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

Autumn 2012

# YOUR EU!

An update on the European  
Union's PEACE III and  
INTERREG IVA Programmes

**Castle Saunderson**  
President Higgins Opens  
New Scout Centre

**European Co-operation Day**  
Celebrating Territorial  
Co-operation

**Real Life Interview**  
'Street Talk' with the PSNI

**Heroes of the Great Siege**  
Exploring the History of  
Derry/Londonderry



Ireland's EU Structural Funds  
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# Welcome

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YOUR EU!

The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Public Expenditure and Reform in Ireland. The Body was established on 2 December 1999, under the Agreement between the Government of the United Kingdom of Great Britain and Northern Ireland and the Government of Ireland (8 March 1999), which created the implementing bodies.

The Special EU Programmes Body's principal function is to provide the Managing Authority and Joint Technical Secretariat functions for the PEACE III and INTERREG IVA Territorial Co-operation Programmes (2007–2013). It also has a signposting and supporting role for projects wanting to engage with the INTERREG IVB Transnational and INTERREG IVC Inter-regional Programmes.

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# Foreword

## Welcome!

In this latest edition of *Your EU* we review an exciting project funded under the PEACE III Programme's creating shared spaces theme – the new International Scouting Centre in the grounds of the Castle Saunderson estate, County Cavan. Officially opened by the President of Ireland, Michael D. Higgins, in August 2012, the purpose-built centre includes a landscaped camping area set in 30 acres of woodland and is able to accommodate up to 1000 people.

We also report on two recent conferences. To mark European Co-operation Day on the 21st September, SEUPB organised a cross-border conference examining the impact of INTERREG-funded projects across the region, in partnership with our colleagues in the Southern and Eastern Regional Authority, and our close neighbours in the Border, Midlands and Western Regional Assemblies. A second conference dedicated to the work of the PEACE III Programme was held in Belfast on the 13th November. This event focused on the Local

Authority-led PEACE Partnership Action Plans. The Minister for Finance in Northern Ireland, Mr. Sammy Wilson, MP, MLA and the Minister of State at the Department of Finance in Dublin, Mr. Brian Hayes TD, each addressed the participants, emphasising the importance of peace-building work at a local level.

*Your EU* also features a number of significant recently-launched ventures. I would particularly like to highlight the *Heroes of the Great Siege, Shared History & Visitor Centre* project. This will create a new interpretive centre based on the Great Siege of 1689 in Londonderry and designed to build upon the cross-community outreach work already being undertaken by the Apprentice Boys of Derry.

A symbolic milestone for another flagship PEACE III project in Derry/Londonderry was reached recently when, a little over a year after its official opening in 2011, footfall on the Peace Bridge reached one million.

Two tourism-focused articles in this edition (Border Uplands



and Tourist Guide for the Northern Periphery, funded under different strands of the INTERREG Programme), demonstrate the EU's commitment to further developing the industry in the region.

Following the last call for proposals under the INTERREG IVA Programme, several new projects have recently been approved by the Steering Committee. The SEUPB is in the process of issuing letters of offer to the lead partners and the programme will soon be fully committed. The PEACE III Programme is fully committed and the focus is now on project delivery and ensuring that programmes meet expenditure targets for 2012.

I welcome your feedback on the projects and activities featured – and wish you a peaceful and enjoyable holiday period!

**Pat Colgan**  
Chief Executive  
Special EU Programmes Body

FOREWORD...

# President of Ireland Opens New Scouting Centre

PROJECT NEWS...

*The President of Ireland, Michael D. Higgins, celebrated the official opening of a new EU-funded Scouting Centre in Co Cavan. The project, which received £3.2 million (€3.7 million) in funding from the EU's PEACE III Programme, created a 30-acre multi-activity adventure centre in the Castle Saunderson estate, just outside Cavan.*

It was this centre which President Higgins inaugurated in August, in the presence of Northern Ireland Executive Ministers Nelson McCausland, Jonathan Bell and Jennifer

McCann, as well as Irish Minister of State, Fergus O'Dowd.

The new 'Castle Saunderson International Scout Centre' includes fully-equipped indoor facilities as well as a Jamboree site, capable of accommodating up to 1,000 people at any given time. Located within the border region of Ireland, between Cavan, Fermanagh and Monaghan, the centre will encourage greater levels of interaction from young people from different religious, ethnic and cultural backgrounds. In addition to attracting young

people from a scouting background, the project also intends to encourage visits from young people from a wide range of youth-based organisations and schools from across Northern Ireland and Ireland.

