Opportunities
The Interreg VB project PROWAD LINK aims to unlock the potential of natural areas as a driver for jobs and sustainable development. We will do this by working with small and medium sized enterprises (SMEs) to develop nature as a brand to create benefits for both, SMEs and the environment. Partners in Denmark, Germany, the Netherlands, Norway and the United Kingdom working with interested SMEs will use the “nature-business-benefit-cycle” concept to develop new, sustainable products and offers.

Challenges
Natural heritage sites in the North Sea region, such as the Wadden Sea World Heritage, the Geiranger Fjord World Heritage and the Wash & North Norfolk Coast, can be powerful and inspiring brands for innovation and sustainable development. Yet, barriers exist preventing its full use, especially for local SMEs.

Results
PROWAD LINK aims to increase revenue from sustainable offers, support nature conservation, promote investment in sustainability and create long-term collaborations.

Scope
The 3 year project starting in September 2018 will be implemented in the pilot regions of the Wadden Sea (DK, D, NL), Geiranger Fjord (NO), Wash & North Norfolk Coast (UK) and provide solutions on brand activation and SME engagement to nature sites on a national, European and potentially global scale.

Approach
In co-operation with SMEs the project partners will develop and test innovative tools and strategies to improve access to nature heritage brands, enhance sustainability efforts and develop innovative marketable offers of products and services.

How to get involved
Are you a SME, knowledge institution or nature conservation organisation involved in regional sustainable development on the North Sea coast and want more information about the project? Get in touch with

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www.northsearegion.eu/prowad-link
Partners
The following partners from five nations will collaborate to link sustainable growth and nature conservation:

Facts & figures
Project period: 2018-2022
Total budget: EUR 4.8 million
Contribution by ERDF & Norway: EUR 2.4 million
Contribution by partners: EUR 2.4 million
Lead partner: Common Wadden Sea Secretariat

Work packages

Brand activation
Improve access to nature brands with economic value

Brand engagement
Build on, extend and sustain existing collaborations and networks in a transnational partnership scheme

Co-creation
Develop new and improved products, services and a market platform in co-creation

Sustainable entrepreneurship
Identify impact of and opportunities for SMEs on sustainable growth opportunities

Partners
The following partners from five nations will collaborate to link sustainable growth and nature conservation: