

**Interreg**

North Sea Region

**PROWAD LINK**

European Regional Development Fund



EUROPEAN UNION

# PROWAD LINK

## Protect & Prosper -

### Benefits by linking sustainable growth with nature conservation

WSB 27, Copenhagen  
12 - 13 November 2018



United Nations  
Educational, Scientific and  
Cultural Organization



The Wadden Sea  
World Heritage Site  
since 2009



WADDEN SEA  
WORLD HERITAGE



Common  
Wadden Sea  
Secretariat

## Priority 1 “Thinking Growth: Supporting Growth in North Sea Economies”

***Specific Objective 1.1** Develop new or improved knowledge partnerships between businesses, knowledge institutions, public administrations and end users with a view to long-term cooperation (post project) on developing products and services*



# Overall objective – PROWAD LINK

**Sustainable Economic Growth by  
engaging SMEs with nature  
conservation**



# PROWAD LINK - Protect and Prosper

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## Benefits through linking sustainable growth with nature protection

To unlock the potential of **nature heritage brands** as a **driver for jobs and sustainable regional development**, the project will engage **small and medium-sized enterprises** in **nature conservation**.

### Project aims:

- To increase revenue from sustainable offers and products,
- To increase investment in sustainability and
- To create long-term collaborations in cross-sector knowledge partnerships.

### Pilot regions

- Wadden Sea (DK, D, NL),
- Geiranger Fjord (NO),
- Wash & North Norfolk Coast (UK)



United Nations  
Educational, Scientific and  
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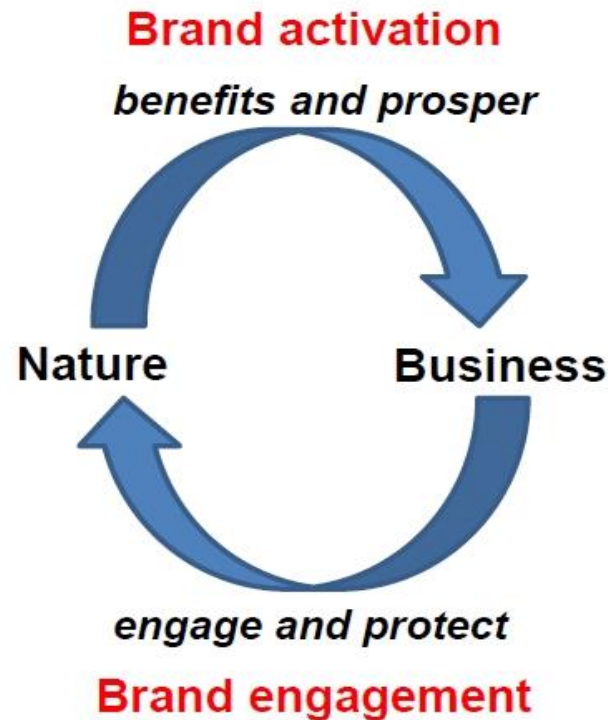
The Wadden Sea  
World Heritage Site  
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# Nature-Business-Benefit Cycle (NBBC)

