



Special EU Programmes Body  
Foras Um Chláir Speisialta An AE  
Boord O Owre Ocht UE Projects

# THE NORTHERN IRELAND EXPERIENCE IN TRANSNATIONAL PROGRAMMES

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# Overview of the INTERREG VB Transnational / VC Interregional Programmes

The SEUPB has a role supporting the development of projects submitted to the following Interreg VB Transnational and VC Interregional Programmes.

## The Northern Periphery and Arctic (NPA) Programme

This €56million ERDF programme aims to help peripheral and remote communities in the northern regions of Europe to develop their economic, social and environmental potential.

The programme area involves parts of: Finland, Ireland, Sweden, Scotland, Northern Ireland – in cooperation with the Faroe Islands, Iceland, Greenland and Norway. The SEUPB is the Regional Contact Point for Northern Ireland.

[www.interreg-npa.eu](http://www.interreg-npa.eu) [@NPA2014\\_2020](https://twitter.com/NPA2014_2020)



**Northern Periphery and Arctic Programme**  
2014–2020



EUROPEAN UNION  
Investing in your future  
European Regional Development Fund

## The Atlantic Area Programme

The €140million ERDF programme aims to achieve progress on transnational cooperation that is geared towards cohesive, sustainable and balanced territorial development of the Atlantic Area and its maritime heritage.

The programme region covers all of Ireland and Northern Ireland, and those regions within Portugal, Spain, France and the UK that border the Atlantic Ocean.

[www.atlanticarea.eu](http://www.atlanticarea.eu) [@AtlanticArea](https://twitter.com/AtlanticArea)



**Interreg**  
**Atlantic Area**  
European Regional Development Fund



## The North West Europe Programme

This €370 million ERDF programme aims to help make this new region more competitive, environmentally friendly and cohesive by improving access to more and better jobs, enhancing the environmental qualities of the region, improving accessibility and ensuring that cities and rural areas are attractive and sustainable.

The programme area: is France, the UK, Germany, the Netherlands, Ireland, Luxembourg, Belgium, and Switzerland.

[www.nweurope.eu](http://www.nweurope.eu) [@INTERREG\\_NWE](https://twitter.com/INTERREG_NWE)



European Regional Development Fund

## INTERREG EUROPE Programme

The €359 million ERDF INTERREG VC Inter-regional Programme is aimed at local and regional authorities. It focuses on the identification, analysis and dissemination of good practices by public authorities in order to improve the effectiveness of regional and local policies.

Cooperation projects are eligible across all 28 EU states, plus Norway and Switzerland.

[www.interregeurope.eu](http://www.interregeurope.eu) [@interregeurope](https://twitter.com/interregeurope)



**Interreg**  
**Europe**

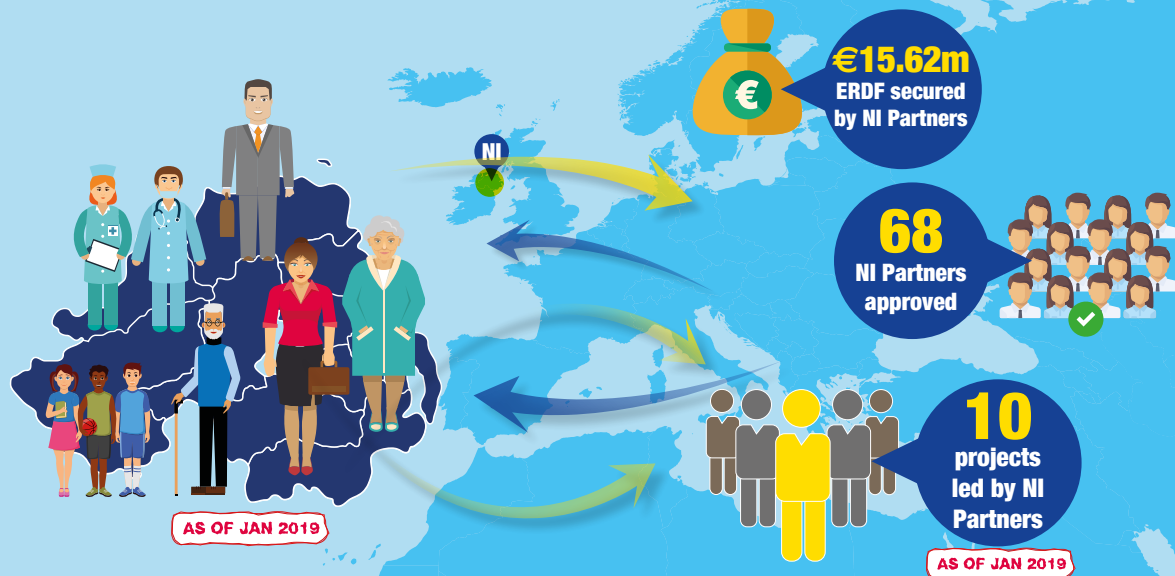


European Union | European Regional Development Fund

# Overview of the INTERREG VB Transnational / VC Interregional Programmes

The SEUPB has a role supporting the development of projects submitted to the following Interreg VB Transnational and VC Interregional Programmes.