Match-funding for the project was provided by the Department for Social Development in Northern Ireland and the Department of the Environment, Community and Local Government, in Ireland.

Project partners include Cavan County Council, the Scouting



President Michael D. Higgins receives an official scout staff at the opening of the Castle Saunderson Scout Centre.

Association for Northern Ireland and Scouting Ireland. Commenting on the successful completion of the project, Chief Scout Michael John Shinnick from Scouting Ireland said: "The successful completion of this project, with EU assistance, is a testament to the hard work and dedication of many different people. It has been years in the making but the results speak for themselves. The new facility has already received international recognition and

will be declared a 'World Peace Centre' by the World Scout Foundation."

Welcoming the project, Colin Lammey, Chief Commissioner with the Scout Association Northern Ireland (SANI), said: "I am delighted to see the completion of this project which will positively shape the lives of thousands of children and young adults across Northern Ireland and Ireland. The scouting movement has a long and proud tradition of

helping young people achieve their full potential and become responsible citizens. The new purpose-built facility will allow this tradition to continue and ensure future generations learn the leadership self-reliance and team-building skills that scouts are famous for, across the world."

It is anticipated that over 12,000 young people from an extremely diverse range of backgrounds will use the facility within its first year.



# PEACE III Conference Highlights

## Impact of EU Funding at Local Level

*The SEUPB recently organised a major conference to highlight the impact that European Union funding has made in reducing the levels of racism and sectarianism across the region. The conference took place on 13 November at Belfast City Hall and attracted over 220 delegates.*

Under the theme 'Creating Trust, Overcoming Division', the event focused on the work of the Peace Partnerships to

promote peace and stability at a local level. To date, the PEACE III Programme has allocated approximately £73 million (€91m) worth of funding to 14 clusters of local authorities or 'Peace Partnerships' across Northern Ireland and the border region of Ireland. These partnerships are responsible for ensuring that EU assistance is available to local community-focused projects working towards the creation of a more peaceful and tolerant society.

Finance Minister Sammy Wilson MP MLA and Minister of State Brian Hayes TD both delivered keynote speeches at the event. Young people were also represented at the conference by volunteers from youth advocacy organisation Public Achievement and members of the Belfast Youth Forum.

Recognising the impact that the PEACE III Programme has had in transforming local communities, the Lord Mayor of Belfast, Alderman Gavin Robinson, said: "Belfast City Council has received a high level of EU funding through the PEACE Programme. The assistance has been used to make a real and positive impact upon the lives of thousands of people across Greater Belfast. It has helped to heal division, overcome prejudice and develop a new generation of local community leaders to support the peace and reconciliation process."

Speaking at the conference, Pat Colgan, Chief Executive with the Special EU Programmes Body, said: "As we move towards the end of the current programme, it is important to recognise the significant contribution that the Peace Partnerships have made in reconciling communities on both sides of the border. The



Partnerships have made significant in-roads in this area, building upon work that was carried out under the previous programmes in order to create a more shared and tolerant society.”

The conference focused on the three major aspects of the work carried out by the Peace Partnerships: anti-sectarian initiatives, anti-racism projects and leadership development programmes. Presentations on each of these aspects were delivered by community and voluntary sector organisations such as South Belfast Roundtable, the Workers’ Educational Association and the Netwell Centre in Dundalk.

During the conference, delegates were invited to take a tour of a specially designed interactive exhibition showcasing the diverse range of projects supported by the Peace Partnerships. Highlighting the cross-community work that has been carried out under the Programme, the exhibition was divided into specific zones reflecting the main themes of the event.

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



Minister for Finance and Personnel, Sammy Wilson MP MLA; Minister of State, Brian Hayes TD; Lord Mayor of Belfast Alderman Gavin Robinson; and Pat Colgan, Chief executive of the SEUPB with Ruairi Crossen, one of the young people who conducted a brief survey on the delegates suggestions for future peace and reconciliation programmes.

PROJECT NEWS...

# Tackling Obesity - the Family Way

## PROJECT NEWS

**A recent cross-border event in Londonderry highlighted the issue of child obesity and explored ways to address and tackle the problem. At the event, the success of an ongoing obesity prevention and management programme was revealed. In the last year almost 400 families from the border counties, from both Ireland and Northern Ireland, participated in one of the two UP4IT! obesity programmes.**

Participants at the event heard directly from parents and children who had taken part, had fun and worked hard at achieving their goals and seeing their health improve, whether it was through weight loss, getting fitter or feeling better about themselves and their lifestyle.