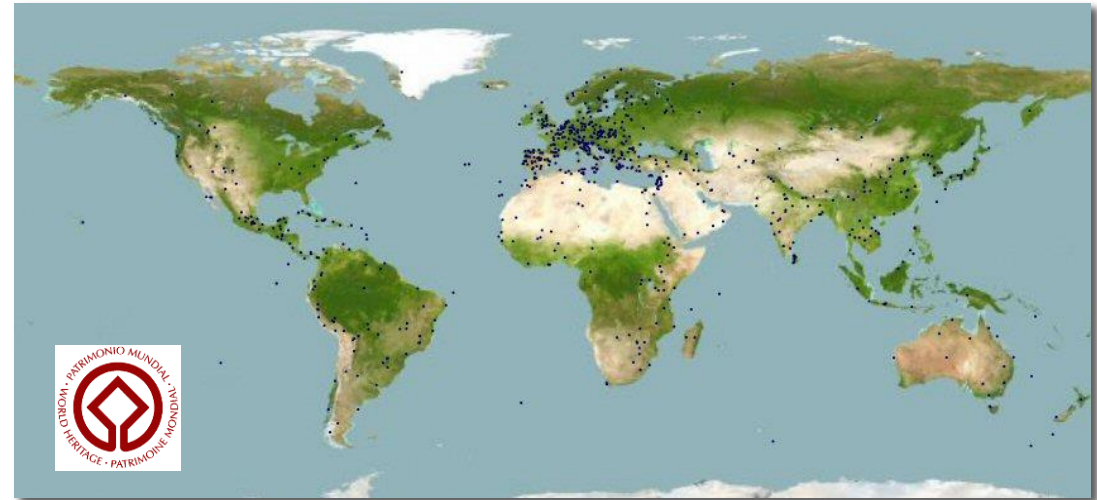
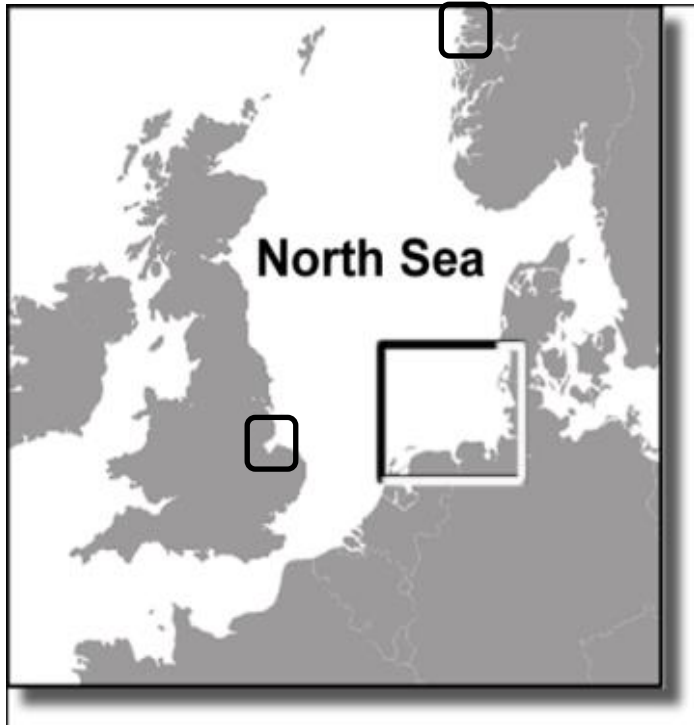
Pilots: Value chains / Product development / Profiling



Pilots: Campaigning / Competencies / Training / Cooperation Schemes



# Project Area



Wadden Sea WH,  
Wash/North Norfolk Coast  
and Geirangerfjord WH

WH Marine Programme (49 sites)  
WH Sustainable Tourism Programme  
Other Protected Areas in North Sea / worldwide

