

COLLABOR8

Collaboration for identity-based economic development



Collabor8 Project



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THE COLLABOR8 PARTNERSHIP AREA MAP



KEY to COLLABOR8 PARTNERS:

- SKDP:** South Kerry Development Trust Ltd. (IE) - Lead Partner
- DLG - NHW:** Dienst Landelijk Gebied, onderdeel Nationaal projectbureau Nieuwe Hollandsche Waterlinie (NL)
- VMK:** Stichting Veemarktwartier (NL)
- VLM:** Vlaamse Landmaatschappij (BE)
- TOV:** Toerisme Oost-Vlaanderen vzw (BE)
- WRT:** Westcountry Rivers Trust (UK)
- SDJC:** South Downs Joint Committee (UK)
- BBNPA:** Brecon Beacons National Park Authority (UK)
- MTCBC:** Merthyr Tydfil County Borough Council (UK)



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Outcomes

- Regional economic growth stimulated
- New mixes of enterprises clustered
- Collaborative working increased and sustained
- Local 'sense of place' reflected in products and services
- Quality of products and services improved
- Sustainability standards raised - New technologies exploited

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Project value
€ 10,599,772
50% funded by INTERREG
IVB NWE Programme

EU Funding Period
May 2007 to March 2012

South Downs Project Value

The project is worth around £1m, of which just over a third is new cash that will be spent on projects the remainder being staff time & in kind contributions.

The budget is dependant on achieving 50% match funding through cash or staff/business time.

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South Downs Project

The idea for the project stemmed from the desire to make tourism and recreation more sustainable within the South Downs, encouraging visitors to help protect this special area, whilst still having a great time.

How we will do this?

- Creating & supporting new business clusters in the Cultural, Creative, Countryside, Recreation, & Hospitality sectors
- Using the uniqueness of the South Downs

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Types and numbers of potential enterprises

- Accommodation providers (Hotels, B&Bs, camp sites)
- Pubs & restaurants
- Local food producers
- Village shops
- Recreation providers
- Public transport providers
- Tourist attractions
- Tourism Mangers



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Supportable Products

The product ideas are identified by the clusters of businesses but must incorporate the following themes:

- Sustainability
- Quality
- Sense of Place
- Use of Technology

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How will your business benefit?

- Opportunities to join networks
- Visits to other enterprises in the south downs and partner destinations
- Training courses on sustainability, quality standards developing business networks
- Access to research to increase economic competitiveness
- An ethical approach to marketing and promoting the South Downs
- Access to a mobile technology lab which demonstrates new technology
- South Downs regional brand with publications
- Collabor8 newsletters and blog

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INTERREG IVB



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