - The Solar system for hot water in the Elementary School Lysá nad Labem**

**Region:** Central Bohemia, Czech Republic  
**Programme type:** Operational Programme Environment; Cohesion Fund  
**Duration of project:** 05/07 – 12/08  
**Funding:** € 65.000 of which € 55.000 European Union co-financing

The installation of a solar panel system for the generation of hot water in the Lysá nad Labem elementary school in Central Bohemia, Czech Republic, contributes to achieving the goals of the EU policy in the area of sustainable energy. The project leads to a decrease in the energy consumption of the school building by 108 Gigajoules per year; CO<sub>2</sub> emissions were cut by more than 6 tonnes per year. The photo was used as the graphic background for a special supplement of nationwide weeklies. The supplements focused on energy savings/efficiency in buildings, financial subsidies from EU Funds and information about projects supporting renewable sources of energy. It has also been published on the programme website as an example of a successful project and in brochures promoting the Environment programme.



## **ES – Juice Factory Andalusia**

**Region:** Andalusia, Spain  
**Programme type:** European Regional Development Fund (ERDF)  
**Duration of project:** 11/2003 – 05/2008  
**Funding:** € 73 million of which € 6.6 European Union co-financing

This photo illustrates the completed construction of a citrus fruit processing plant of 33,000 m<sup>2</sup>, which created a total of 67 jobs. The photograph is part of a multi-media communication campaign "Andalusia se mueve con Europa" (Andalusia moves with Europe), which promotes the European Regional Development Fund and other European funds in Andalusia on TV, radio, print and online media as well as through posters.



## LT / LV - Two Sunsets in One Evening

**Region:** "Euroregion Baltic country of Lakes" in Latvia and Lithuania  
**Programme type:** European Territorial Co-operation Programme; European Regional Development Fund  
**Duration of project:** 10/2008 – 01/2011  
**Funding:** € 1.58 million of which € 1.34 million European Union co-financing

The photo was used to promote cross-border tourism between Latvia and Lithuania in the Euro-Region "Baltic country of Lakes". The project created or improved 14 water-based cross-border tourism routes and led to the improvement of 19 public beaches. The photo was widely used including brochures, websites, news portals, tourism exhibitions and advertisements on public transport vehicles.



## NL - Walstroom Binnenvaart Rotterdam

**Region:** West County, The Netherlands  
**Programme type:** European Regional Development Fund (ERDF)  
**Duration of project:** 10/07 – 12/11  
**Funding:** € 3.125 million of which € 1.25 million European Union co-financing

This project stimulates the widespread use of electric power connections instead of diesel engine aggregators by making electricity available for inland ships when they are on shore in the region. In the port of Rotterdam alone, 331 additional shore power connections will be added. Ships no longer have to use air-polluting diesel-fired generators to meet their electricity needs. The overall objective in the short term is an improvement of the environment (air quality, noise and climate impact) and in the longer term to stimulate inland transport by ship.

The photo has been used in a publicity campaign, on the website and in a project book about the first 100 projects in the programme "Kansen voor West".



## PT - Redevelopment of Capelinhos Lighthouse – Interpretation Centre

<b>Region:</b>	<b>Azores, Portugal</b>
<b>Programme type:</b>	<b>European Regional Development Fund</b>
<b>Duration of project:</b>	<b>08/2006 – 12/2008</b>
<b>Funding:</b>	<b>€ 4.68 million of which € 3.37 million European Union co-financing</b>

The photo shows the Capelinhos Lighthouse, which is located near the Capelinhos Volcano on the Island of Faial in the Azores archipelago. The aim of the project was to develop the site as a historical, environmental and sustainable tourist attraction. The visitors' centre provides information on the islands' volcanic activity, how the archipelago was formed and the various stages in the life of the lighthouse, from 1903, the year it was built, until today, including the volcanic eruption in 1957/58. The photo has been used in advertisements, articles, and on posters with the slogan "A new generation of public facilities supported by European Union".



## SE, FI, FO, IS, NO - Age makes no Difference

<b>Region:</b>	<b>Lead Partner: City of Lulea, Norrbotten region in Sweden; Project Partners: City of Oulu, Finland Municipality of Bodö, Norway, Naerverk and Association of Faroes Municipalities, Faroe Islands, Municipalities of Akureyri, Hafnarfjörður in Iceland</b>
<b>Programme type:</b>	<b>Northern Periphery Transnational Co-operation Programme; European Regional Development Fund (ERDF)</b>
<b>Duration of project:</b>	<b>06/08 – 06/11</b>
<b>Funding:</b>	<b>€2 million of which € 438,000 European Union co-financing</b>



The photo has been used (on the programme website, on leaflets and in presentations) to promote the project "Our Life as Elderly II", a project that aims to prepare municipalities in the northern peripheral regions of Sweden and Finland, but also Norway, Iceland and the Faroe Islands, to better cope with the challenges of an aging population. The project has underlined the need for improved services and care for the elderly as an important element to keep the elderly in the peripheral regions of the North and to help them lead an active and independent life for as long as possible. It seeks to improve services in areas such as staff competence development, health and social services, and housing services by disseminating good practices and innovative know-how throughout the Northern Periphery region.