# Objectives and Results

**Sustainable Economic growth through  
engaging SMEs with nature conservation**

**Improved access to brand  
with economic value**

**Enhanced sustainability of  
SMEs in the north sea  
region**

**New and innovative  
marketable offers and  
products in co-creation  
with SMEs and  
knowledge partners**

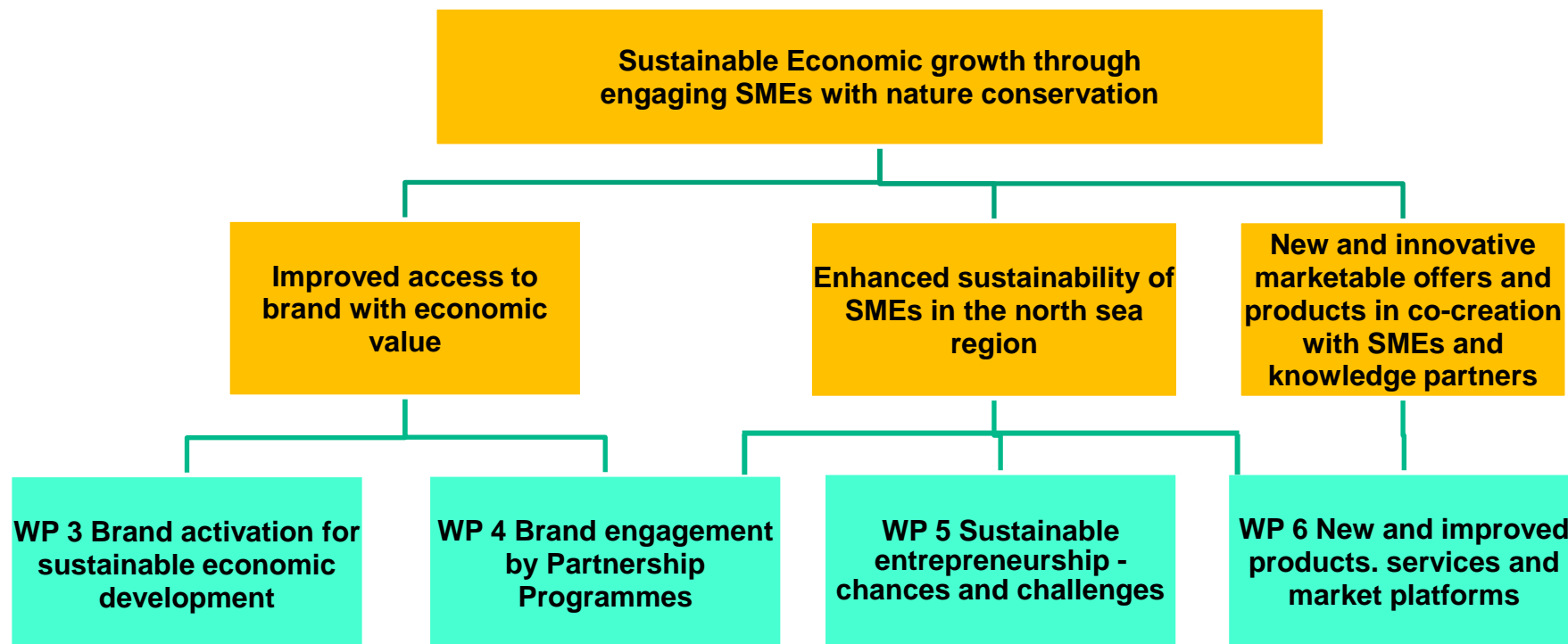
## **Output indicators**

number of SMEs/organizations cooperate / participate and apply / are informed about new solutions

## **Result indicators**

Increased income from sustainable offers / Increased investments in sustainability / Long-term collaboration in networks

# How to reach the results?



## Output indicators

(number of SMEs/organizations cooperate / participate and apply / are informed about new solutions)

## Result indicators

Increased income from sustainable offers / Increased investments in sustainability / Long-term collaboration in networks



# WP 3 Brand activation for sustainable economic development

## Main deliverables

1. Transnational concept of NBBC based brand activation,
2. Brand activation guidebook for SME (with specific marketing tools to capture brand values).
3. Visualisation of brand (brand communication material for SME and local partner)
4. Online branding tool box (brand information, schemes and tools for co-branding)



# WP 4 Brand engagement in partnership programmes

## Main deliverables

1. Transnational analysis and overview of regional partnership programmes,
2. Establish, adapt or extend existing regional partner programmes,
3. Framework concept of a transnational NBBC based partnership scheme,
4. Establish a transnational Partnership Hub for the Wadden Sea,
5. Long-term partnership agreements with knowledge partners.



# WP 5 Sustainable entrepreneurship – chances and challenges

## Main deliverables

1. Scenarios for improving enterprises performance through sustainable entrepreneurship (online learning module),
2. Study on the ecological and socio-cultural limits of acceptable change (LAC) for tourism development.
3. Transnational visitor survey concept and regional implementation.
4. Brochure “Added value of sustainable tourism” in the destination Wadden Sea WH.



