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



**Northern  
Periphery  
Programme**  
2007–2013

## **PRESS RELEASE**

**29<sup>th</sup> April 2010**

### **EU SUPPORT GIVEN TO THE CREATIVE INDUSTRIES SECTOR**

The 'Phoenix 2010' Partenariat, a meeting of the European Northern Periphery Programme (NPP) took place last week in Portrush to discuss new approaches and the next steps involved in the development of the programme and greater collaboration between traditional industries and the creative industries sector.

The Partenariat identified project ideas and discussed the necessary changes needed to make the collaboration between traditional and creative sectors possible, thus stimulating innovation and bringing economic growth to the Northern Periphery area. Discussions at the event focused specifically on the work required to deliver a more symbiotic relationship between creative industries, traditional industries and the public sector.

The NPP Partenariat meeting followed the programme's annual conference, LAVA09, which first looked at new ways of promoting industry development by focusing on the contribution of the creative industries sector.

Teresa Lennon, Programme Manager at the Special EU Programmes Body and NPP Regional Contact Point for Northern Ireland stressed the importance of the meeting, saying:

"The event proved to be an excellent opportunity for the creative sector in Northern Ireland and Ireland to come together to discuss the benefits of participating in the Northern Periphery Programme and to maximise the opportunities for the sector in these regions."

A specific objective of the meeting was to identify opportunities for projects to submit application proposals for the 6<sup>th</sup> call which will take place in September 2010.

Michael O'Brien, Regional Contact Point for Ireland commented "A number of ideas were developed during the course of the event and will aim to form the basis of good quality project applications for the forthcoming call."

Robin Ramsey of the Department of Finance and Personnel which is responsible for the management of the Programme in Northern Ireland added:

“While it was disappointing that delegates from across the North of Europe including Sweden, Scotland and Finland and the Programme Secretariat from Copenhagen were unable to attend due to the recent flight disruption, this was still a valuable opportunity. There is clearly great potential within the traditional and creative sectors here and we will be working with the Programme Secretariat to follow up on the event to build these ideas into European partnerships which can seek support from the programme.”

Stephen McGowan, Head of Creative Industries and Innovation at the Department of Culture, Arts and Leisure (DCAL), said:

“The creative industries are recognised across the world for their potential for wealth and job creation. This event has helped to encourage regional and international collaborations and raise awareness of funding opportunities that can help Northern Ireland’s creative and traditional industries to compete on the world stage”.

The NPP programme is part of the European Territorial Co-operation Programmes under the umbrella of the European Union’s INTERREG IVB Programmes.

Following this event, the NPP Secretariat is hoping to see formalised a significant number of new application proposals. The members of the secretariat, as well as the NPP Regional contact points in Northern Ireland and Ireland are available to support the different projects and organisations in this process.

- ENDS

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**Notes to the editor:**

**SEUPB**

The Special EU Programmes Body (SEUPB) is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Finance in Ireland.

It is responsible for managing two EU structural funds Programmes PEACE III and INTERREG IV designed to enhance cross-border co-operation, promote reconciliation and create a more peaceful and prosperous society. The Programmes operate within a clearly defined area including Northern Ireland, the Border Region of Ireland and Western Scotland.

In addition to managing the PEACE III and INTERREG IVA Programmes in the eligible area, the SEUPB has a role to facilitate North/South participation in the INTERREG IVB Transnational and INTERREG IVC Inter-regional programmes.

For more information on the SEUPB please visit [www.seupb.eu](http://www.seupb.eu)