## SI - Waste sorting goes high tech

<b>Region:</b>	<b>Savinjska region, Slovenia</b>
<b>Programme type:</b>	<b>Cohesion Fund</b>
<b>Duration of project:</b>	<b>08/05 – 08/09</b>
<b>Funding:</b>	<b>€ 43 million of which € 20.33 million European Union co-financing</b>

This aerial photograph is of the Regional Waste Management Centre in Celje, Slovenia, which caters for 31 municipalities representing some 250 000 residents. The project is designed to be in line with European environmental standards covering waste and landfills. The introduction of such efficient technology results in a cleaner air and a greener environment. Cohesion Fund assistance has helped the Savinjska region meet high environmental standards and has benefited the population of the region by delivering an environment - friendly and cost-efficient waste management system. The photo was used in a promotion campaign.



## UK: Europe and Wales: Investing in your future

<b>Region:</b>	<b>Wales, United Kingdom</b>
<b>Programme type:</b>	<b>Cohesion Fund</b>
<b>Duration of project:</b>	<b>08/05 – 08/09</b>
<b>Funding:</b>	<b>€ 43 million of which € 20.33 million European Union co-financing</b>



The image was developed using a selection of photos and beneficiaries of flagship projects in Wales. The projects are helping small to medium sized enterprises (SME) to start up, innovate and grow as well as encourage environmental sustainability. The image was produced to raise the profile of EU Regional Policy in Wales and convey its impact on people and businesses across Wales. It is an important element of the Welsh European Funding Office's communications strategy for increasing the awareness and achievements of the European Structural Funds in Wales. It forms part of the corporate brand appearing on key promotional tools and publications.

# RegioStars 2012

## RegioStars – The Awards for Regional Innovative Projects

The RegioStars 2012 Awards for project supported by EU regional policy were launched in March 2011 with the announcement of the RegioStars 2011 finalists.

**The deadline for receipt of applications is 15 July 2011.** The application form and guide to the 2012 awards will soon be made available on the website:

[http://ec.europa.eu/regional\\_policy/cooperation/interregional/ecochange/regiostars\\_en.cfm](http://ec.europa.eu/regional_policy/cooperation/interregional/ecochange/regiostars_en.cfm)

### Award categories

There are five RegioStars Award categories for 2012:

1. SMART GROWTH: Innovative projects or schemes supporting service innovation in its different forms.
2. SUSTAINABLE GROWTH: Investments in ecosystem services and green infrastructure leading to sustainable regional development.
3. INCLUSIVE GROWTH: Strategies, initiatives or projects addressing the challenge of demographic change and supporting active ageing<sup>1</sup>.
4. CITYSTAR CATEGORY: Integrated strategies for the development of deprived urban areas.
5. INFORMATION AND COMMUNICATION CATEGORY: Informing the public on the internet about projects benefiting from EU Regional policy.

### Award criteria

- a) Innovative character of the project .
- b) Impact (or expected impact) of the project in terms of initial objectives.
- c) Expected sustainability of the project.
- d) Project's results in enhancing local, regional and interregional partnerships.

Award criteria for the INFORMATION AND COMMUNICATION CATEGORY:

- e) Effective use of a combination of different internet tools (photos, videos, GIS maps, etc...) to spread information about the projects that have benefited from EU funding.
- f) User-friendliness of the list of beneficiaries (including data format, search function, frequency of updates, level of project details, etc.).

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<sup>1</sup> 2012 is the "European Year of Active Ageing and Intergenerational Solidarity"

# RegioStars Awards 2011

RegioStars – the awards for innovative projects - is an annual event to recognise and reward innovative projects supported by EU cohesion policy.

The fourth RegioStars Awards was launched in January 2010 at the presentation of RegioStars 2010 finalists.

RegioStars 2011 has seen 66 applications from project promoters and regions from 18 Member States. This year five awards are on offer in three broad areas: two awards in Economic competitiveness themes, two “CityStar” awards and one Information and Communication award. Under this last category, in addition to the Jury award, the Commission has organised an online public vote.

The RegioStars Jury selected 31 finalists.

More details on these projects can be found on the Inforegio website:

[http://ec.europa.eu/regional\\_policy/index\\_en.htm](http://ec.europa.eu/regional_policy/index_en.htm)