The testimonials from the families highlighted the importance of acquiring “new habits for a new lifestyle” as a result of being on the UP4IT! initiative. One parent stated that the programme had made her “more confident and happier”. “Overall we learned a lot in relation to the nutrition and physical activities, as well as being aware of our feelings and emotions,” she explained.

The keynote speaker, Tam Fry, Honorary Chairman of the Child Growth Foundation and National Obesity Forum Spokesperson, stated: “The hard facts are that, in both Ireland and the UK one-third of school-going children are overweight or obese, with over one-quarter starting school with a weight issue. The earlier you start to tackle obesity the better the outcome.”

The UP4IT! project is funded by the European Union’s INTERREG IVA programme and delivered by CAWT (Co-operation and Working Together), the cross-border health partnership. A total of

€1,163,661 was awarded to deliver the project across the border region between Northern Ireland and Ireland. The UP4IT! project aims to address the rising concern of childhood obesity and has two programmes underway: the ‘Healthy Lifestyle’ programme to prevent obesity, targets parents with a child under 5 years. The ‘Making a Difference’ programme focuses on families with an overweight child aged 8-11 years. Both programmes are being delivered through a partnership of local community, voluntary, early childhood and statutory organisations in four pilot sites across the border region.



Rigan Clinton from Glaslough, Co. Monaghan was one of the more enthusiastic participants in the project.



# Belfast Interface Games

*In partnership with Ulster Rugby, the Gaelic Athletic Association, and the Irish Football Association, Peace Players International-Northern Ireland (PPI-NI) hosted the Belfast Interface Games (BIG), a series of cross-community multi-sport camps for children aged 9–13 years from North, East and West Belfast in the summer.*

The Games were funded by the PEACE III Programme, through the Belfast Peace Partnership, and featured the Game of Three Halves, which

incorporates three of the most popular sports in Northern Ireland (rugby, football, and Gaelic football), as well as community relations activities. The initiative aims to promote respect for diversity in a fun and safe environment during the summer period, when tensions in Belfast's interface communities are heightened, while introducing young people to the three different sports. In the spirit of the 2012 London Olympic Games, the three camps in North, West, and East Belfast culminated with an official closure event.



PROJECT NEWS...

LtoR: Victoria Clark, Joanne Fitzpatrick (leader), Jarlath McCollum and Modestus Ogunwa.



# Real Life Interview — ‘Street Talk’

“Most of us started in police work when everything was more black and white. As with any career, it has evolved and I’ve come to realise that a lot of what I do is more in a grey area.” These are the words of Sergeant Sam Young, a police officer with the PSNI, who recently took part in a PEACE III-funded project with young people – ‘Street Talk’.

This initiative, part of the broader International Culture Arts Network (ICAN) project led by the Playhouse, was devised to bring together children and young people from housing estates from across the district to interact with each other and with members of the police force. The project uses various forms of artistic expression as the catalyst for these relationships. Delivered in partnership with the PSNI and part-funded by the PSNI Pathfinder programme, it included young people from housing estates in Magherafelt, Limavady, Strabane and Foyle, in the PSNI’s G District.

With over 20 years in the police service, six of these as a neighbourhood policing officer, Sergeant Young had experience of working with the Playhouse in other projects and was enthusiastic about this new opportunity,

which addressed the PSNI’s goal of getting more involved in youth engagement programmes.

“One of the objectives of this project was to address a negative image of police officers and to seed the idea with these kids that they can approach the police if they see something is going on. This type of relationship where we can walk up to a group of young people, address them by name and have a conversation is very important”, he explained.

“We also hope to be able to use the open mind of the young ones to reach other people within their communities. In neighbourhood policing we deal with the long-term – and this type of relationship building is extremely important,” he continued.

However, the work of reaching out to the young people was not always straightforward. There was a mixed response from the different groups and initially they worked in their own environment. They eventually ended up meeting in a neutral area, at the Playhouse in Londonderry. Although a level of engagement with the police was a requirement of the project, this too was done in

stages. It began with more informal interactions, with the officers not in uniform. That then evolved into a more open interaction and eventually the children became comfortable enough to be around police officers in uniform.

