

PROWAD LINK

Protect & Prosper

Interreg
North Sea Region
PROWAD LINK
European Regional Development Fund



© A. Schnabler

Linking sustainable growth & nature protection

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

Dr Harald Marencic, Project Leader
Common Wadden Sea Secretariat
marencic@waddensea-secretariat.org
+49 (0)4421 9108-15

Work packages



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

Partners

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