## NORTHERN IRELAND IN THE INTERREG VB TRANSNATIONAL AND VC INTERREGIONAL PROGRAMMES



### OUTPUTS DELIVERED BY PROJECTS





## Foreword

As we approach the end of the 2014 – 2020 Programme period, it is an excellent opportunity to reflect upon some of the achievements that the EU Interreg VB Transnational and VC Interregional Programmes have made within Northern Ireland.

The challenges faced by Northern Ireland (NI) are similar to those elsewhere in Europe, so it is much more effective to work with others to find solutions together. Transnational programmes such as the Atlantic Area, Northern Periphery & Arctic and North West Europe Programmes bring together regions from different EU and neighbouring countries with a similar geography, culture and challenges. The aim of the Programmes is to raise each region's capacity to develop solutions, through transnational cooperation and ultimately to reduce regional disparities.

Between 2007 and 2014, the SEUPB helped to support more than 50 organisations in NI to become actively involved in over 40 projects under the four transnational and inter-regional programmes available to the region. This support has continued into the current funding period (from 2014 to date) with 68 NI partners approved under the programmes with an additional €15.67 million of ERDF committed to these partners.

From blue growth and green mobility, to remote area connectivity, ageing populations and migration, Interreg transnational cooperation is fostering strong partnerships where national, regional & local authorities; academia; NGOs; and private sector enterprises work together to tackle today's complex challenges. These multi-sector alliances build on regional strengths and address real challenges facing real places and people across Europe.

The projects presented in this publication provide only a snapshot of the type of work supported by such programmes, reflecting on some of the achievements and connections being developed right across Europe to achieve common goals. In addition, these case studies demonstrate that Northern Ireland partners can play a very active role in transnational projects and are a testament to what can be achieved when we work together.

I hope you enjoy reading this booklet.  
**Gina McIntyre - Chief Executive**



# PASSION-HF (Patient Self-care using eHealth in Chronic Heart Failure)

**Programme:** North West Europe Programme.

**Operational Dates:** May 2018 – December 2021.

**Northern Ireland Partner:** Queen's University Belfast and Belfast Health and Social Care Trust.

**Irish Partners:** University College Dublin.

**Additional Partners:** Maastricht University Medical Center, Netherlands; The European Association for Predictive, Preventive and Personalised Medicine, Belgium; Deutsche Stiftung für chronisch Kranke, Germany; Universitätsklinikum der RWTH Aachen, Germany; Sananet Care B.V.; Thomas More Kempen vzw, Belgium; Nurogames GmbH, Germany; and Exploris AG, Switzerland.

**Project Description:** PASSION-HF has the potential to change and modernise the day-to-day management of patients with heart failure. Heart failure is a chronic disease which affects 3.6m people in North-West Europe, with its prevalence expected to increase to more than 5m by 2025 predominately due to an ageing population. In Northern Ireland, approximately 17,000 individuals are living with heart failure, accounting for almost 1% of the population (2017/2018).

There have been significant advancements in heart failure diagnostics, drug and device therapies as well as surgical procedures. However, these healthcare interventions are expensive (approx. £3,150 annually per person), and as recommended by European guidelines are best provided by a multi-disciplinary team.

The PASSION-HF consortium aims to develop an integrated eHealth product called 'Abby', enabling self-care of chronic heart failure, including self-prescription of medication. Patients will be empowered via increased responsibility and self-efficacy for their

personal well-being, which will lead to improved adherence to recommended treatment regimens, quality of life, with ultimately a positive impact on their disease trajectory. 'Abby' will include novel features such as a decision support engine, interactive physician avatar interface, serious gaming tools and self-learning feedback system to promote engagement and safety of the eHealth product.

