INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

PUBLICITY REQUIREMENTS CASE STUDIES*

*The information provided here gives some practical advice on recurring issues in the financial management of projects. It does not of course substitute the INTERREG IVC programme manual or any EC or national regulation or the advice of the first level controller.

CASE STUDY 1

An election during a project implementation leads to a change of political leadership in one of the participating regions. The new majority is not interested in the project's activities any longer. However, project staff is allowed to continue activities according to the contract. As a result, this partner has printed and distributed 5.000 copies of a brochure funded by the project but without any EU and INTERREG IVC logos.
Are the costs ineligible or do the specific circumstances justify the non-compliance with the publicity requirements?

> *The costs are ineligible. Even though the partner is in a difficult situation, the publication is part- financed by the project, therefore the publicity requirements have to be respected.*

CASE STUDIES 2 - 4

2: This flyer of the PRO project is sent to important stakeholders. Are the publicity requirements respected?

> *No, the EU flag is not accompanied by the required reference (European Union, Regional Development Fund).*

3: The information brochure (3-folded flyer) of the FUN project is provided at a project conference. Are the publicity requirements respected?

> *No, the INTERREG IVC logo is missing, the EU flag is not accompanied by the required reference (European Union, Regional Development Fund), logo(s) is(are) not on the front page of the publication.*

4: This press info of the Citeair II project is published on the web-site. Are the publicity requirements respected?

> *The publicity requirements are respected.*

A fast track to success.

For those who don't want to reinvent the wheel.

HOW DOES THE PROJECT WORK?

❶ PRO selects four good practices. ❷ PRO presents them to interested parties. ❸ PRO offers interested parties on-site study tours. ❹ Each project partner produces an Action Plan for implementing the selected good practice/s in their own region. ❺ The Action Plan is embedded within the project partner's ROP (Regional Operational Programme). ❻ The Action Plan is implemented.

Working this way creates added value for the nine participating regions, as well as for Europe as a whole. This is something the European Commission is keen to encourage and has therefore designated PRO and six other projects in Europe as "Fast Track projects" in order to disseminate awareness of the opportunity to learn from the experiences of others.

Benefits from our four good practices

THE WIRELESS CITY

- Better municipal service through free wireless network in the city center.
- Wireless campus to enable an enhanced wireless learning environment and assistance for business.
- Wireless Council - more efficient case management, paperless meetings, environmental conservation.
- Virtual guided city tours

ONLINE SPATIAL PLANNING

- Better service to the public and businesses on a 24/7 self-service basis.
- A greater understanding of decisions and decision-making processes and how these reflect policy.
- More efficient and cost-effective administration.

ONLINE GRANT AND SUBSIDY MANAGEMENT

- More efficient grants and subsidies management
- Increased assurance that the right person will get the right grant or subsidy
- Faster payments

ROUND-THE-CLOCK MUNICIPAL SERVICE

- New way to modernise municipal administration
- Better service for residents
- Cost savings derived from a single common IT platform

Read more about our good practices and the entire project at www.pro2009.eu

INTERREG IVC

11+12 June 2009, Finance seminar, Brussels,

CASE STUDY 2

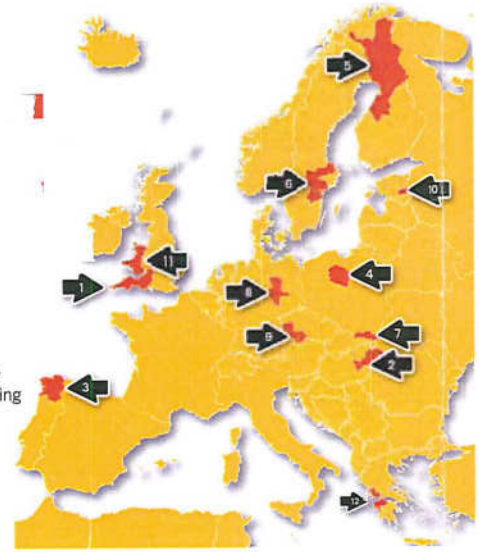
CASE STUDY 3

FUN

the partnership

The FUN network brings together European regions committed to the innovation agenda. The network is made up of 12 regions from across the European Union, a mix of old and new Member States working with the European Commission:

- Zeebrugge land, BE
- Disneyland, FR
- Legoland, DK
- Sundown Adventureland, UK
- Fantasy Island, UK
- Hans Park, DE
- Vienna Prater, AT
- Aquapark, PL
- Wetlands Adventure, PL
- ...
- ...
- ...



The partners include Regional Development Agencies, Structural Fund Managing Authorities (MAs) and universities.

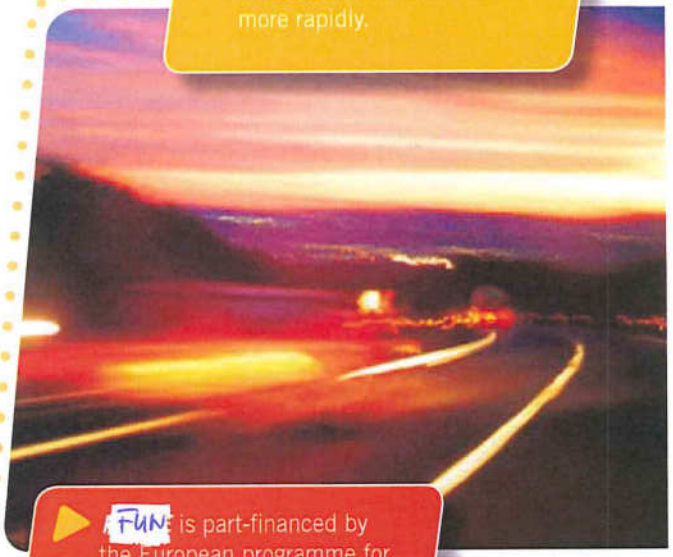
For more information please contact:

Testing Tester
Email: T. Tester@fun.org

Tester Testing
Email: T. Testing@fun.org

Bringing innovation to the market

FUN is a network of European regions committed to improve regional competitiveness by bringing innovation to the market more rapidly.