According to Sergeant Young, “the kids particularly enjoyed doing graffiti on the ‘legal wall’. They thought it was great that they could do graffiti, which usually lands them in trouble, and that they could teach the officers how to do it. It was an important aspect of empowering the children the fact that the police officers were there taking directions from them instead of telling them what to do.”

However, the young people were not the only ones taken out of their comfort zone. “The attitudes of the police officers had to be challenged as well. Having such frank conversations with some of them and opening up as an individual was definitely a thought-provoking element of the project because that’s not part of our training. Nothing prepares you for the questions you get from a group of teenagers,” said Sergeant Young.

“It changed the way we police officers deal with the young

people as well. It gave me a better understanding of their problems and their own fears, things that come from the way in which they were socialised," he continued.

Deputy Chief Constable Judith Gillespie OBE attended one of the project events and was very positive about its benefits. This success has now opened the door to the possibility of extending the project to other areas in Northern Ireland.

In the end, the success of the initiative surprised even this enthusiastic police officer, who has been based in Derry since 1993. "I was surprised by how quickly relationships were formed. With some of the groups we started from a very difficult situation where the young people would refuse to be in the same room as a police officer. So, I was surprised to see how quickly, in a more informal and neutral environment, these kids, some with a past of criminal offences, can be just like any other young person and connect with us on a personal level."

For more information on the 'Street Talk' project visit:  
<http://icanplayhouse.com/projects/local/street-talk>

Sergeant Sam Young,  
G District, PSNI.

"One of the objectives of this project was to address a negative image of police officers and to seed the idea with these kids that they can approach the police if they see something is going on. This type of relationship where we can walk up to a group of young people, address them by name and have a conversation is very important"

Sergeant  
Sam Young  
3640  
G District



## SHAPING THE FUTURE OF EU FUNDING

Earlier this year, the SEUPB was invited by the Department of Finance and Personnel in Northern Ireland and the Department of Public Expenditure and Reform in Ireland to begin preparation for the new programme period from 2014–2020. Specifically, preparations are underway by SEUPB on the development of the new European Territorial Co-Operation Programme for cross-border co-operation (INTERREG V) and the development of a new EU Programme for Peace and Reconciliation (PEACE IV).

An important stage in planning new programmes, which will be successors to the current INTERREG IVA and PEACE III programmes, is public consultation with stakeholders across the eligible regions of Northern Ireland / Border Region of Ireland / Western Scotland (for INTERREG only).

This first consultation ran from 28 August until 20 November 2012. Eight consultation

events were organised by SEUPB during this period and the SEUPB participated in a further twelve events organised by stakeholder groups across Northern Ireland and the border region of Ireland. In total, almost 1,000 people attended these events, a figure which highlights the interest in EU funding and the important role of the funding in building peace and reconciliation, as well as cross-border co-operation and economic development.

Following on from this first consultation period, the SEUPB will collate all consultation responses and produce a summary of the responses, together with details as to what will and will not be taken forward in the outline of the Operational Programmes. In the second quarter of 2013, a second, statutory consultation will be held on the final draft of the Operational Programme, together with final drafts of Strategic Environmental Assessments and final drafts of Equality Impact Assessments, which will be carried out for both programmes.

It is intended that both Operational Programmes for PEACE IV and INTERREG V will be presented to the Northern Ireland Executive and the Irish Government by summer 2013. Formal submission to the European Commission for agreement, will take place



The group of participants who climbed Ben Nevis in September.

following agreement of both Governments. The SEUPB seeks to be in a position to commence the new programmes as early as possible in 2014. However, it should be noted that the achievement of this timetable is dependent on the EU Regulations and EU budget being agreed in early 2013.

## SOCIAL FARMING

Social Farming is a concept according to which family farms offer services that promote social inclusion. The farm is therefore not a specialised treatment farm; rather it remains a typical working farm where people in need of support can benefit from participation in farm activities in a non-clinical environment. It has the potential to offer solutions to public service provision in rural areas and to re-connect farmers with their community.

The Social Farming Across Borders (SoFAB) project is a recently-launched pilot project funded by the EU's INTERREG IVA Programme for Northern Ireland and the border region of Ireland. The Project covers the counties of Antrim, Armagh, Cavan, Donegal, Down, Fermanagh, Leitrim, Londonderry, Louth, Monaghan, Tyrone and Sligo. It is led by University College Dublin, in partnership with Queen's University Belfast and Leitrim Development Company.