## Outputs and Achievements (anticipated):

- Four supported SMEs will introduce one new HF eHealth product to the market, in co-operation with research institutions.
- 10 new jobs will be created in the healthcare sector.
- One new transnational innovation network will be established.
- By year five, 'Abby' will support more than 20,000 patients to perform self-care in the North West Europe (NWE) area, with 70% treatment decisions.
- By year ten more than 225,000 patients in the NWE area and 80% treatment decisions will be supported by 'Abby'.

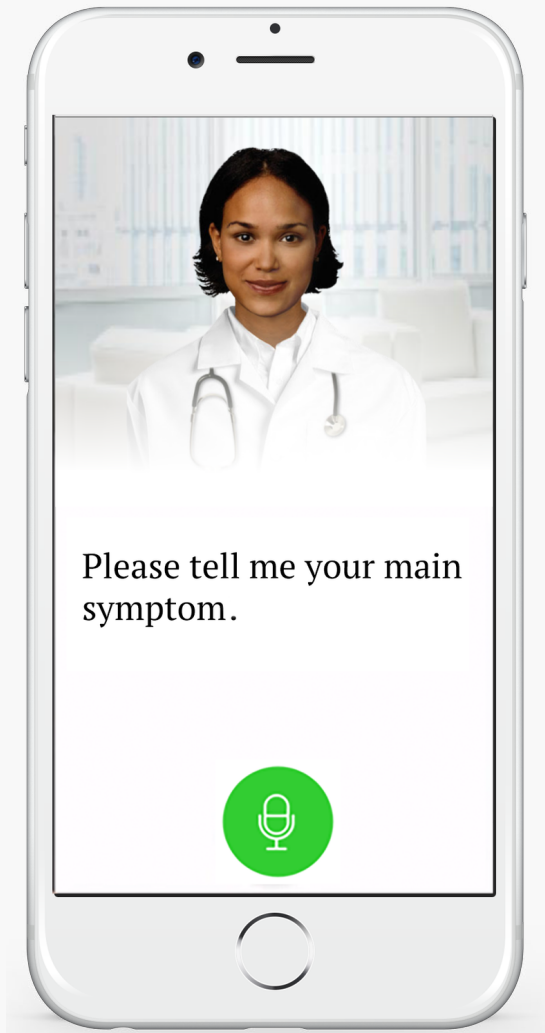
As one of four clinical partners, the team in Belfast will provide data to inform the software development of Abby. Patient and caregivers within Northern Ireland will be given the opportunity to express their thoughts and determine the needs of this virtual support system.

## Website Address:

[www.nweurope.eu/projects/project-search/passion-hf-patient-self-care-using-ehealth-in-chronic-heart-failure/](http://www.nweurope.eu/projects/project-search/passion-hf-patient-self-care-using-ehealth-in-chronic-heart-failure/)

## Project Contacts:

Dr Loreena Hill (Queen's University) - [l.hill@qub.ac.uk](mailto:l.hill@qub.ac.uk)  
Dr Lana Dixon (Belfast Health & Social Care Trust) - [lane.dixon@belfasttrust.hscni.net](mailto:lane.dixon@belfasttrust.hscni.net)



Example of the physician avatar.



Passion-HF team Northern Ireland.



Individualised patient engagement.



## TARGET

**Programme:** Northern Periphery and Arctic Programme.

**Operational Dates:** May 2015 – June 2018.

**Lead Partner:** South West College.

**Irish Partners:** Cavan Innovation & Technology Centre and Cavan and Sligo Local Enterprise Companies.

**Additional Partners:** Centria University of Applied Sciences, Finland; UiT Arctic University of Norway and Luleå University of Technology, Sweden.

**Project Description:** The TARGET project was set up in direct response to an identified need among manufacturing companies in remote and peripheral areas in Europe to adapt and embrace new technologies and innovation.

The international partnership, consisting of universities, colleges and innovation providers, utilised their expertise and capabilities to create a 'transferable toolbox' that could be used by manufacturing SME's.

The toolbox consisted of subsets such as digital manufacturing (robotics and simulation); new ideas and thinking / competitiveness; business models and modern product innovation. By incorporating state-of-the-art technologies with cutting-edge management methods it aimed to achieve continuous improvement on flexibility, reliability, productivity and sustainability of manufacturing systems; providing customers with highly customised products at affordable prices and with rapid delivery.

Following extensive partner studies and rigorous tests, a suite of 14 tools were developed to assist companies in their areas: Virtual Reality; Process Simulations/Layout Planning; Remote Monitoring/RFID; Digital Scanning and Measuring; Robotics; Open Innovation;

Early Design Processes; Creative Concept Development; Innovation Methods; Lean Manufacturing; Business Models; Environmental Management; Diagnostic Tool; Industrial Automation; Additive Manufacturing; and Supply Chain Management.