FUN is part-financed by the European programme for interregional cooperation. It is also a Fast Track Network and therefore benefits from active partnership work with the European Commission.

11+12 June 2009, Finance Seminar, Brussels

in brief

FUN is exploring how the public sector can influence innovation by looking at a number of critical factors that determine the success and speed of bringing innovation to market.

"FUN's work is now more important than ever – We are today in the midst of a technological and social revolution. Regions with strong innovation support structures will be strengthened and more competitive after the current crisis."

expertise

FUN partners capitalise on transferable good practices from the partnership as well drawing on expertise from both the partner regions and outside of the network.

- Each FUN region is, during the two-year lifetime of the project, developing an Action Plan, endorsed by regional stakeholders and the European Commission, setting out clearly what will take place in their region to commercialise innovation more quickly.
- The Action Plans will influence how Structural Funds are spent in the partner regions, supporting the development of more efficient innovation approaches and ensuring these properly underpin long-term growth and more high quality jobs.

In keeping with the innovative focus of FUN the network itself operates in a highly innovative way, putting new technologies to use and ensuring a smaller carbon footprint.

As FUN is a fast track network, the European Commission is also directly involved, acting as an additional partner and critical friend. This engagement is led by DG Enterprise and Industry, and supported by DG Regional Policy, DG Research, DG Information Society and Media and DG Employment and Social Affairs.

in action

FUN has two phases:

Phase One

The network already identified three critical factors that determine the success and speed of bringing innovation to market.

These factors are:

- managing risk
- financing innovation
- developing successful partnerships

In this first stage, partners will develop regional partnerships to audit and examine their own experience of bringing innovation to market, identify good practices or new ideas in that area and make policy recommendations around innovation support.

Phase Two

Phase two is focused on partners developing their FUN Action Plans in partnership with their Managing Authorities and the European Commission, in an environment of peer review with bilateral and informal working groups of FUN partners and the Commission. Partners will demonstrate how Actions will be implemented within their region.

CITEAIR II — Info Press

Paris, 3 June 2009

11+12 June 2009, Finance seminar, Brussels, CASE STUDY 4

Towards cleaner air in European cities :
Launch conference of the CITEAIR II project

The CITEAIR II project has started and its launch conference will take place the 3rd of June in Paris. CITEAIR stands for "Common Information to European Air" and it aims at exchanging excellence on air quality management and its synergies with climate change mitigation, as enhancing comparisons between cities and information to the public on air quality. This 3 year project, which started in October 2008 is funded under the Interreg IVc programme. It gathers 11 partners from 8 countries

« *Cities and regions all around Europe are facing exposure to high levels of air pollution and the emerging impacts of climate change which has detrimental effects on their citizens and their economy, with a significant impact from mobility problems. Designing, implementing and monitoring mitigation measures is a tremendous challenge for policy makers and authorities, as is the need to raise public awareness. In that respect, collaboration, exchange of experience, jointly formulated policies and transferable measures can support cities in improving the urban environment and reducing CO^2 emissions* », says Karine Léger from Airparif (French agency in charge of monitoring Air quality in Paris and the Île-de-France region) and lead partner of the CITEAIR II project.

Building on the experience and users of the previous CITEAIR project (2004-2007, INTERREG IIIC), CITEAIR II aims to provide **up-to-date information on air quality in European cities to local and regional authorities, the public and the media and enhance the comparability of cities through the interactive website www.airqualitynow.eu and the first European common air quality indices**. In total near real time information regarding the situation in about 55 European cities is already available for the public. This is due to the work done by local air quality monitoring organisations which deliver every hour their latest air quality measurement to the web site. CITEAIR II will improve this existing website by adding new cities and regions, providing new developments such as forecasted air quality indices, translations and enhanced indices taking into account fine particles according the new EU CAFE directive (2008/50/EC).

A wealth of knowledge and best-practices is available for cities and regions, which offers ample opportunities for collaboration. CITEAIR II aims to support local authorities by developing new tools and to facilitate the sharing of knowledge through the identification, test and transfer of those good practices. Based on this exchange of experience, three tools are to be developed within the project and made available for the authorities and policy makers :

- **a mobility indicator** to describe and eventually benchmark the traffic situation regarding emission of atmospheric pollutants and CO_2 in urban conurbations
- guidance for the **integration of greenhouse gases into existing air pollutant emission inventories for regulated air pollutants** thus enabling the identification of suitable emission reduction measures with a combined effect on reduction of urban pollutants and greenhouse gases
- **dedicated urban air quality forecasting addressing different levels of complexity** that meet the needs of cities and regions depending on their local skills, resources and level of expertise.

CITEAIR II also aims to establish an enhanced user community to assess the relevance of the good practices identified within the project. « Any interested city can join the CITEAIR community as the stronger the community the higher the benefits for all », insists Karine Léger.

CITEAIR II goals and working assumptions will be presented to the public at the **launch conference of the project in Paris on 3 June hosted by the Ile-de-France regional council.** Related topics such as the implementation of European air quality directives, current European initiatives on air quality and public information in European agglomeration such as Berlin, Rome, London and Paris, and the benefits of comparing air quality in European cities appear also on the agenda.

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European Union
European Regional Development Fund

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