PROWAD LINK
Protect & Prosper - Benefits by linking sustainable growth with nature conservation

WSB 27, Copenhagen
12 - 13 November 2018
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

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)
NATURE-BUSINESS-BENEFIT CYCLE (NBBC)

Brand activation
benefits and prosper
engage and protect
Brand engagement

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?

Sustainable Economic growth through engaging SMEs with nature conservation

- Improved access to brand with economic value
  - WP 3 Brand activation for sustainable economic development
- Enhanced sustainability of SMEs in the north sea region
  - WP 4 Brand engagement by Partnership Programmes
- New and innovative marketable offers and products in co-creation with SMEs and knowledge partners
  - WP 5 Sustainable entrepreneurship - chances and challenges
  - WP 6 New and improved products, services and market platforms

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

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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

WP 3 Brand activation for sustainable economic development

WP 4 Brand engagement by Partnership Programmes

WP 5 Sustainable entrepreneurship - chances and challenges

WP 6 New and improved products, services and market platforms

Exploration / creation of the brand (brand option analysis) Deliverables 3.1

Coaching (transnational concept and brand activation manual) Deliverables 3.2, 3.3

Connection (script, communication material, online branding tool) Deliverables 3.4, 3.5

Auditing (methodology) Deliverable 3.6

Partnership programmes (inventory and analysis, establish / adapt / extend programmes) Deliverables 4.1, 4.2

Transnational NBBC based partnership scheme (develop framework concept and transnational partnership hub) Deliverable 4.3, (4.4) 4.5, 4.6

Ambassadors (Training of staff of SME/NGO to become ambassadors of the brand) Deliverable 4.7

Online learning module (sustainable entrepreneurship, improving enterprise performance, networks and collaboration) Deliverables 5.1, 5.2

Scenario tourism development: Indicators, standards and recommendations for SME for sustainable tourism offers and services Deliverable 5.3

Transnational visitor survey (Identify market requirements, information about visitors and economic effects of World Heritage) Deliverables 5.4, 5.5, 5.6

Sustainable tourism (improving exploration / promotion with DMO) Deliverable 5.7

Analyse market trends (gain insight of status and future opportunities for markets in the participating regions) Deliverable 6.1

Test trends (creating new products and concepts by co-creation) Deliverables 6.2, 6.3, 6.4, 6.5, 6.6

Create a digital exchange platform (for SMEs with best practices, products and methods gained) Deliverable 6.7

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

What are the common challenges and/or assets?

What do you want to achieve and change?

What do you need to deliver to obtain this change?

How will you do it? What resources do you need to do this work?

Project Idea

Project Objectives & Results

Project Output Indicators

Work Plan, deliverables & Budget
What are the common challenges and/or assets?

Project Idea C.1.1

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)

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)

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)

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

What do you need to deliver to obtain this changes?

Project Output Indicators
## 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*)*

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Unit</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Increased income from nature visitors / sustainable offers with focus on off-season periods</td>
<td>5 Mio</td>
<td>Euro</td>
<td>Additional revenues from new sustainable products and offers, sustainable overnight stays and increased daily spending (sustainable products/offers).</td>
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<tr>
<td>2. Increased investments in sustainability</td>
<td>2 Mio</td>
<td>Euro</td>
<td>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.</td>
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<tr>
<td>3. Long-term engagement and collaboration of SMEs in local and transnational networks</td>
<td>1,000</td>
<td>Number of partners</td>
<td>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).</td>
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