### Outputs and Achievements:

- Development of 14 tools to assist the strategic goals and operational priorities of manufacturing SME's.
- Eight mentors trained to assist with the mainstreaming of the toolbox with SME's and its application to their business.
- 18 manufacturing innovation mentors were trained and are now working in the project region.
- 15 transnational exchanges of partner personnel were carried out to learn and experience the methodologies in other partner regions.
- 30 manufacturing companies were selected to participate in a pilot test programme across partner regions with a diverse range of manufacturing sectors covered and different challenges faced.
- Successful project outputs disseminated in a series of events including a presentation at the first international conference on Small Scale Intelligent Manufacturing Systems in Shanghai, 2017.
- Academic curriculum developed and implemented across the partnerships for SME's to use.

The TARGET project lives on in revised curriculums at partner universities and in the continued use of the tools developed with the local firms to improve productivity and competitiveness.

### Website Address:

[www.targetproject.eu](http://www.targetproject.eu)

### Project Contact:

Padraig McNamee - [Padraig.mcnamee@swc.ac.uk](mailto:Padraig.mcnamee@swc.ac.uk)





TARGET partners and client companies attending the IEEE SIMS conference organised by TARGET partner Cavan Innovation and Technology Centre.



Braving sub-zero temperatures to view sea salmon fisheries in northern Norway.



The TARGET project is allowing engineers in central Finland to carry out 3D scanning and modelling for firms in Sweden, Norway and Ireland.



## Platforms for Ageing Community Engagement – Exchange and Enterprise (PLACE-EE)

**Programme:** Northern Periphery and Arctic Programme.

**Operational Dates:** September 2017 – August 2020.

**NI Partners:** Ulster University (lead partner); Fermanagh & Omagh District Council; and Regional Agency for Public Health & Social Well-being.

**Irish Partners:** Limerick City & County Council.

**Additional Partners:** Umeå University, Sweden; Skellefteå kommun - City of Skellefteå, Sweden; and Fjarðabyggð (Fjardabyggd) Municipality, Iceland.

**Project Description:** Led by Ulster University, the transnational partnership of public health agencies, local authorities, academics and ICT experts are helping to improve the quality of life for older people by developing and implementing locally derived sustainable solutions to encourage internet use and person-centred e-health.

The project was driven by the need to support older citizens suffering social exclusion and loneliness in remote and sparsely populated regions across Europe.

Older people will engage with the transnational partnership of municipal bodies, public health agencies, universities and enterprises in a programme of community engagement and intergenerational exchange between younger and older citizens, using an assets-based approach to build capacity among older people to address barriers to service access.

In doing so, the project will identify, promote and connect local cultural knowledge and other heritage resources with innovative ICT approaches that enable greater social inclusion, and access to timely and efficient advice, support and care. The PLACE-EE

project will provide opportunities for the transfer of knowledge, skills, products in healthcare for the benefit of older people and their communities.

### Outputs and Achievements (to date):

- A mapping tool for assessing community resources and engagement.
- Good Practice Guidelines on developing community coalitions for older citizens in remote, sparsely populated areas.
- An arts-based model to assess the needs and assets of older and isolated people.
- Development of an educational tool for school-aged young people on the health and social needs and assets of older citizens.
- Development of a toolkit for setting up inter-generational skills exchange projects that address older people's needs with regards to ICT skills and internet use.
- A transnational online archive of cultural heritage, knowledge and skills created by older participants.

### Website:

<http://place-ee.interreg-npa.eu/>

### Facebook:

<https://www.facebook.com/PlaceeeNPA/>

### Twitter:

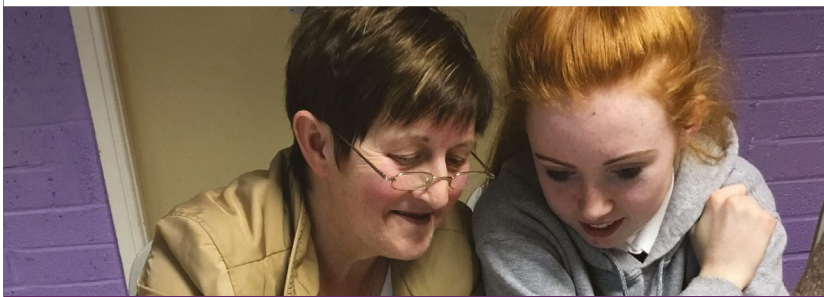
@Place\_EE

### Project Contact:

Professor Gerry Leavey - [g.leavey@ulster.ac.uk](mailto:g.leavey@ulster.ac.uk)



PLACE-EE participants in Limerick attending the launch of the Acorn tablet, which is part of an age friendly programme for local citizens.



