



POWER
Low Carbon Economies



Newsletter 1 April 2009: Specifications and Partnership

POWER INTERREGIONAL PROGRAMME

POWER is a €5.8m inter-regional programme funded through **INTERREG IVC** in seven European regions: South East (England), Malopolska (Poland), Emilia-Romagna (Italy), Noord-Brabant (Netherlands), Stockholm (Sweden), Tallinn (Estonia), Andalucía (Spain).

In the context of ambitious EU targets for climate protection, the POWER Regional Initiative will explore ways to move towards a low carbon economy at regional level, in particular by reformulating regional development strategies and policy instruments and identifying effective forms of sub-regional action which also contribute to regional competitiveness.

The regions have come together to exchange good practices, transfer knowledge and experiences on how to tackle these complex issues requiring an integrated policy framework and committed individuals and organisations at all levels to decouple the links between economic growth and environmental pressures. The partner regions will work toward achieving long-term policy objectives of fossil free Europe, Kyoto Protocols, Energy targets set for 2020 and the renewed Sustainable Development Strategy.

POWER Specifications



Our policy experts have worked together to draw up 9 specifications on the 5 POWER sub-themes.

These specifications are the key areas the POWER programme is tackling to deliver low carbon economies.

They cover:

- Energy efficiency,
- Renewable energy,
- Eco-innovation & Environmental Technologies,
- Sustainable Transport and
- Behaviour change.

The specifications and all the information on POWER programme are available on POWER website.

[Click here for the specifications](#)



European Union

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POWER Launch Event in Noord-Brabant

The POWER Interregional Programme was successfully launched in the Province of Noord Brabant in The Netherlands on 11 and 12 March 2009.

The meeting was attended by nearly 80 participants from the seven participating regions.

The first day was dedicated to networking with a visit to Boxtel a sustainable village near s'Her-togenbosh followed by a networking dinner with the participation of Alex Pratt, Board Member of the South East England Development Agency (SEEDA) and Wobine Buijs, Director of European and international affairs at the Province of Noord-Brabant.



Boxtel village



Wobine Buijs, Alex Pratt and Rob De Groot



Networking Dinner

On the second day, attendees were invited to join one of the 4 workshops dedicated to the POWER sub-themes. These workshops provided information on the sub themes covered by POWER Programme and gave participants the opportunity to discuss their initial project ideas. Participants were then invited in the Noord-Brabant Regional Assembly to be presented the communication plan and what is expected of a POWER sub-project.

The day concluded by offering potential stakeholders individual consultations led by the POWER secretariat and the Regional Correspondents.



Workshop speakers



Communication and POWER project presentation



Individual consultation



Insights into the role of a Regional Correspondent

A network of seven regional correspondents is supporting potential bidders under POWER. Rob de Groot is the Regional Correspondent for Province Noord-Brabant and was one of the key organisers for the POWERful event in Noord-Brabant !



Rob De Groot

Hello, my name is Rob de Groot and I'm the Regional Correspondent for POWER in Noord-Brabant. I work as project leader on international business for our Economic Development Programme, called Dynamic Brabant. Brabant is a very prosperous region. But to stay on this high level we need to invest in the future. Worldwide competitiveness is increasing. This requires a flexible and dynamic adaptation of our Regional economy. Dynamic Brabant includes a comprehensive approach to achieve this. The bottom line of the Brabant approach, is that we do not have to teach entrepreneurs how to do business, but we can create conditions that may help them to be successful.

The International dimension has a lot to offer for the economy in Brabant. POWER fits in perfectly within the ambitions of Brabant to translate social issues into market opportunities. Climate change is definitely an important issue Europe has to find answers to.

I see two important tasks in my role as Regional Correspondent.

1) To bring in our ideas and ambitions to the POWER consortium making the link with our regional strategy. One of our success factors is that our Regional approach is strongly tuned in with the national and European approach. Together we focus on the same sectors and by that we make use of the multiplier effect to create enough critical mass to make a difference. POWER fits in this strategy.

2) I am the intermediary between our regional stakeholders and their international counter partners. We are so to say a 'virtual highway' for them to make international contacts. These contacts bring in new knowledge and inspiration, to solve our regional challenges more efficiently.

We all know that trust is a very important factor in successful cooperation's and this you have to build. In my opinion there lies the strength of the POWER programme. We are not meeting each other once a year. But in the sub projects there is the possibility to work together more closely. Having contact once a week or even more, by phone, email and in project meetings.

I fully trust that POWER will have a big impact on our regional economy. Not only within the programme, but also in additional outputs, new networks and projects.



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