

# TARGETED PROJECTS



# CONTENTS

03

**About the Programme**

05

**Introduction to Targeted Projects**

06

**How the process will work**

08

**Targeted Project: Hydrogen**

11

**Targeted Project: Tourism**

# ABOUT THE PROGRAMME

## Specific Objectives

The Programme has 3 Priorities divided into 5 Specific Objectives, which demonstrate the changes that the Programme plans to deliver within the eligible area.



### 1.1 Innovation

To increase the delivery and uptake of innovative products, processes, systems and services in shared smart specialisation sectors.



### 1.2 Social Innovation

To increase the quality and the effectiveness of service delivery to the most socially and economically disadvantaged groups through social innovation.



### 2.1 Low Carbon Technologies

To increase the development and uptake of existing or new low-carbon technologies in the sectors that have the highest potential for a reduction in greenhouse gas emissions.



### 3.1 Natural and Cultural Heritage

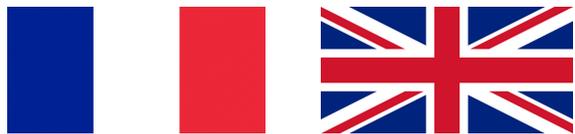
To realise the potential of the common natural and cultural assets to deliver innovative and sustainable growth.



### 3.2 Coastal and Transitional Water Ecosystems

To enhance and protect the coastal and transitional water ecosystems.

# ABOUT THE PROGRAMME



The Programme is worth €315 million, with €223 million coming for the European Regional Development Fund.



## EUROPEAN TERRITORIAL COOPERATION

The Interreg France (Channel) England programme is an example of a European Territorial Cooperation programme. These programmes exist all over Europe and help fund high quality economic development projects in border regions between different European countries. The projects aim to find common solutions to common problems which exist in multiple countries.

## PROGRAMME AREA

The France (Channel) England programme's eligible area is either side of the English Channel including the South of England, stretching from Norfolk to Cornwall and the north coast of France, from Finistère to Pas-de-Calais. A map of the full Programme area can be found above.



“

*Targeted Projects are larger than usual projects that will be developed by the Programme, in a 'top down' approach*

”



# Targeted Projects

## AN INTRODUCTION

The Interreg France (Channel) England Programme has introduced a new opportunity for organisations to benefit from cross-border working. The new initiative, known as a Targeted Projects, aims to tackle some of the key issues linked to the Programme's 5 specific objectives. These issues have been identified by the Programme as being particularly important to the economic and sustainable development of the Channel area.

Targeted Projects are larger than usual projects that will be developed by the Programme, in a 'top down approach'. This means we'll work closely with partners to build the project and to complete the application form.

To begin with the Programme will focus on **two** Targeted Projects but there is a possibility that more projects will be added over the coming months.

The first two Targeted Projects will focus on the following areas:

- Integration of hydrogen based solutions into smart systems, focusing on energy storage and methanation.
- Development of tourism in the Programme area, focusing on extending the season in coastal and rural areas.

# HOW WILL THE PROCESS WORK

## REGISTER YOUR INTEREST

If you are interested in taking part in a Targeted Project, you need to register your interest by visiting the following the link: [bit.ly/targetedprojects](http://bit.ly/targetedprojects). Registration will close on the 16 February 2018.

 **Important:** We want to make sure all organisations can contribute to the development of the project so please take some time to consider and explain why you are interested in this project and what your organisation has to offer.

 **Important:** Each Targeted Project will be supported with an event (see following section on Project Labs), please ensure you can attend this event before registering your interest.

Once registration has closed we will review all the expressions of interest we've received and contact you if we have any questions. We will then send you and invitation to confirm your place.

## PROJECT LABS

The targeted projects labs will be one-day events, where organisations will have an opportunity to network and work closely with a team from the Interreg FCE programme to start building the project.

It will be a hands on day where you will be able to agree on activities and outputs for the project, as well as a lead partner organisation.

