

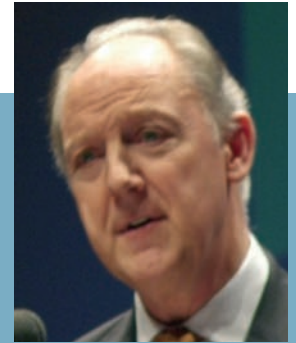


INTERREG IIC West at work  
in the United Kingdom

United Kingdom

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**I**NTERREG IIC is an excellent opportunity for the institutions in our regions to share experience and knowledge in the field of regional development.

The programme has given our regions a chance to cooperate with people working in similar fields across the EU. A successful project can really raise the profile of the region involved.

INTERREG IIC creates networks across Europe. These networks help our regions to feel connected to the EU and can also help to create a European identity with lasting benefits for the regions involved. Many of our partners are now cooperating on different projects with the contacts made through the INTERREG IIC programme.

The UK is looking forward to participating in the new INTERREG IVC programme which will offer many new opportunities for furthering cooperation, sharing, capitalising on good practice and influencing policy development.



## Changing Lifestyles, Attitudes and Behaviour: towards effective strategies for regions in sustainable consumption and development

The children of a local primary school in Surrey, UK, are the new voices in water conservation thanks to an initiative piloted in the Netherlands.

After talking to the water supply company and approaching members of their local community, the children came up with an action recommendation plan for reducing water consumption. They then presented their plan to a group of 'influential adults' including local authority representatives and journalists, asking them to help implement their 'wishes' and sign a formal 'agreement to act'. The water company will report any changes in water consumption and all those involved will evaluate the success of the action plan.

The 'wishing district' model is just one example of how the INTERREG IIIC West project ChangeLAB is testing and transferring methodologies for consumer behaviour change across the EU. The project is coordinated by Surrey County Council in the UK, and involves seven public bodies from Estonia, Greece, Italy, the Netherlands, Sweden and the UK, together with the Regional Environmental Centre for Central and Eastern Europe.



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Growing prosperity in Europe has contributed to unsustainable consumption levels in relation to fossil fuels, waste and water use. ChangeLAB believes there is an urgent need for policies and initiatives that encourage people to take responsibility for their behaviour and lifestyle.

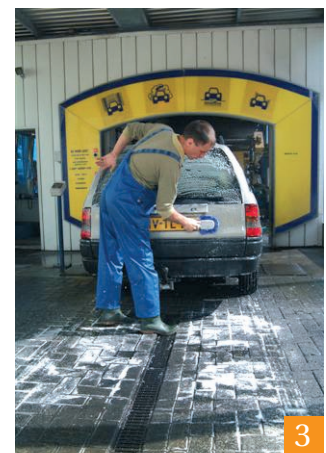
Vincent O'Connell, the ChangeLAB coordinator from Surrey County Council said: "The 'wishing district' model encourages citizens to think about the well-being of their neighbourhood and at the same time raises awareness within the wider community. Like many of the techniques developed by ChangeLAB, it is flexible enough to be used with any project concerning environmental sustainability, and could be transferred quite easily to any region in Europe".

ChangeLAB has collated experiences on techniques to help promote sustainable patterns of consumption. The project website contains the 'ChangeLAB Technique Planner'; a tool to help policymakers put together an effective mix of techniques to influence the behaviour of their target groups in a more sustainable way.

Many of the partners are finding increasing interest in the project from within their own regions or even at the national level and will

continue to test and transfer techniques from other regions. A Europe-wide network of interested organisations and individuals will continue to share experiences.

The partners hope to continue working together in the next funding period.



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- 1. The cycling bus: children travel to school as part of a behaviour change initiative in Surrey.
- 2. Children's wishes to save water: Surrey school children meet local decision makers and present their ideas on water saving.
- 3. An environmentally friendly car wash: ChangeLAB is all about changing people's lifestyles, attitudes and behaviour.



## Choosing to grow and to deliver a joint implementation of the Lisbon and Gothenberg agenda

Female entrepreneurs in the Netherlands, Poland, Spain and the UK are getting a helping hand thanks to a project which is bringing down the barriers faced by women when accessing finance to start or grow their business.

Sustainable construction principles are being introduced to the UK curriculum for students of vocational construction courses following a joint venture between the UK and Spain.

Three business match-making events in the UK, Malopolska and Noord-Brabant are expected to generate around three million euros of new trade for SMEs working on environmental and other technologies.

These are just three examples of the 16 projects being funded by the INTERREG IIIC West project, GROW.

