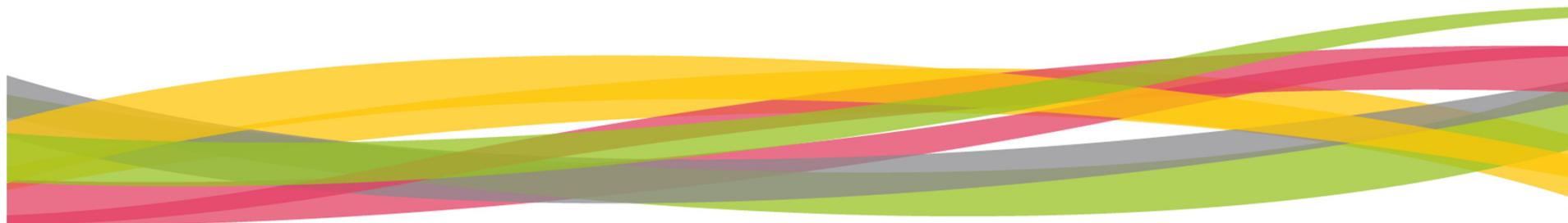




**5** Clusters

**21** Extensions and  
Extended Communication  
Activities





# Clusters



**PRIORITY 1** Building on our Capacity for Innovation



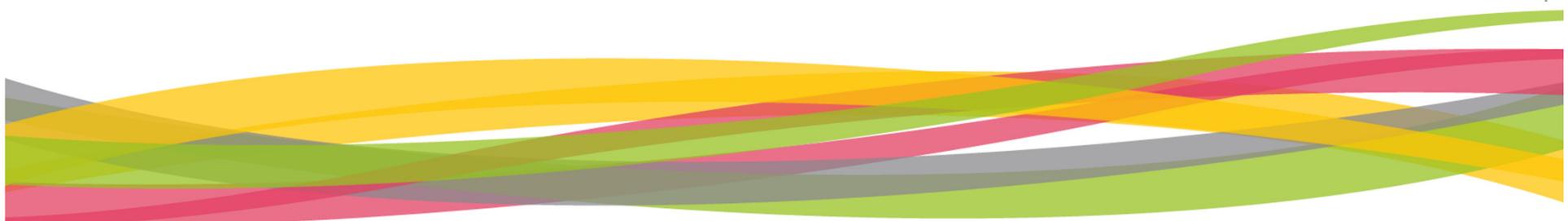
**PRIORITY 2** Promoting the Sustainable Management of our Environment



**PRIORITY 3** Improving the Accessibility of Places in the NSR



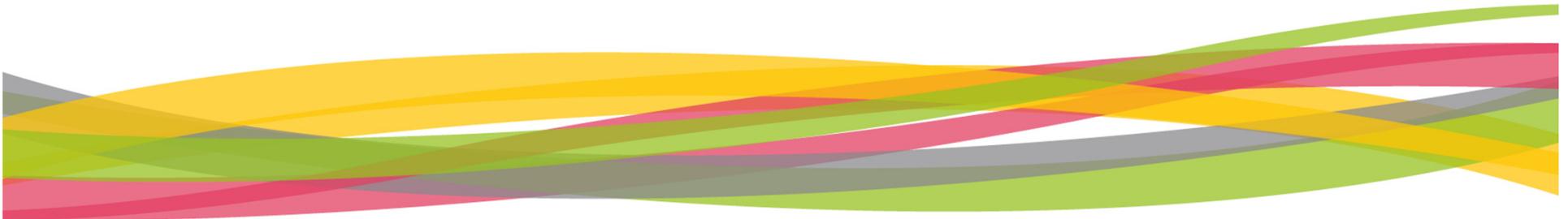
**PRIORITY 4** Promoting Sustainable and Competitive Communities





