



Norfolk County Council

Interreg 
France (Channel
Manche) England

European Regional Development Fund

Channel News



Programme Update

Welcome to the March edition of the Interreg France (Channel) England programme newsletter.

This was an intense start of the year for all of us with several projects taking off and many other ones scheduled to close within the next weeks and months. This also was an active period at Programme level with several changes within the management team.

In this newsletter, we will share with you some of the highlights of the start of the year with a focus on **CobBauge's latest achievements**, a **spotlight on project VISTA AR**, a review of the **recent recognitions** received by our projects as well as **media coverage** and **upcoming events**.

Fundamental modifications approved

On the occasion of the latest Programme Monitoring Committee meeting on 22 March 2022, 12 fundamental modification requests were approved by the delegations. We congratulate projects **Circle, Flower, Revert, Firedrone, Increase VS AWE, Blueprint, ReCon Soil, Tiger, Marineff, USAC and Experience** and look forward to seeing further achievements in the course of their lifetime.

Joint Secretariat updates

On 1 March 2022, **Carolyn Reid** accepted a new role as Assistant Director Growth and Development at Norfolk County Council, taking on the role of Head of the Interreg France Channel England Managing Authority. **Sallyann Stephen**, previously Deputy Programme Manager, now replaces Carolyn as Interim Programme Manager. We are also happy to welcome **Neil Russell** into the management team since early March.



CobBauge reaches crucial phase

We reported earlier this year on project **CobBauge** whose two prototype houses in Devon and Normandy are expected to be completed this Spring.

This is a key development for the project which aims to develop the use of cob – a mix of soil, clay and straw – as a new low energy construction material for houses in both France and the UK.

It has taken years of research to get to this point, with the team experimenting with six French soil types and six British ones, as well as with six different types of fibre.

Stakes are high during this process as CobBauge relies on performance and usage data from the prototypes to make a strong case for the construction of cob houses in the Channel area.

Read more in our article [here](#).

Read some of our latest news stories

- [Interreg-funded restoration of Lower Otter estuary attracts rare wildlife](#)
- [Preventing Plastic Pollution project raises awareness at the Winter Olympics](#)
- [Project SmartT aims to launch innovative antibacterial bandage](#)



Project Spotlight – VISTA AR used technology to create new heritage tourism experiences

On the occasion of the closure of project **VISTA AR**, we conducted an interview with Laura Dixon, Project Manager, and Florence Menu, Project Coordinator.

VISTA AR introduced new technologies such as Augmented Reality (AR) and Virtual Reality (VR) to small and medium cultural heritage sites, that would not otherwise have had the budget or resources to use them – in order to diversify its public and increase their revenue.

Multiple kinds of immersive solutions have been developed in deployment sites across the France Channel England area as the project also brought more accessibility to culture following the outbreak of the pandemic.

Read our interview [here](#).

Upcoming project events

- Project **Marineff** is holding its international conference on ecological maritime infrastructures and marine biodiversity in Caen on 3-5 May. More information and registrations [here](#).
- Project **Blueprint** is hosting its Circular Economy Roadshow, an ambitious, week-long series of free virtual events on 9-13 May. More information [here](#).
- Project **CobBauge** is having an Open Day at the University of Plymouth on 12 May – with opportunities for the public to visit the project’s new low-carbon building and talk to experts on the spot. Discover more [here](#).



Project recognitions

It has been a prolific start of the year for our projects in terms of awards and nominations! During the past months, we have been informed that:

- Project **FLOWER**, which develops new biocomposite materials for the automotive, advertising and yachting industries, and its partners Kairos Jourdain and Howa Tramico have been shortlisted for a JEC Composites Innovation Award. The winners will be announced on 26 April.
- Project **CobBauge** received the Sustainability prize at the University of Plymouth Vice-Chancellor Awards in March.
- Project **Marineff** was nominated in the Biodiversity category at the French Public Works Trophies held in February in Paris.
- Project **Connected Communities**, which is combatting social isolation among older people, was awarded a prize at the festival "Bien vivre à domicile & bien vieillir" ("Live well at home & age well") in Normandy in March.

Launch of our new Twitter campaign



Upcoming Twitter campaign

We invite projects and partners to participate in our Twitter campaign #UnifiedByTheChannel / #LaMancheNousUnit, showcasing your cross-border activities and celebrating the Channel, throughout the month of May.

More information will be sent to projects within the next days.



[Increase Valorisation Sociale project](#)



[GoTrade project](#)



[SAMARCH project](#)



[VISTA-AR project](#)



[TIGER project](#)

Project videos

Our video library keeps on growing as it features clips from a wide range of projects [available here](#). Latest additions include amazing footage from TIGER, an animation from Water for Tomorrow and an interview with beneficiaries from project ASPIRE.

Do not hesitate to share your content with us [via email](#), with links to your videos uploaded to YouTube or Vimeo – in high quality and preferably below 6 minutes.



In the news

- **EXPERIENCE**'s initiatives in Norfolk, Finistère and Cornwall were covered by [Eastern Daily Press](#), [Norwich Evening News](#), [Ouest France](#) and [Falmouth Packet](#).
- **FISH INTEL**'s tagging of bluefin tuna in the UK waters was featured in [Mirage News](#) and [European Scientist](#).
- **FLOWER**'s nomination at the JEC World Innovation Awards made news in [Innovation in Textiles](#).
- **INCREASE VS**' opening of a solidarity coworking space in Normandy was covered by [Paris Normandie](#).
- On the occasion of the One Ocean Summit in February, project **INDIGO** published an article outlining its mission on [The Conversation](#).
- **Preventing Plastic Pollution**'s initiatives in Brest were covered by [Le Télégramme](#) and [Côté Brest](#).
- **SmartT**'s development of a antibacterial plaster prototype was featured in [Paris-Normandie](#).
- **TIGER**'s operations at the Raz Blanchard in Normandy were covered by [La Presse de la Manche](#).

Has your project also been featured in the media? [Let us know](#) so we can share the news across our network.