These events are essential for anyone interested in participating as a partner on a Targeted Project.

Please find details of the two Project Labs below:

### HYDROGEN

**Location: Paris (Venue TBC)**  
**Date: 7 March 2018**

### TOURISM

**Location: Paris (Venue TBC)**  
**Date: 8 March 2018**

# HOW WILL THE PROCESS WORK

## SUBMITTING THE APPLICATION AND PROJECT APPROVAL

Once the partnership has been confirmed following the Project Lab event, a team from the Interreg FCE Programme will lead the drafting of the application form, working closely with the lead partner and the project partners.

Due to the additional support from the Programme, the application process will be much shorter with the full application planned for submission by the end of June.

A decision on approval will then be taken by the Project Selection Committee at the end of September.



## TIMELINE



# TARGETED PROJECT: HYDROGEN

## SMART CROSS CHANNEL POWER TO GAS SOLUTIONS

### EXECUTIVE SUMMARY

This project, in line with other projects focusing on energy production in the France (Channel) England (FCE) area, should demonstrate that hydrogen can be integrated into smart systems, delivering a green solution to energy storage in areas that are energy dependent, remote or without access to energy.

It will complement the development of renewable energy sources, which are either unpredictable (e.g wind, solar energies) or cannot deliver a consistent energy production, therefore helping France and the UK to meet their respective targets for renewable energy.

Renewable energy sources all share a common issue - contrary to fossil fuels, production is not constant and cannot be easily anticipated. This results in off-peak periods where production is low and cannot meet the demand for energy, whereas inversely production can also be higher than demand at certain times, which results in the loss of produced energy. This is why hydrogen, as a storage solution for renewable energies, can answer the need for a complete energy storage solution to match grid power demand.



### SPECIFIC OBJECTIVE 1.1: INNOVATION



# TARGETED PROJECT: HYDROGEN

## WHAT DO WE WANT THE PROJECT TO ACHIEVE?

The project should demonstrate how hydrogen (H<sub>2</sub>) production from renewable energies can be a viable solution to energy shortages and reliance on fossil energies in remote areas of the FCE area. It therefore focuses on one of the innovating industries of the FCE area, as identified in the [Cooperation Programme](#).

The project should also help promote cooperation between all relevant stakeholders involved in energy production and usage. It should involve both electricity and gas industries that need to cooperate in order to overcome the challenges of energy savings and efficiency, industry, policy-makers and researchers. Through communication activities and cooperating with policy-makers and stakeholders, this project should also improve the public perception of hydrogen as a safe and secure resource to tackle energy challenges and climate change.

The outputs of the project will need to deliver against all or most of the Programme output indicators. These indicators can be found below:

- Number of innovative products, processes, services, or systems designed
- Number of innovative products, processes, services or systems produced

- Number of businesses and business intermediaries cooperating with research institutions
- Private Investment matching support in innovation or R&D projects
- Number of research institutions participating in cross-border, transnational or interregional research projects

The project should focus on developing and implementing several pilot facilities around the Channel area that will demonstrate:

- H<sub>2</sub> production from renewable energies such as offshore windfarms, tidal turbines, which will provide the energy required to produce H<sub>2</sub> from electrolysis of water
- H<sub>2</sub> storage for usage at later stage
- Methanation to use H<sub>2</sub> directly in existing natural gas networks as a low-carbon substitute

This project has the potential to involve a wide variety of stakeholders and expertise: research centres in France and the UK, SMEs and larger companies to test and produce the outputs, local authorities for which sustainable energy and hydrogen are strategically important sectors for economic development, and organisations working in promoting green and renewable energies.

# TARGETED PROJECT: HYDROGEN

## WHY IS THIS TOPIC IMPORTANT FOR THE PROGRAMME AREA ?

The Channel area possesses great energy resources due to its coastline geography but this also means that there are a lot of remote areas (islands, rural towns) that depend almost entirely on fossil fuels. Their high potential in zero-carbon energy generation, coupled with a new efficient energy storage solution would provide an answer to their dependence on fossil fuels.