## Key characteristics

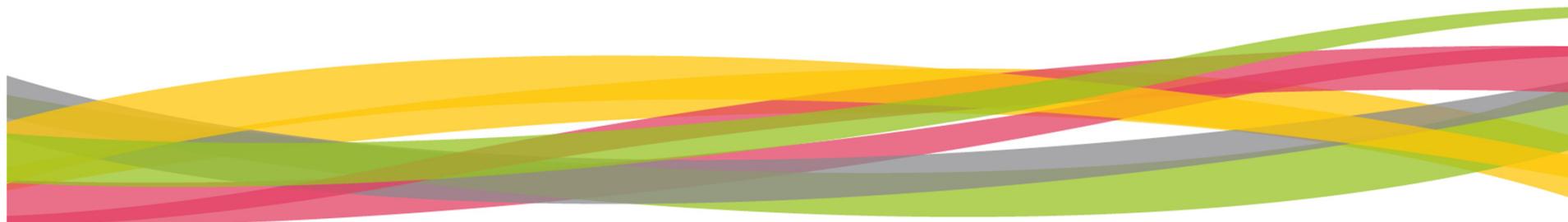
- To increase impact by increasing the visibility of project results
- Results are key
- Not about creating new project





## Clusters

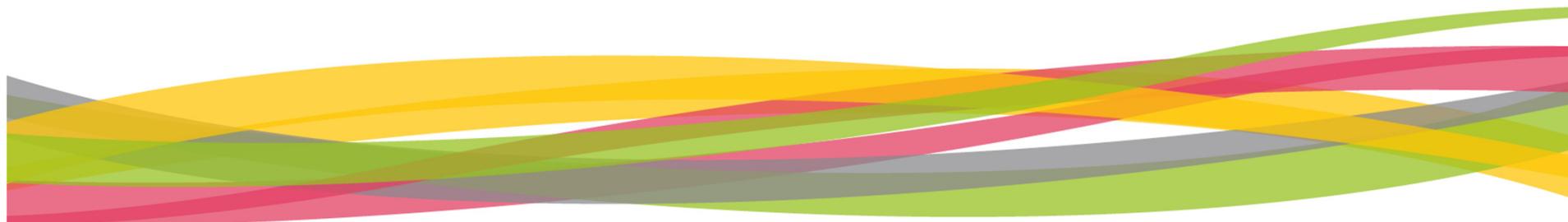
Name	Theme
DANS	Digital Agenda – Local e-services
WaterCAP	Water and climate change
Maritime Transport Cluster	Multimodal transport
North Sea Energy Vision	Renewable energy production
Low Carbon Regions (LOWCAP)	Energy efficiency and carbon reduction





## Key outcomes

Objectives	Impact / Results
<p>Increase visibility</p>	<p>Digital agenda <b>DANS</b> model presented at a number of high level EU conferences; including CoR; Presentation of results at the first pan-European Dialogue Forum on drought (<b>WaterCAP</b>); EU Sustainable Energy Week (<b>EVNSR</b>); Expo 2010 Shanghai (<b>LOWCAP</b>)</p>
<p>Policy uptake</p>	<p>Recommendations presented at the European Parliament and EU Commission (<b>MTC</b>)</p>





# Extensions and Extended Communication Activities



**PRIORITY 1** Building on our Capacity for Innovation



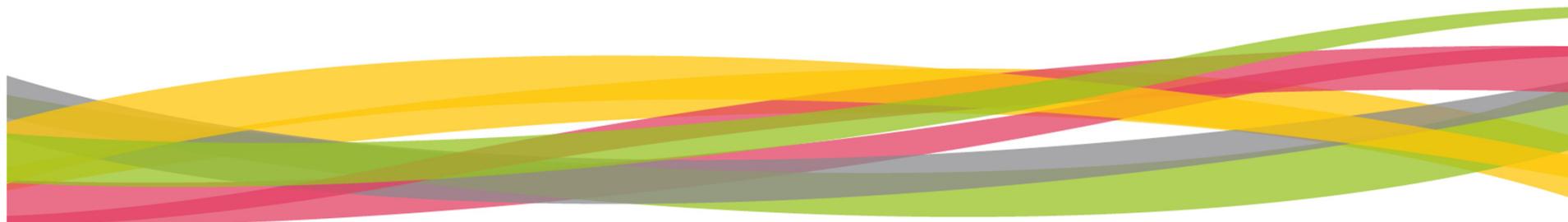
**PRIORITY 2** Promoting the Sustainable Management of our Environment