# WP 6 New and improved products, services and market platforms

## Main deliverables

1. Analysis of market trends across sectors and countries.
2. Facilitation of sustainable, NBBC-based marketable, products or upgrade of existing products
3. Feasibility study of a concept of thematic transnational travel routes,
4. Concepts of business models for start-ups to link food/health with nature heritage valuesm
5. Online exchange platform for SMEs.

# Project - Info

**Duration:** 1 September 2018 – 31 August 2021

**Budget:** 3.798.892 € | ERDF contribution **1.765.740 €**

**Countries:** Denmark, Germany, Netherlands, Norway, UK

## 14 Partners:

CWSS (lead), **DK:** NP Vadehavet, Business Region Esbjerg, Nature Agency, **D:** LKN-NPV Schleswig-Holstein, NLPV Lower Saxony, WWF, **NL:** Ministry LNV, Provincje Fryslan, Uni Groningen/CF, Waddenacademie, Ameland, **NO:** Uni NTNU Alesund, **UK:** Norfolk County Council (with Wash North Norfolk Marine Partnership).



THERE IS A PLACE – WHERE HEAVEN  
AND EARTH SHARE THE SAME STAGE

Photo: Jeff Westerman



OUR  
**WADDEN SEA**  
WORLD HERITAGE

Experience and help preserve a natural wonder  
[www.waddensea-worldheritage.org](http://www.waddensea-worldheritage.org)