Hydrogen provides an effective storage solution as it can be produced during off-peak periods or times when there is excess renewable energy being produced. It can then be converted back to electricity to provide a constant energy supply when a renewable source isn't available, thus helping reduce the dependence on fossil fuels whilst also stabilising the electricity grid. Unlike batteries which lose energy and efficiency over time, Hydrogen can be stored indefinitely, and the only by-product of its consumption is chemically pure water. In addition, excess hydrogen can be sold as energy for transportation or for other purposes.

The development of a Hydrogen storage solution could have multiple benefits on the Programme area including a reduction in the dependency on fossil fuels, local production opportunities and a reduction in greenhouse emissions.



# TARGETED PROJECT: TOURISM

## TOURISM ALL YEAR ROUND

### EXECUTIVE SUMMARY

The aim of the project should be to develop the tourist sector in the Programme area, focusing on extending the season in coastal and rural areas.

In order to grow the economy of this sector the Programme would like stakeholders to work more strategically across the FCE area to clearly distinguish the different seasonal offers and market them accordingly.

This project should aim to increase the number of tourists and revenues of tourist organisations (figures to be defined with experts and partners) operating in coastal and rural areas with a development strategy adapted to periods of the year when there is currently a fewer number of visitors.



### SPECIFIC OBJECTIVE 3.1: NATURAL & CULTURAL HERITAGE



# TARGETED PROJECT: TOURISM

## WHAT DO WE WANT THE PROJECT TO ACHIEVE?

The change that this project should aim to achieve is:

- An increase in tourist numbers and spend flowing more regularly throughout the year within the FCE area
- A step-change in the industry so that tourism jobs offer a stable and secure career opportunity.

This project should also help promote cooperation between all relevant stakeholders involved in the tourism sector (local authorities, destination management organisations, umbrella organisations representing businesses and the private sector etc.).

By doing this, the project will address two of the challenges identified for the [Cooperation Programme](#):

- Challenge n°5: by promoting economic sustainability through responsible and green territorial development.
- Challenge n°7: by helping groups at risk of economic exclusion to actively participate in the economy through innovative solutions for urban and rural regeneration and driving change in the economy to create employment opportunities.

The project should deliver against both of the Programme output indicators for the Programme's specific objective 3.1. These can be found below:

- Increase in expected number of visits to supported sites of cultural or natural heritage and attractions
- Number of innovative products/services that result from projects enhancing common cultural and natural assets



# TARGETED PROJECT: TOURISM

## WHY IS THIS TOPIC IMPORTANT FOR THE PROGRAMME AREA ?

The Programme area is currently facing a significant challenge related to the seasonality of tourism, with the number of people visiting the area during the summer months considerably higher than other times of the year. Although an analysis of the need in the FCE area for this sector has highlighted a dynamic tourism sector, the offer to tourists is mainly seasonal and the coordination between the various tourism stakeholders is poor.

The seasonality of the offer creates a number of issues and opportunities for this sector:

- Tourism as a career within the Programme area is unattractive because tourism jobs are often lower-paid, with little training and development or career progression (as a direct result of jobs being seasonal or uncontracted).
- A number of areas within the programme area have suffered from economic decline in recent decades as well as from the associated challenges (low employment rates, low education rates, etc).

Links between the different places and services for foreign tourists are often insufficient (internet connectivity, access to services, to shops, arrival of the retiring community, lack of bilingual professionals, poor marketing, unsuitable offers for different types of tourists, offer around green tourism etc.). This underlines a real need to renew and renovate the tourism offer, and to develop digital services.

Finally, tourism stakeholders such as city councils, tourism offices, large regional parks, etc. are not sufficiently coordinated. Tourism activities are poorly coordinated, even on a small scale (city) and are not visible enough for tourists.