**PRIORITY 3** Improving the Accessibility of Places in the NSR



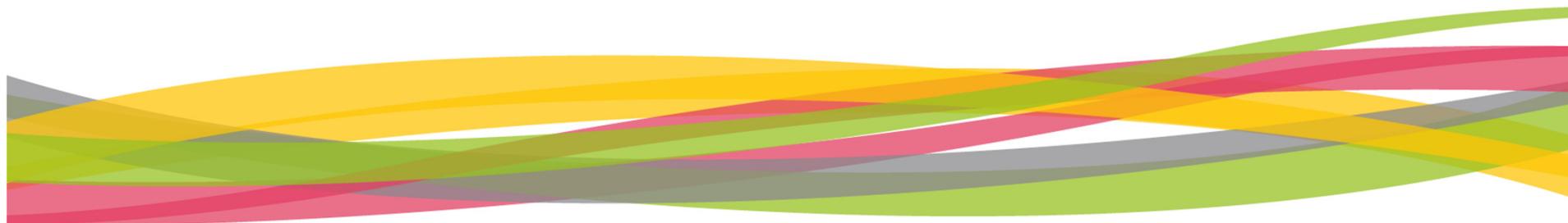
**PRIORITY 4** Promoting Sustainable and Competitive Communities





# Extensions and Extended Communication Activities

- Projects still in operation – new activities and additional budget (Extensions)
- Projects already finished 30 June 2014 – new application (Extended)





## Key characteristics

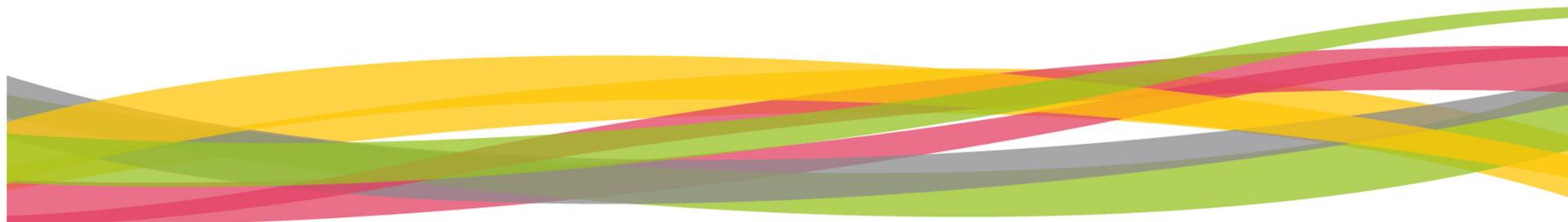
- Focus on one key result
- Extend your target group – increase your impact across the NSR
- Extend the use of social media
- Make use of your result after the end of project closure
- Transferable stories between different EU programmes
- Development of new perspectives on your main results





## Examples

Name	Theme
DANS-ON	Additional dissemination of policy recommendations from the DANS model
NSSEP PLUS	Implementation of a CO <sub>2</sub> / carbon calculator
TEN-TaNS	Dissemination of the toolbox at the European Commission's TEN-T Corridor Coordinators; DG MOVE and CMPR / NSC





## Outcome for the future

- Cluster approach strengthened the transnational approach
- Increased visibility at the EU level
- Should continue with the cluster approach in the current programme
- Clustering of projects beyond the NSRP engaged in similar activities in other Interreg and EU-programmes
- Knowledge exchange between project managers