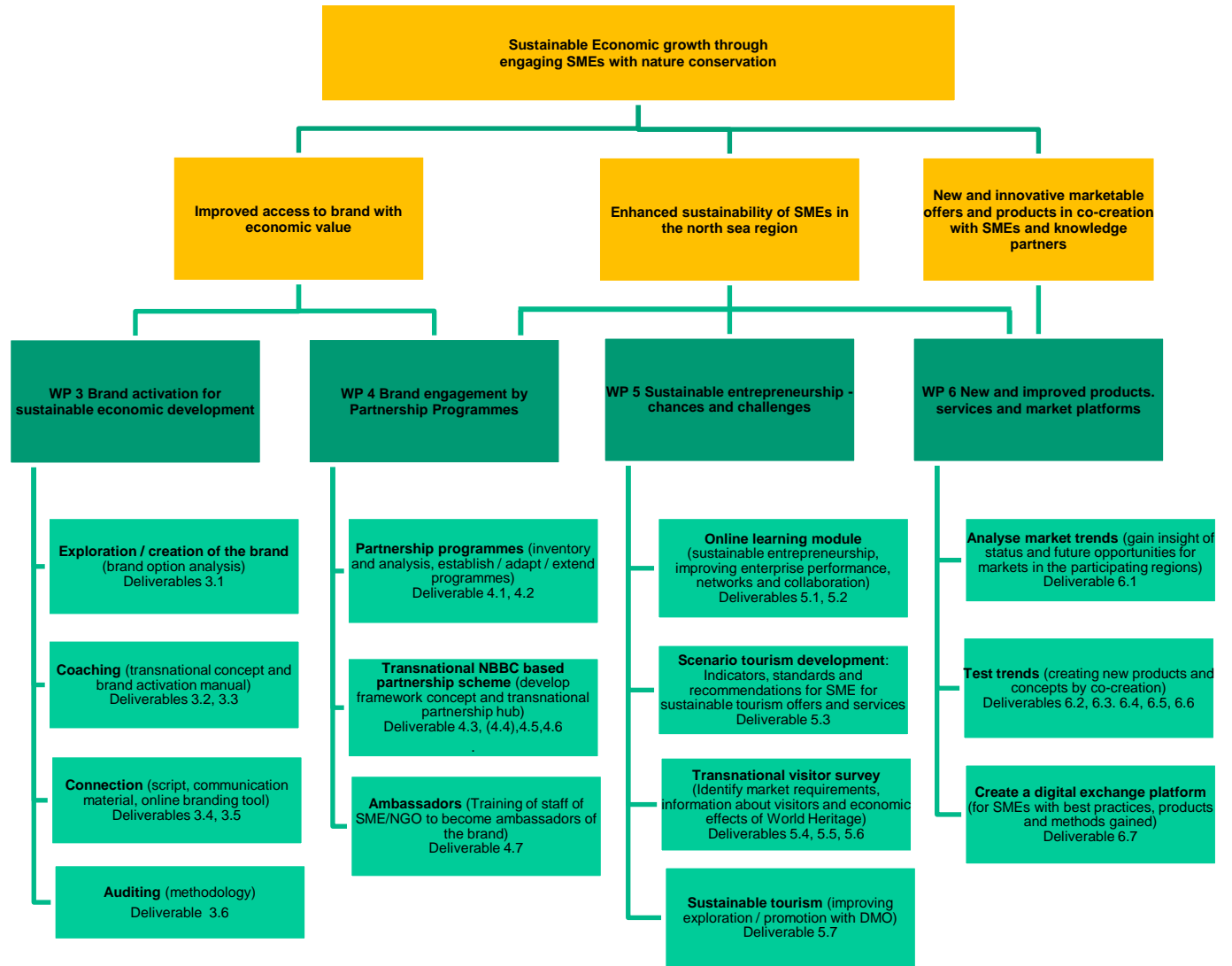
WP 1 Project management

WP 2 Communication

**Communication measures:** website, print, social media concept for the extended partnership, communication support for local dissemination.

**Establishing long-term networking opportunity platform:** Dissemination activities and B2B and B2C at tourism fairs (ITB Berlin).

**Enhance visibility of projects:** Annual PROWAD LINK Forum, communication activities on political decision making events, promotion of project deliverables to target groups.

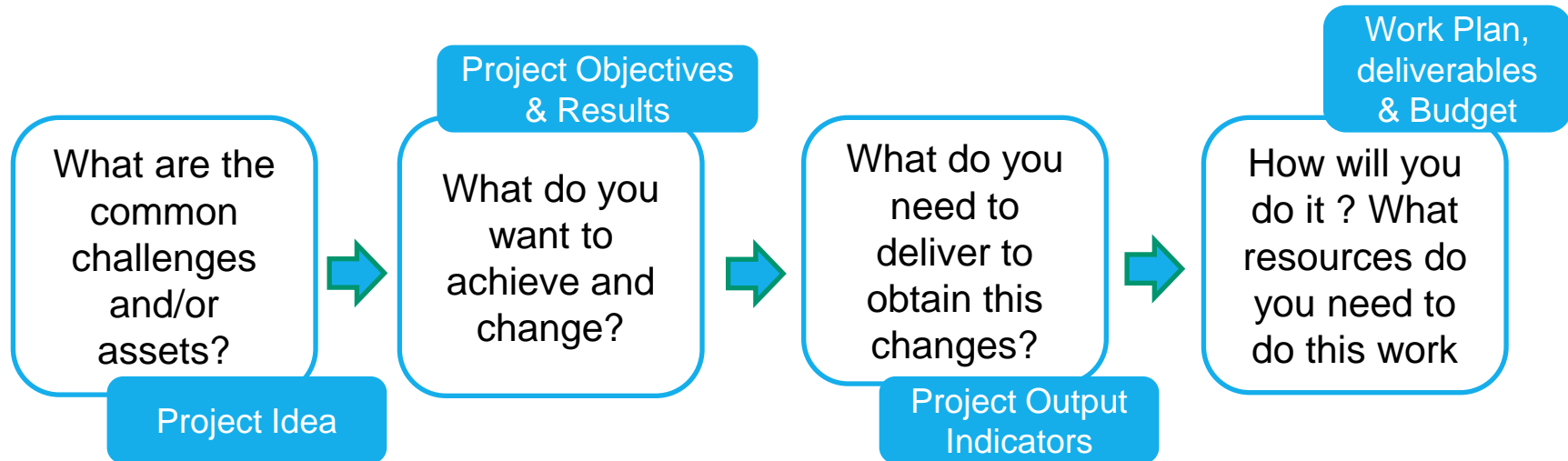


**Output indicators** (number of SMEs/organizations cooperate / participate and apply / are informed about new solutions)

