



## Draft programme

# 'DEVELOPING YOUR CROSSBORDER AMBITIONS'

## *2<sup>ND</sup> EDITION OF THE 2 SEAS PROGRAMME*

### *COOPERATION FAIR*

*23 SEPTEMBER 2010, BOURNEMOUTH, UNITED KINGDOM*

#### **"2 Seas: Overcome the maritime border!"**

The 2 Seas Crossborder Cooperation Programme is a maritime Programme with high ambitions. Halfway through the programming period, it is proud to present to you the results it has achieved to date. Although the Programme is totally new in terms of scale and geographical area, this has clearly not stopped the 88 projects submitted in the 5 Calls for Proposals that have taken place so far.

But it does not stop here! The Programme is continuously developing and thanks to the support of the facilitators and the contacts on the ground, it is becoming increasingly better known to all the different sectors and regions of the Programme area. In this way, little by little, the maritime border that separates the 4 Member States of the Programme: France, England, Flanders and the Netherlands, will gradually be overcome thanks to the numerous partnerships that will emerge.

#### **Why a 2<sup>nd</sup> edition of the Cooperation Fair?**

Following the big success of the first 2 Seas Cooperation Fair that took place in Ostend last year, the 2<sup>nd</sup> edition of the 2 Seas Annual Event will follow the same concept and focus on the development of projects. Project ideas and partners will be given every opportunity to meet, greet and make first steps towards a possible partnership. Taking into account the feedback from the last event, it has been decided to go one step further and focus the entire event on interactivity and exchanges between participants.

This edition will take place a couple of months before the launch of the 7<sup>th</sup> Call for Proposals, an ideal moment to speed up the development of project ideas.

With about half of the budget committed, it is now time to use the support available and develop ideas for submission in one of the following Calls of the Programme. Existing partnerships are already working on their future cooperation but also new contacts that have been made are showing high ambitions which are visible in the Cooperation Corner of the Programme website. The cooperation spirit is now livelier than ever!

#### **Who should participate?**

The 2 Seas Programme aims to reach a wide range of actors. The main target groups are those which are directly responsible for implementing crossborder projects at all levels. Looking at the different priorities, the range of potential applicants include: economical, environmental,

cultural, social and maritime actors; local and regional authorities/policy makers and institutions; universities and research centres; private sector and NGOs; inhabitants.

If you belong to any of the target groups supported by the Programme, come and meet your counterparts from other regions and countries of the Programme area and discover the benefits of cooperating!

#### **Why should you attend?**

- You will get an overview of the current State-of-Play of the 2 Seas crossborder Programme
- You will acquaint yourself with the different possibilities within this Programme
- You will get to know some of the Approved projects and exchange experience on project development and implementation
- You will be introduced to actors from the entire Programme area that are interested in the same themes as you
- Your network of potential partners will be extended

#### **Project ideas, it's up to you!**

This Cooperation Fair will be entirely devoted to the emergence and development of new projects and partnerships in the 2 Seas area. By presenting the Programme's State-of-Play during the opening session, the framework will be created for further discussion in the thematic Project idea sessions.

In the first thematic session, participants will be divided according to the priority which they selected and in which they wish to attend the presentations of already experienced 2 Seas project partners. These partners will show the benefits, experiences and first results of their 2 Seas project.

Afterwards, a thematic approach will be followed which will divide the participants according to their theme of interest. These themes will appear on each participant's badge and can also be found again in the Cooperation Area where all project ideas will be displayed according to their theme.

The Cooperation Area will be the place to be for all participants and the culmination of this day of partnership building. If you have not yet identified your possible partners, here is the place to find them! The Programme facilitators and JTS will assist you on this journey and will be happy to answer any possible questions you might have.



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### Main components of the event:

#### ***One short plenary session***

During this session, there will be a short introduction on the concept and purpose of the 2 Seas Cooperation Fair as well as some necessary practicalities for the day.

The JTS will provide participants with a brief State-of-Play on the Programme and highlight the opportunities for the area. This, together with the next session on approved projects, will set the framework to identify interest in developing projects in the 2 Seas Programme.

#### ***Project lifecycle: from project idea to implementation***

These sessions will enable participants to learn more about the approved 2 Seas projects and their first results. They will be organised simultaneously by priority, in smaller groups of preferably not more than 100 people. Each session will be introduced by the JTS before giving the stage to the Lead Partners of the chosen projects. Each project will focus on a different part of the project lifecycle (from submission to implementation) so that at the end of each session, participants have a clear view on how to set up and manage a 2 Seas project. The projects will be more than happy to answer any questions you might have at the end of their presentations.

#### ***Thematic forum for project ideas***

The afternoon session is your chance to be vocal! This is the time to stand up and share your idea with the rest of the audience. Participants will be divided according to their theme of interest and will be grouped into three thematic categories: Economic Development; Environment; and Quality of Life & Tourism. The aim of this session is to identify interesting partners and/or project ideas with whom to make further acquaintance in the Cooperation Corner and during the 2 Seas networking barbecue in the evening. This will allow participants to discuss in depth the content of their ideas so that "partnership building" can start effectively.