SoFAB aims to implement 20 on-farm-based pilot

projects and establish a cross-border network of farmers, health and social care personnel, for whom specific training will be provided as part of the project.

In addition to this, the project will conduct an awareness-raising and network building campaign, in order to help develop the social farming concept in the region. This campaign will include the organisation of conferences, network meetings and a dedicated website, as well as the publication of a guide book to assist with the establishment of Social Farming.

Social Farming services provide disadvantaged groups of people the opportunity for inclusion, to increase their self-esteem and to improve health and well-being. It is well established in a number of EU states such as the Netherlands and Belgium. In the Netherlands, more than 720 farm households, for example, generate an additional income from providing such services.

For information on the SoFAB project contact [socialfarming@ldco.ie](mailto:socialfarming@ldco.ie)

## BLIND AND PARTIALLY SIGHTED PEOPLE CONQUER BEN NEVIS

A group of blind and partially sighted people proved that the sky is the limit even for

those with a severe visual impairment. The group ascended the highest peak in the United Kingdom, Ben Nevis, led by guides from the Tollymore National Outdoor Centre.

This was an initiative from the Sensory Engagement Project (SEP), funded through the EU's INTERREG IVA Programme. As part of the activity, the group also had the opportunity to meet Jason Smyth, the paralympic athlete from Eglinton, Co Londonderry, who won two gold medals at the London Paralympics and who also suffers from a visual impairment.

Bernie Slone, one of the participants, said, "Who ever said blind people can't climb mountains? Yes of course this was difficult and a big challenge at times but we've put the training in and it's such an uplifting feeling when you reach the top."

SEP co-ordinator Danny McSherry said, "I was really proud of the group, blind and partially sighted people and guides alike. This was not something to take on lightly and we all had to push ourselves to the limit. It was a nine-hour hike, over five miles and of course half of it uphill. This has shown me that with the determination and the right support you can achieve anything."

The SEP is a cross-border project led by RNIB NI in partnership with Action on Hearing Loss, NCBI and

Deaf Hear, which brings together four of the largest organisations providing support services for deaf and blind people across Northern Ireland and Ireland.

## SOUTH KOREA STUDIES IRISH RECONCILIATION MODEL

Pat Colgan, SEUPB's Chief Executive, joined a cross-border delegation to South Korea, to share the lessons and experience of the Peace Process in Ireland.

The delegation, led by Mary Bunting, Joint Secretary of the North South Ministerial Council, and Margaret Stanley, deputy Joint Secretary, included representatives from the North South Bodies, an institutional arrangement unique to the island of Ireland. The initiative followed a visit to Seoul by the Tánaiste, Eamon Gilmore, in 2007.

The delegation had the opportunity to meet with government officials from South Korea and with several leaders from academic and civic organisations involved in inter-Korean relations. The visit also included meetings with several diplomats based in Seoul, as well as with the South Korean media.

The main objective of the delegation was to share the experience of the peace process in Ireland.

The Korean peninsula was separated into two different states following a civil war in the early 1950s.

## PEACE BRIDGE REACHES ONE MILLION MARK

The number of people who have used the foot and cycle Peace Bridge in Londonderry reached one million in September 2012. The bridge was given £14.49m from the European Union's PEACE III Programme.

Marking the milestone, Aideen McGinley, Chief Executive of Ilex, said: "The Peace Bridge has become a much-loved, much-used route for the people of Derry-Londonderry, reaching out symbolically and

physically to connect communities across the city. The bridge is a focal point for charity fundraising and is changing lifestyles. Its impact is immense, not least economically. The growing number of visitors to the city has made the bridge a must-see destination and it was in the top four tourist attractions in Northern Ireland last year, putting the city on the global map as we approach 2013."

Pedestrian movements on the bridge are recorded using a number of methods, including hand-held counters during the Peace Bridge opening weekend, random sample counts over five-minute periods and counts from a static multi-directional digital counter which records the number of movements east and west.





Speakers at the launch event (L-R): Mr Gerry Lavery, Permanent Secretary DARD; Chairman Fermanagh District Council, Cllr Thomas O'Reilly, Mr Fergus O'Dowd T.D, Minister of State Department of Communications, Energy and Natural Resources; Mayor Clones Town Council, Cllr Yvonne Newell; Mayor of County Monaghan, Cllr Seamus Coyle.