PLACE-EE participants working together during an inter-generational workshop in Fermanagh and Omagh District Council.



The PLACE-EE project is combating social isolation in older citizens and promoting improved connection and engagement within the local area.



## GENCOMM

**Programme:** North West Europe Programme.

**Operational Dates:** March 2017 – March 2020.

**NI Partner:** Belfast Metropolitan College (lead partner); Viridian; and TK Renewables.

**Irish Partners:** National University of Ireland, Galway.

**Additional Partners:** University Institut National des Sciences Appliquees Rouen Normandie, France; Pure Energy Centre, Scotland; and Hy Energy, England.

### Project Description:

GENCOMM will address the energy sustainability challenges of NWE communities through the implementation of smart, hydrogen-based energy matrixes. The project certifies the commercial maturity of hydrogen technologies by implementing three pilot plants, linking Solar Power, Wind Power and Bioenergy, with energy storage and the main forms of energetic demand; heat, power and transportation fuels.

Based on the pilot plants; integrated technical and financial simulation models will be developed.

Together, both models will form a Decision Support Tool that provides a roadmap for communities to transition to renewable, hydrogen-based energy matrixes.

The project also seeks, through the combination of sources and forms of demand, to lead NWE's road to sustainability while granting hydrogen its position as a commercially viable energy medium for the future.

### Outputs and Achievements (to date):

- IZES gGmbH (project partner) is currently developing the first Renewable Hydrogen Refuelling Station in Saarland, Germany.
- The College of Engineering and Informatics, at the National University of Ireland, Galway (project partner) is currently working on the development of a decision support tool named H2GO. This tool will assist public, energy investors and communities in Northwest Europe in building hydrogen storage at their renewable energy plants.
- As part of the 'smart' hydrogen project, project partner Pure Energy Centre is currently investigating the optimisation of waste streams to produce biogas and generate clean hydrogen. This is in direct line with GENCOMMS main aim to enable remote communities to access renewable energy in the form of hydrogen, in a bid to tackle the ongoing and long-term challenge of unreliable grid connection.
- The production of a White Paper on Smart Hydrogen.

### Website Address:

<http://www.nweurope.eu/projects/project-search/gencomm-generating-energy-secure-communities/>

### Twitter:

@GenComm\_h2

### Project Contact:

Paul McCormack - paulmccormack@belfastmet.ac.uk



**Interreg**   
North-West Europe  
**GenComm**  
European Regional Development Fund

Interested parties at the GenComm White paper launch.



GenComm partner meeting, at the project's bioenergy plant in Stornoway, Scotland.



The GenComm team at the NUIG partner meeting in March 2018.



Guests look on at the official launch of the project.



## SECURE

**Programme:** Northern Periphery and Arctic Programme.

**Operational Dates:** May 2016 – April 2019.

**NI Partner:** Derry City and Strabane District Council.

**Irish Partners:** ERNACT (lead partner); Donegal County Council; and Leitrim County Council.

**Additional Partners:** The Association of Local Authorities in Vasternorrland, Sweden; Umhvorvisstovan Environment Agency, Faroe Islands; Karelia University of Applied Sciences, Finland; and Ecology Action Centre, Canada.

**Project Description:** SECURE has helped to foster energy-secure communities through the promotion of energy efficiency solutions. It did so by transferring and implementing innovative energy solutions for housing and public infrastructures in seven regions across the Northern Periphery and Arctic Programme area (Donegal County; Leitrim County; Derry City and Strabane; Nova Scotia; North Karelia; Faroe Islands; and Vasternorrland County). Partners have studied effective technologies and good practice approaches that promoted the increased use of energy efficiency and renewable energy resources. In total, each region established a *Smart Energy Community* in a village, rural area or neighbourhood. A programme of activities was completed in these communities to engage and empower citizens to become energy leaders. Additionally, the programme increased local authority expertise. This was supported by: a total of 15 pilot actions installed across the partner regions; increased efficiency by 5% in three public buildings; and the installation of alternative or renewable energy solutions in public infrastructure.

### Outputs and Achievements:

- Identified and documented a number of Good Energy Practices from within partner regions and actively shared these across other regions.
- A number of Good Practices have been transferred and implemented in other partner regions which demonstrates the value of transnational cooperation.