GROW is a partnership between five regions enjoying relatively high economic growth. They also share the consequences of this rapid growth: transport congestion; pressure on land and resources; skills shortages; and an often uneven rate of development.

The five regions - South-East England, Emilia-Romagna, Noord-Brabant, Malopolska and Andalusia - share a vision of 'smart growth', in line with sustainable development principles, rather than 'growth at any cost'.

Using the '3P' approach of 'People, Planet, Profit', GROW is helping its partner regions to achieve

sustainable economic growth with more and better jobs, greater social cohesion and a reduced impact on the environment.

Kathy Vuillaume, Project Coordinator for GROW from the South-East of England Development Agency (SEEDA), said, "If we want to achieve the goals set down in the Lisbon and Gothenburg agendas, sustainable development needs to be more than just an isolated effort by one region."

She added "When we came up with the three pillars of green growth, business growth and inclusive growth, we didn't expect to see much crossover between projects. But we found that our projects were really keen to share ideas and learn from each other. Now we really encourage the partners to talk to each other and to consider integrating all three pillars in any sustainable development project. Only with this type of 'mini-programme' could we have achieved this."

Signs of GROW's influence on regional and national policies are already appearing. One recent example is a meeting between Prime Minister Gordon Brown and Richard Williams, Project Manager of the GROW sub-project SusPurPol. Mr Brown, who was Chancellor of the Exchequer at the time, heard about the success of the 'South Hampshire Sustainable



Development Policy' delivered as a part of SusPurPol, and welcomed their contribution to sustainable building construction.

Another success story for SEEDA is their innovative online monitoring system which reduces the paperwork involved in running EU projects. This pilot software is being used in all the GROW regions. There are plans to produce a version suitable for managing any EU funded programme so that other projects may benefit in the future.

GROW hopes to continue and possibly expand their partnership under INTERREG IVC.

1. A GROW sub-project shows Prime Minister Gordon Brown how the results of a year-long study will benefit the buildings of the future.
2. The GROW team, with five nationalities and a shared vision: People, Planet, Profit.



# INTERREG III C (2000-2006)

## Regions sharing solutions

### INTERREG III C is...

... an EU funding programme that helps regional, local and other public authorities from across Europe to work together. Their joint projects improve growth and jobs, the environment and social cohesion. By sharing their experiences in regional development, towns and regions find solutions faster and develop new ideas. The result? Better connected regions with improved competitiveness and capacity for innovation.

### A force for cohesion

INTERREG III C boosts cooperation throughout the EU, and helps regions at different levels of development to work together and learn from each other. Today, 20% of INTERREG III C's project partners come from the ten Member States that joined the Union in 2004.

### Broad scope

INTERREG III C projects tackle a huge range of regional development issues, including innovation, urban regeneration, employment, spatial planning, economic development and the environment.

### Improving lives across the EU

Over **2600 towns, regions and other public bodies** are partners in INTERREG III C's more than **260 projects**.

### Regions working together

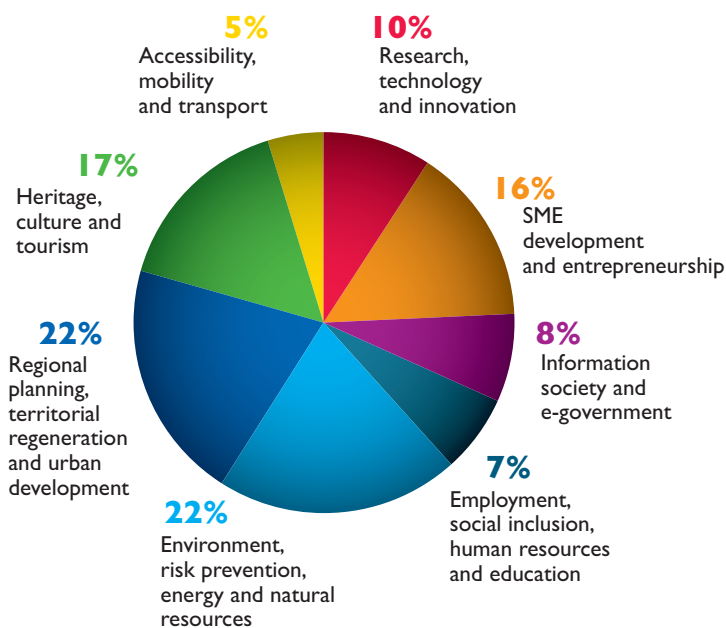
Partners in INTERREG III C projects share their knowledge and experience through seminars and conferences, staff exchanges and online databases. They exchange ideas and policy tools and together develop better approaches to regional development.