## RURAL REGENERATION PROJECT FOR CLONES ERNE EAST BLACKWATER

Minister Fergus O'Dowd, Minister of State in the Department of Communications, Energy and Natural Resources, along with Gerry Lavery, Permanent Secretary in the Department of Agriculture and Rural Development, launched the Clones Erne East Blackwater Rural Regeneration (CEEB) Project in June.

The CEEB project is principally a pre-development project which aims to ensure that communities in proximity to the Ulster Canal will be in a position to benefit from its restoration. It focuses on the natural beauty and natural resources of the area to act as a catalyst for rural regeneration. This will be

achieved through investment in heritage and walking trails and in angling infrastructure in the region.

Welcoming the EU-funded project, Pat Colgan, Chief Executive of the SEUPB, said: "This multi-faceted cross-border regeneration initiative will have a positive long-term impact upon the local area. It will enhance the development of villages and towns along the Ulster Canal, which have an essential role to play in supporting rural life.

"Upon completion, the project will significantly increase the tourist potential of the area by creating a wide range of new facilities and amenities such as cycling and eco-trails. These will provide additional employment opportunities and help support the local economy," he continued.

Monaghan County Council is the lead partner in delivering

this INTERREG IVA-funded initiative, in a partnership which comprises Fermanagh District Council, Clones Town Council and Clones Development Society. A total of €1.7 million (£1.45m) will be allocated to various project elements throughout Monaghan and Fermanagh.

These elements include the development or improvement of amenities in the area; the improvement of angling infrastructure and walking trails along the canal and lakes of the region; and development of tourism infrastructure and interpretation.

The project will also develop training and mentoring programme for 20 businesses along the canal route and develop a cross-border integrated marketing programme by mid-2014.

# New Shared History Visitor Centre

*Over £2 million worth of assistance from the PEACE III Programme has been awarded to the Trustees of the Apprentice Boys of Derry to create a new visitors' centre and renovate the existing Apprentice Boys Memorial Hall on Society Street in Londonderry.*

The funding will create a new interpretive facility called the 'Siege Heroes Museum and Shared Space Visitors Centre' designed to educate people about the Great Siege of 1689 and build upon the cross-community outreach work, already undertaken by the Apprentice Boys of Derry. The Memorial Hall, to be refurbished under the project, will be of interest to a wide range of community groups. Originally dedicated to the 13 Apprentice Boys who closed the gates of the City in 1688, it was also used as a dance hall during and post-WWII.

Welcoming the project, Mayor Kevin Campbell said he was delighted to be part of the launch. "The city has many historic buildings and this most certainly is one of them and I look forward to seeing this project being delivered to create a new visitor centre and shared space for the city. I would like to acknowledge the role played by Derry City Council in supporting and



L to R James Mc Ilvar, Strategic Investment Board, and William Moore, Apprentice Boys of Derry, pictured with Mayor Kevin Campbell, Minister Arlene Foster MLA and Minister Nelson McCausland MLA, outside the Apprentice Boys Memorial Hall.

helping to deliver this project and wish everyone associated with delivering this initiative every success."

A core element of the project will be the development of new teaching materials on the history of the Great Siege for primary and secondary schools, which will link in with both the Northern Ireland and Ireland educational syllabuses. These materials will be complemented by information packs aimed at tourists as well as people living across the city, who may have had little or no engagement with the Apprentice Boys of Derry.

Speaking at the funding announcement, General Secretary for the Apprentice Boys of Derry, William Moore, said: "I am delighted that

funding is now secured and that work will commence during 2013 on the development of the project. This new centre will greatly assist the Apprentice Boys to continue with their outreach work with all communities and promote a greater understanding of the ethos, history and culture celebrated by the Association."

The project will deliver upon an ambitious set of visitor targets. Over the coming years, it will host a large number of visits from schools and other youth groups as well as facilitate cross-community events and academic lectures.

For more information on the project please visit [www.apprenticeboys.co.uk](http://www.apprenticeboys.co.uk).



# A New Concept for Tourist Guides

***The Tourist Guide for the Northern Periphery (TG4NP) project aims to establish mobile location information service, locally adapted for the integration of future and current web services with the use of mobile phones. It is intended to provide added value to visitors in rural and remote areas. It takes advantage of the fact that mobile technology has become an everyday tool for the majority of people and that advanced mobile networks have become available even in the most rural areas.***

The EU-funded project will provide the effective use of mobile communication devices and their applications as a means of developing tourism in the partner areas, which have an abundance of cultural and natural resources but are difficult to access and promote due to their rural and peripheral characteristics.