- Four out of the five implementing regions (including Derry City and Strabane District Council and Donegal County Council) have developed and implemented nine energy pilot actions between them to date, these include:
  - Main Civic Office Derry City and Strabane District Council: replacement of hand towels with high efficiency hand dryers; installation of efficient gas condensing boiler.
  - Foyle Arena: Gas fired CHP recommissioned to generate electricity from lower GHG source.
  - Manorhamilton Library Leitrim County Council: Implementation of the following: LED lighting, remote-controlled electric air curtain and over door heating system, replacement of energy intensive storage heaters with energy efficient infrared heaters, and installation of temperature controllers.
  - Carrdonagh Public Service Centre Donegal County Council: installation of LED lighting project, survey of existing heating system, and installation of intelligent heating management system.
  - Donegal Town Public Service Centre Donegal County Council: installation of LED lighting project.

### Website Address:

<http://secure.interreg-npa.eu/>

### Facebook:

[www.facebook.com/SECUREnpa/](http://www.facebook.com/SECUREnpa/)

### Twitter:

@SECURE\_NPA

### Project Contact:

Leo Strawbridge - [Leo.Strawbridge@derrystrabane.com](mailto:Leo.Strawbridge@derrystrabane.com)



SECURE aims to foster energy-secure communities through the promotion of energy efficiency solutions.



SECURE partners visiting a wind farm in Donegal to view Ireland's commitment to renewable energy.



SECURE partners meeting in Letterkenny to provide an update on local energy efficiency initiatives.

## REDAWN

**Programme:** Atlantic Area Programme.

**Operational Dates:** September 2017 – August 2020.

**NI Partner:** Action Renewables.

**Irish Partners:** Trinity College, Dublin.

**Additional Partners:** University of Naples Federico II; Instituto Superior Tecnico, University Of Lisbon; Water Efficiency Network, University of Bath; Hidropower Ltd, Portugal; Asociacion FERAGUA de Comunidades de Regantes de Andalucia, Spain; Fundacion Asturiana de la Energia, Spain; and Syndicat Mixte de Production d'eau potable du Granvillais et de l'Avrancin, France.

**Project Description:** The water industry is the fourth most energy intensive sector in the Atlantic area, responsible for significant contributions to climate change and reductions in competitiveness due to associated costs. The REDAWN project will improve the energy efficiency of water networks through the installation of innovative micro-hydropower (MHP) technology. This technology will recover wasted energy in existing pipe networks across irrigation, public water supply, process industry, and wastewater network settings. Bringing together nine partners from five countries around the Atlantic coast, the project is working towards greater efficiency in water networks by September 2020.

### Outputs and Achievements:

- The project will result in a body of data, on the resource available in each region for energy recovery enabling each region to see where potential MHP could be installed.
- It will involve the construction of scale demonstration MHP pilots representative of three water industry sites selected from across the Atlantic Area (AA) including irrigation, process industry and waste/storm water sectors.
- The project will develop economic feasibility assessments and business models based on these sites which will provide real-life examples for decision makers in the region.

- Comprehensive design guidelines and support tools for practitioners and water users in each of the four sectors will include step-by-step guidance for MHP design and installation in water networks and network optimisation tools which will enable networks to be designed to include energy recovery as a criterion.
- A sector level economic impact analysis for the four water sectors identified will include market assessment, the impact on operating costs and potential for job creation in the Atlantic Area, and a sector level environmental impact assessment which will allow industry and stakeholders to see the potential for CO2 reductions in their regions.
- Assessing water governance factors, benchmarking of institutional structures across the Atlantic Area and identifying winning good practice will provide local stakeholders with greater insights into how they can facilitate and encourage the uptake of MHP.

The analysis of energy resource data in Northern Ireland and Ireland will benefit NI Water in identifying opportunities for MHP in the water networks. Likewise, data gathered from economic & environmental feasibility assessments and from the operation of the pilot installations will be valuable for NI Water and its stakeholders in making decisions on support for innovation in the management of water distribution networks.

### Website Address:

<https://www.redawn.eu/>

### Twitter:

@RedawnAA

### Project Contact:

terry.waugh@actionrenewables.co.uk







**REDAWN**  
Reducing Energy Dependency  
in Atlantic area Water Networks

Site of demonstration micro-hydro power plant in the irrigation sector, Genil River irrigation district, located in the Guadalquivir river basin, Andalucia, Spain.



RedDawn partner meeting in Naples, Italy, October 2018.