**Result indicators**

Increased income from sustainable offers / Increased investments in sustainability / Long-term collaboration in networks

# Intervention Logic



# Project Idea C.1.1

What are the  
common  
challenges  
and/or  
assets?

Project Idea

1. Significant structural economic, social and demographic changes in NSR (e.g. crisis 2008)
2. Rural, coastal SMEs detached from innovation and knowledge sources.
3. Protected nature areas e.g NPs, WH sites, as valuable natural assets delivering ecosystem services, e.g. for tourism.
4. WH brand has high potential for sustainable economic growth (WH examples worldwide)
5. Barrier to use the opportunities of nature protection / WH as “brand” for innovation and sustainable development (limited resources and capacities to invest and engage with the brand)
6. Few marketable offers exist and limited benefits from the brand.

# Overall Objectives (C.2.1)

## Project Objectives & Results

What do you  
want to  
achieve and  
change?

### Overall project objective

*(relates to the strategic aspects of the projects and provides the overall context)*

- The overall objective of the project is to engage SMEs in contributing to conservation of natural heritage (nature conservation areas, World Heritage) in a way that they can benefit from the areas brand and associated values as **driver for sustainable economic growth** in the North Sea Region and other similar natural heritage sites worldwide.
- The project aims to develop an innovative, transnational approach of engagement with SMEs by applying the “Nature-Business-Benefit-Cycle” approach (NBBC) (see C.1.2 and Annex), to link nature protection and economic development, build pride and confidence in the future of the area, and increase investments in sustainability.



# Detailed Objectives (C.2.1)

## Detailed project objectives

(a concrete statement describing what and how the project is trying to achieve)

### Project Objectives & Results

What do you  
want to  
achieve and  
change?

- 1. Improved access to brand with economic value for SMEs**
- 2. Enhanced sustainability of SME in the North Sea Region**
- 3. New, innovative marketable offers and products in co-creation with SMEs and knowledge partners**



# Output Indicators (C.2.2)

## Output Indicators (compulsory)

What do you need to deliver to obtain this changes?

**Project Output Indicators**

Indicator	Target	
Number of enterprises cooperating with new/ improved knowledge partnerships	400	(specific for 1.1)
Number of enterprises participating in cross-border, transnational or interregional research projects	18	All
Number of research institutions participating in cross-border, transnational or interregional research projects	6	All
Number of organizations/ enterprises adopting new solutions by project end	72	All
Number of organizations/ enterprises informed about new solutions by project end	2200	All

# Project Results (C.2.3)

## Project Results

*(Quantifiable effects of the actions and outputs, that contribute to the realization of the defined objectives - measurable project impacts)*

Indicator	Target	Unit	Definition
<b>1. Increased income from nature visitors / sustainable offers with focus on off-season periods</b>	5 Mio	Euro	Additional revenues from new sustainable products and offers, sustainable overnight stays and increased daily spending (sustainable products/offers).
<b>2. Increased investments in sustainability</b>	2 Mio	Euro	Additional investment by SMEs in increased sustainable facilities, developing and marketing of sustainable products and offers, and in supporting nature awareness and education / training for sustainable development.
<b>3. Long-term engagement and collaboration of SMEs in local and transnational networks</b>	1,000	Number of partners	Long-term collaboration (post project) of stakeholders (new business relations) on local level effectively linked to transnational networks will create new synergies and benefits to local communities (Emotional Selling Point, ESP).