It will do this by using GPS satellite navigation, which has become a common feature in modern mobile phones.

University of Ulster is the Northern Irish partner in this project. The University's contribution to the project will be the design and delivery of a mobile phone application that enables the user to interact directly with a specific site of cultural and historical significance. The team is working on the development of an application for the Mussenden/Downhill site on the north coast. The application is in its latter design and development stages and due to be available for download in mid-December.

It will make use of geo-location to detect where the handset is and offer the visitor various ways of interacting with the site using the handset. In this way the site will speak to the visitor via augmented reality, video

clips, audio tours, games and other elements. To complete the experience, social networking tools will be embedded to offer visitor to visitor connectivity and interactivity and to enable the visitor to immediately share their experience and tell their story to the world.

The transnational aspect of the TG4NP project, with partners from across the peripheral regions of Europe including Sweden, Iceland, Greenland, Norway and Finland, will create services such as multimodal guided tours for resorts, information on accommodation, restaurants, programme services and events, as well as new kinds of service concepts, such as intelligent routing.

The project will be showcased at the annual MeCCSA (Media, Communication and Cultural Studies Association) Conference in January 2013.

For additional information contact Helen Jackson at [h.Jackson@ulster.ac.uk](mailto:h.Jackson@ulster.ac.uk)



# Cross-Border Conference Celebrates European Co-operation Day

*A cross-border conference designed to highlight the positive impact that EU-funded projects are having across the region took place in September at the Crowne Plaza hotel in Dundalk. The conference also commemorated the official European Co-operation Day, which was celebrated on 21 September.*

The event formed part of more than 160 different local events which took place across Europe to celebrate the achievements of co-operation between European regions and countries. Collectively these events form part of the “Sharing Borders, Growing Closer” campaign which aims to illustrate the importance of cross-border work for the benefit of all EU citizens.

Since the beginning of the 1990s, more than 20,000



L to R Maria-José Doval, European Commission; Tony Connelly, RTE; and Shaun Henry, SEUPB.

projects, co-funded by the EU, have contributed to improving the lives of European citizens across borders, from creating jobs and protecting the environment to improving health care services, transport and energy.

Johannes Hahn, EU Commissioner for Regional Policy, showed his support for European Co-operation Day: “This is a great opportunity to recognise how territorial cooperation helps to bring Europeans closer together, share ideas across borders and solve common problems.” The all-Island conference was coordinated by the Special EU Programmes Body, in partnership with the Southern & Eastern Regional Assembly and the BMW Regional Assembly.

Commenting on the significance of the event,

Shaun Henry, Director of Managing Authority with the Special EU Programmes Body, said: “As a region we are very successful in securing high levels of European Union funding for a diverse range of projects that are delivering tangible impacts for citizens in the areas of health, enterprise, communications and environmental protection, amongst others. The region is also benefiting from the creation of strong working relationships with partners across Europe to develop new and innovative ways of tackling common problems.”

The conference featured case studies from a diverse range of projects supported under Europe’s INTERREG IVA, IVB and IVC Programmes and reflected the core themes of the EU’s 2020 strategy, which is promoting smart,



Panel discussion and Q&A during the afternoon session.

# €3.2m Tourism Project for the Border Region

PROJECT NEWS...

sustainable and inclusive growth for a more prosperous Europe.

Project presentations included the INTERREG IVA supported 'Innovation for Competitive Enterprises' (ICE) initiative, which helps small to medium-sized businesses create new products and services, as well as develop enhanced working practices. Other projects include the INTERREG IVC supported B-team project. Designed to provide policy support for the development of brownfield sites the project works with partners based in Spain, Germany, Finland and Denmark, amongst others.

Over 100 delegates attended the conference and were given the opportunity to take a tour of an interactive exhibition made up of 13 different projects supported with EU assistance. These projects included the North West Europe Programme-funded 'Floodresiliency' initiative, which is designed to make cities undergoing major urban development more resilient to flood water. Other exhibitors included the Walkways project, which is funded under the INTERREG Ireland/Wales Programme and is helping to create pathways to employment for people with intellectual disabilities.

The Border Uplands tourism project was officially launched on 24 October at the Marble Arch Caves, Fermanagh, by Minister Arlene Foster, the Northern Irish Minister for Enterprise Trade and Investment in Northern Ireland, along with Minister John Perry, the Minister for Small Businesses in Ireland.