#### ***An open cooperation space***

During the event, all the free space will be devoted to developing projects and building partnerships and be the main opportunity for participants to meet. The project ideas which were published online before the event will be displayed here. Through the project ideas brochure and thematic badges, people can be easily identified and one-to-one meetings can be set-up on the spot. The JTS, facilitators and Programme partners will be at the disposal of the participants to provide guidance on request. A specific 2 Seas help-desk will be designated to facilitate this.

At the end of the day, participants are invited to a networking barbecue in the seafront garden. This will be one last occasion to find the partners you are looking for!

### How to prepare

The success of this initiative is highly dependent on your active participation before, during and after the event. The more you prepare and consult, the more you can get out of the event. Therefore we suggest the following:

***At the registration stage:*** before the event, please register correctly by sharing your ideas, needs and expectations as indicated in the foreseen sections on the registration form.

We also request you to fill in and share your project ideas in the virtual Cooperation Corner of the website. The project ideas published online will also appear in a Project Idea Brochure that will be sent electronically, together with the list of participants, to all participants before the event and which will ensure good visibility for your idea. On this basis, the JTS, facilitators but also fellow participants can prepare potential matches as well as make contact with partners with the same interest.

***On site:*** play an active role in the Cooperation Fair: Identify relevant contacts by their thematic badge and explore the numerous project ideas present. There will also be several areas foreseen to sit together with your partners and talk more privately.

***After the event:*** continue to build your partnership, add content to your project idea in the online database and proceed on your way to a very interesting 2 Seas crossborder cooperation project.

Join us in Bournemouth for this highly interactive event and find out why and how you can get involved in the 2 Seas Programme.

This event is organised for you and it will help you to develop your crossborder ambitions!



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## PROGRAMME 2 SEAS COOPERATION FAIR

23 SEPTEMBER 2010

### 08.30– 09.00 Registration and coffee

#### 09.00 – 10.30

#### Welcome and Programme State-of-Play

The opening plenary session consists of three parts. First, there will be the traditional introduction and welcome which will be followed by a brief presentation of the event and the means that have been set up to facilitate project development and partnership building. In the third part, the JTS will give participants an update on the State-of-Play of the Programme and highlight both the gaps as well as the opportunities for the future.

### 10.30-11.00 Coffee break

#### 11.00 – 12.30

#### Project lifecycle: From project idea to implementation

For these sessions participants will be divided into three groups according to the priority they indicated on their registration form.

#### 11.00 – 11.30

The Lead partners of approved projects will tell you all about their project and the process from project idea to submission.

Priority 1: Creating an economically competitive, attractive and accessible area	Priority 2: Promoting and enhancing a safe and healthy environment	Priority 3: Quality of life - Priority 4: Common Priority with France (Channel) - England Programme
2 Projects	2 Projects	2 Projects

#### 11.30 – 12.30

Nine projects have been chosen to present their first results. They will also go over the different steps from approval to implementation and share their personal experiences with you.

Priority 1: Creating an economically competitive, attractive and accessible area	Priority 2: Promoting and enhancing a safe and healthy environment	Priority 3: Quality of life - Priority 4: Common Priority with France (Channel) - England Programme
3 Projects	3 Projects	3 Projects

### 12.30-14.00 Lunch

#### 14.00 – 15.30

The afternoon session is your chance to be vocal! This is the time to stand up and share your idea with the rest of the audience. Participants will be divided according to their theme of interest and will be grouped into three thematic categories: Economic Development, Environment and Quality of Life & Tourism. The goal of this session is to identify interesting partners and/or ideas so further acquaintance can be made in the Cooperation Corner and during the 2 Seas dinner. The thematic partition will allow participants to identify straight away the people with whom it might be of interest to further discuss their ideas, so that "partnership building" can start effectively.

Economic Development	Environment	Quality of life & Tourism
5 themes: - Economic activities - Entrepreneurship - Research & Innovation - Accessibility - Employment/ Human Capital	5 themes: - Integrated Coastal Zone Management - Risks management - Renewable energies - Natural heritage - Resources management	5 themes: - Social inclusion - Leisure - Cultural heritage - Services to the population - Tourism

### 15.30 - 16.00 Coffee break and Official opening of the Cooperation Corner

#### 16.00 – 18.00 and more... Cooperation Corner

During the event, all the free space will be devoted to developing projects and building partnerships and will be the place to meet other participants. The project ideas which were published online before the event will be displayed here. With the project ideas brochure and thematic badges, people can be easily identified and one-to-one meetings can be set up on the spot. JTS, facilitators and Programme partners will stay at the disposal of the participants to provide guidance on request. A specific help-desk will be designated to facilitate this.

### 19.00 Networking barbecue in the seafront garden