# Collaborative Learning Initiative Managing and Adapting to The Environment (CLIMATE)

**Programme:** Northern Periphery and Arctic Programme.

**Operational Dates:** June 2017 – May 2020.

**NI Partner:** Derry City and Strabane District Council (lead partner); Rural Area Partnership Derry (RAPID); and Northern Ireland Environment Link (NIEL).

**Irish Partners:** University College, Cork.

**Additional Partners:** Mid Sweden University; Sundsvall Municipality, Sweden; Harnosand Municipality, Sweden; and University of Faroe Islands.

**Project Description:** The CLIMATE project brings various stakeholders together to deliver programmes across four different regions; Northern Ireland, Sweden, Republic of Ireland and the Faroe Islands. In addition, Associate Partners from Finland, Scotland, Norway and Iceland are involved to ensure effective project reach both during, and after the programme duration.

The overriding objective of the project is to; promote and improve climate change awareness in European peripheral rural communities through a knowledge based approach and community-led sustainable resource planning. This will help to mitigate against future climate impact and will incorporate a transnational collaboration through a best practice model; helping to improve preparedness for sustainable environmental management in future years.

Upon completion, the project will have developed a local authority adaptation planning model; enabling greater preparedness and resilience of local authorities. It will also highlight methods for climate change adaptation interventions to government authorities and local communities in the Northern Periphery Area region.

Importantly, within the context of Northern Ireland, the Derry City and Strabane District Council adaptation plan is the first local authority climate action plan to be developed across Northern Ireland. It offers a case study from which other local authorities can learn the best approaches and methods for adaptation planning as well as examples of adaptation in practice.

#### Outputs and Achievements (to date):

- International best practice review undertaken to inform adaptation planning model and adaptation planning underway.
- Dedicated working group established in Derry City and Strabane District Council and Harnosand Municipality with adaptation planning workshops held.
- Cloudburst Strategy and Heatwave Guidelines produced for Sundsvall in Sweden.
- Communication plans underway with stakeholder engagement and digital activities ongoing.

#### Website:

<http://climate.interreg-npa.eu/>

#### Facebook:

<https://www.facebook.com/ClimateNPA/>

#### Twitter:

@ClimateNPA

#### Project Contact:

Cathy Burns - [cathy.burns@derrystrabane.com](mailto:cathy.burns@derrystrabane.com)



The River Faughan, in Derry-Londonderry is susceptible to intense flooding and the effects of climate change.



CLIMATE partners working together in Rovaniemi, Finland.



# SAINT (Slow Adventure in Northern Territories)

**Programme:** Northern Periphery and Arctic Programme.

**Operational Dates:** May 2015 – May 2018.

**NI Partner:** Derry City and Strabane District Council.

**Irish Partners:** Northern and Western Regional Assembly and Leitrim County Council.

**Additional Partners:** University of the Highlands and Islands, Scotland; Wild Norway; Mid Sweden University; Naturpolis Ltd, Finland; Metsähallitus, Finland; Natural Heritage Services, Finland; University of Iceland; Hornafjörður Regional Research Centre, Iceland; Icelandic Tourism Research Centre; and the Nord-Trøndelag University College, Norway.

**Project Description:** The SAINT project is made up of a number of research centres, local government and SMEs in Scotland, Ireland, Finland, Norway, Iceland, Northern Ireland and Sweden. The project is now collaborating with six European destinations to develop, promote and market new ways for people to enjoy *Slow Adventure* experiences. The aim is to foster more sustainable, high-value authentic tourism products in remote and rural communities and extend the market reach of SME's involved in the project.

*Slow Adventure* is a new and innovative form of tourism that has been developed specifically as a result of the project and is an adventure concept favouring slow, immersive experiences that engage with local cultures and remote, wild and nature-rich places.

As a result of the project, Derry and Strabane will become the only accredited *Slow Adventure* destination within Northern Ireland and participating SME's will become an accredited *Slow Adventure* tourism provider.

### Outputs and Achievements:

- Establishment of a 'Slow Adventure Cluster' comprising of 15 businesses from across the rural area in the Derry & Strabane region. This cluster is made up from social farms; water activities; guided landscape & archaeological tours; equestrian; hunting; accommodation and local slow food producers.
- Eight Best Practice trips were provided to businesses to learn from international best practice between partner countries.
- 13 new *Slow Adventure* packages were created and available to book online.
- One new business start-up and two businesses were diversified into tourism for the first time.
- A high quality image and video library of each package developed.
- Mentoring sessions were provided to support with new product development, capacity building including marketing and social media skills.
- Delivered a nine week marketing campaign targeting Northern Ireland, Ireland, and Great Britain market. The marketing campaign consisted of brand development, digital, newsletters, radio, print adverts, and magazine editorials.
- Familiarisation trips were secured with six journalists / online bloggers and social media reach through posts and advertising.