The project is a €3.2 million (£2.6m), cross-border, tourism development programme involving close co-operation between Fermanagh District Council and the respective county councils of Cavan, Leitrim and Sligo.

Tourism contributes significantly to the economy in the border area and this project will be extremely important to the growth of the industry in the region.

The project will provide new sustainable tourism facilities based on the area's naturally beautiful countryside and landscape, which will attract more visitors while offering new or improved recreational opportunities for local people. The Border Uplands project also aims to bring the communities in these counties closer together and encourage them to work even more closely together for the common good.



L to R: Shane Campbell, ICBAN CEO, Councillor Jim Cavanagh, ICBAN Chair, Councillor Harold Andrews, Vice-Chairman, Fermanagh District Council, Minister for Small Business, John Perry TD, Minister for Department of Enterprise, Trade and Investment Arlene Foster, MLA

# Programme Summaries and SEUPB Contacts

## PEACE III

The €333 million PEACE III Programme 2007-2013 is a distinctive European Union Structural Funds Programme aimed at reinforcing progress towards a peaceful and stable society and promoting reconciliation. Building upon lessons and good practice gained from previous PEACE Programmes, it specifically focuses on two Priorities:

- Reconciling Communities and
- Contributing to a Shared Society.

The eligible area is Northern Ireland and the Border Region of Ireland (Counties Cavan, Donegal, Leitrim, Louth, Monaghan, and Sligo).

For further information on the PEACE III Programme contact: Joint Technical Secretariat Omagh, Tel: +44 (0) 28 8225 5750 E: [omagh@seupb.eu](mailto:omagh@seupb.eu) or Belfast, Tel: +44 (0) 28 9026 6660 E: [info@seupb.eu](mailto:info@seupb.eu) or

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## INTERREG IVA

The €256 million INTERREG IVA Programme 2007-2013 aims to support strategic cross-border territorial co-operation for a more prosperous and sustainable region.

The targeted eligible area is Northern Ireland, the Border Region of Ireland (Counties Cavan, Donegal, Leitrim, Louth, Monaghan, and Sligo) and western Scotland (Lochaber, Skye & Lochalsh, Arran & Cumbrae and Argyll & Bute, Dumfries and Galloway, East Ayrshire and North Ayrshire mainland, and South Ayrshire).

The Programme's two key priorities are:

- Co-operation for a more prosperous cross-border region, and
- Co-operation for a sustainable cross-border region.

For further information on the INTERREG IVA Programme contact:

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## INTERREG IVB Transnational Programmes

The SEUPB has a role in promoting North/South participation in the relevant INTERREG IVB Transnational Programmes.

These programmes are:

- **The Northern Periphery Programme.** This €45.2 million programme aims to help peripheral and remote communities in the northern regions of Europe to develop their economic, social and environmental potential. The programme area involves parts of Finland, Ireland, Sweden, Scotland, Northern Ireland - in co-operation with the Faroe Islands, Iceland, Greenland and Norway. SEUPB is the Regional Contact Point for Northern Ireland.
- **The North West Europe Programme.** This €355 million programme aims to help make this new region more competitive, environment-friendly and cohesive by improving access to more and better jobs, enhancing the environmental qualities of the region, improving accessibility and ensuring that cities and rural areas are attractive and sustainable. The programme area is France, the UK, Germany, the Netherlands, Ireland Luxembourg, Belgium, and Switzerland. The SEUPB works in an advisory and signposting role.

## – The Atlantic Area Programme.

This €104 million programme aims to achieve progress on transnational co-operation that is geared towards cohesive, sustainable and balanced territorial development of the Atlantic Area and its maritime heritage. The programme region covers all of Ireland and Northern Ireland, and those regions within Portugal, Spain, France and the UK that border the Atlantic Ocean. The SEUPB works in an advisory and signposting role.

## INTERREG IVC Inter-regional Programme

The €302 million INTERREG IVC Inter-regional Programme is aimed at local and regional authorities. It focuses on the identification, analysis and dissemination of good practices by public authorities in order to improve the effectiveness of regional and local policies. Co-operation projects are eligible across all 27 EU states, plus Norway and Switzerland.

SEUPB works in an advisory and signposting role for North/South participation in this programme.

For further information on IVB and IVC Programmes, contact: Teresa Lennon at the SEUPB Belfast office: Tel: +44 (0) 28 9026 6723 E: [teresa.lennon@seupb.eu](mailto:teresa.lennon@seupb.eu)

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