### Budget for 2000-2006

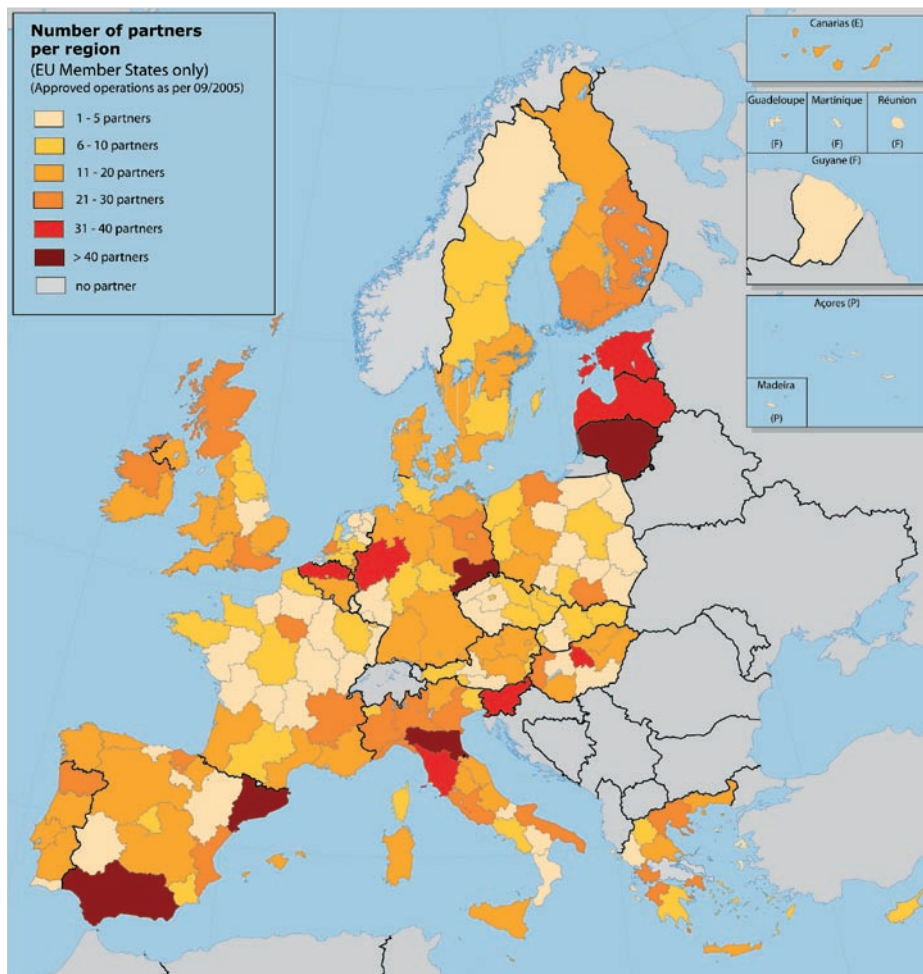
**EUR 315 million** co-financing from the European Regional Development Fund (part of the EU Structural Funds). Projects were approved between 2003 and 2005.

### Lasting benefits

The last of INTERREG III C's projects close in 2008. However Europe's economy, society and environment will continue to benefit from these projects as a result of improved approaches to regional development and dissemination of knowledge and experience. INTERREG III C's legacy will be the continuing sustainable development of a dynamic and competitive European economy.



NB : Certain projects cover more than one theme.



[www.interreg3c.net](http://www.interreg3c.net)

INTERREG III C is a European funding programme that helps regions from across the EU to share knowledge and experience, and develop new solutions to economic, social and environmental challenges. As one of the programme's four zones, INTERREG III C West supports 74 such interregional partnerships.

This short guide gives an insight into what INTERREG III C West is doing in the United Kingdom, highlighting two example projects, ChangeLAB and GROW.

Of all the EU Member States involved in the INTERREG III C programme, the UK has the fifth highest number of partners. This is just one example of the interest and enthusiasm for interregional cooperation, from towns, regions and public organisations across the UK.

There are 144 organisations in the UK participating in 105 different INTERREG III C projects. The top scoring regions are the South-East, with 20 projects, and Scotland with 16 projects.

The UK is the lead organisation in 29 – just over a quarter – of the 105 projects. Every UK region is at the head of at least one INTERREG III C project. With six organisations each, the South-East and Wales are the UK regions leading the most projects.

Most projects are working to improve policies in regional planning, territorial regeneration and urban development; closely followed by environment, risk prevention, energy and natural resources.

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*The INTERREG III C West Secretariat and Managing Authority, the Nord - Pas de Calais Regional Council, are based in Lille, France.*