### Website Address:

[www.slowadventureni.com](http://www.slowadventureni.com)

### Twitter:

@SlowAdventureNT

### Project Contact:

Jennifer O Donnell - [jennifer.odonnell@derrystrabane.com](mailto:jennifer.odonnell@derrystrabane.com)

Connect with Nature Irish Walking Tour.



River Foyle Stand Up Paddle.



Food & Mindfulness Tour.



Bag A MacNab Challenge.



## DRIFTING APART

**Programme:** Northern Periphery and Arctic Programme.

**Operational Dates:** May 2015 – May 2018.

**NI Partner:** Causeway Coast and Glens Heritage Trust (lead partner) Fermanagh & Omagh District Council's Marble Arch Caves UNESCO Global Geopark (Partner) and Geological Survey Northern Ireland (sub-partner).

**Irish Partners:** Cavan County Council and Geological Survey Ireland (sub-partners of Marble Arch Caves UNESCO Global Geopark).

**Additional Partners:** Stonehammer UNESCO Global Geopark, Canada; Reykjanes UNESCO Global Geopark, Iceland; Magma UNESCO Global Geopark, Norway; Shetland UNESCO Global Geopark, Scotland; and Kenozero National Park, Russia.

**Project Description:** Drifting Apart sought to unearth and strengthen understanding, appreciation and enjoyment of the geological heritage of existing and aspiring UNESCO Global Geoparks throughout North East Canada, North West Europe and Russia. Causeway Coast and Glens Heritage Trust led seven UNESCO Global Geoparks (UGG) (including Marble Arch Caves UGG, Stonehammer UGG, Shetland UGG, Magma UGG, North West Highlands UGG, Reykjanes UGG and Katla UGG) six aspiring Geopark areas (including Cabox, Saga, Trollfjell, Lochaber, CCGHT, Kenozero and Onega Pomorie) in an attempt to offer everyone the opportunity to experience and enjoy geological heritage sites and landscapes.

### Outputs and Achievements:

- The development of a virtual reality platform known as *GeoVR*. It provides virtual access to thirty locations, allowing users to explore the world and learn about natural & cultural heritage. This platform is useful for those physically unable to visit sites or for access to sites that are particularly environmentally sensitive. Causeway Coast and Glens Heritage Trust installed an exhibition in the Coastal Zone Centre Portrush where you can try *GeoVR*.

- The creation of a Transnational Visitor Trail spanning from New Brunswick, Canada, through Iceland, Norway, Scotland, Northern Ireland, Republic of Ireland to the Russian North, Kenozero National Park.
- Delivery of an international conference in Reykjanes UNESCO Global Geopark, southern Iceland. Partners highlighted the benefits of EU funding; discussed responsible geo-heritage management and highlighted the local economic benefits as a result of the project.
- Peer-reviewed Geopark toolkits, including community and tourism engagement guides, which have been promoted to UNESCO and the Global Geopark Network.

A single partner could not have delivered the variety of project outputs to the same standard. Peer-reviewed toolkits and guidelines are now available for established and aspiring Geoparks and geo-heritage managed areas globally. Causeway Coast and Glens Heritage Trust was afforded the opportunity to work at an international level with partners spanning from Canada in the west to Russia in the east. It allowed the organisation, and all partners, to work with other cultures and environments, and for some, it was the first time working on a transnational project, resulting in an up-skill in staff. As a direct result of the Drifting Apart project, the invaluable partner connections led to the submission of two further applications under the Northern Peripheries and Arctic Programme 2014-2020.

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### Drifting Apart Project Partners.



**DRIFTING APART**



Northern Periphery and Arctic Programme  
2014-2020



EUROPEAN UNION  
Knowledge for Growth  
European Regional Development Fund

Drifting Apart, funded through the Northern Peripheries and Arctic Area Programme under the European Regional Development Fund



Russian Minister of Natural Resources and Environment, Sergey Donskoy, being shown an interactive learning game in a Drifting Apart geo-classroom.



Partners exploring the new walking route developed as part of the Transnational Visitor Trail at GURSLI Mines, Magma UNESCO Global Geopark Norway.



Participants on CCGHT's Teaching the Teacher course on a geology field visit to the geo-site, Cushedun Caves.

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