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Meuse – Rhine (NL – BE – DE)

WORKSHOP 3

A more social Meuse-Rhine Area

Corda Campus
September 28, 2022

Cristina JORS (Project Manager RA Liège)
Ana TOMLJENOVIC (Project Manager JS)

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Agenda

Welcome and introduction

Presentation of Priority 3 - A more social Meuse-Rhine area and specific objectives

Questions & Answers

Networking time

End of the session

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Welcome



Cristina JORS
Project Manager RA Liège



Ana TOMLJENOVIC
Project Manager JS

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What is Interreg ?

Interreg is part of the **European Union's cohesion policy** and is financed by the **European Regional Development Fund (ERDF)**.

This fund strengthens economic and social cohesion in the European Union by **eliminating imbalances between regions and promoting cross-border cooperation**.



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Interreg Meuse-Rhine (NL-BE-DE)

Interreg Meuse-Rhine (NL-BE-DE) supports interregional cooperation in the Meuse-Rhine region, which is the border region of the Netherlands, Germany, and Belgium.

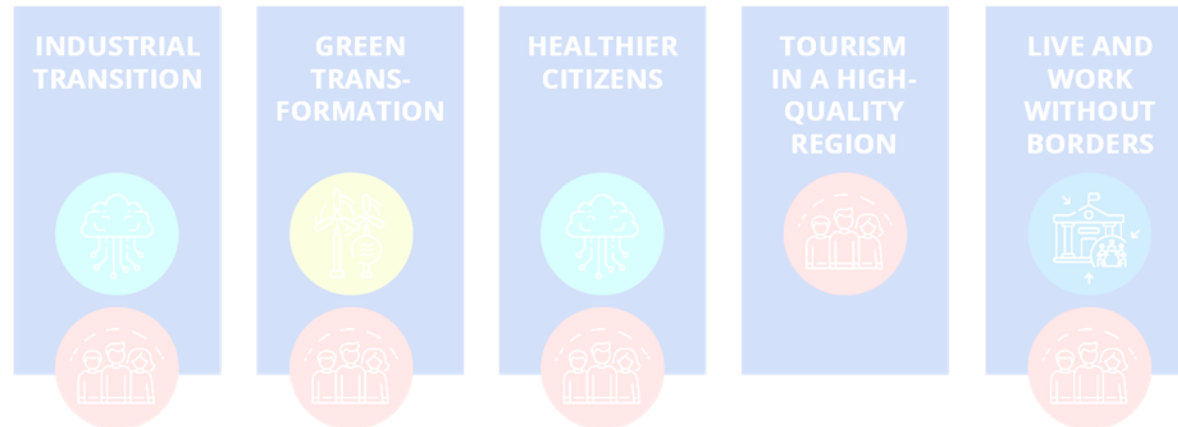


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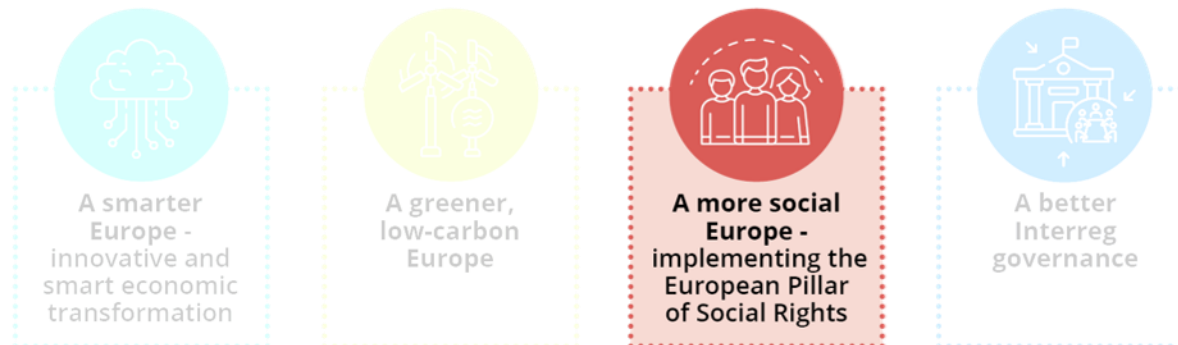
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Content

Our 5 grand societal challenges



4 priorities



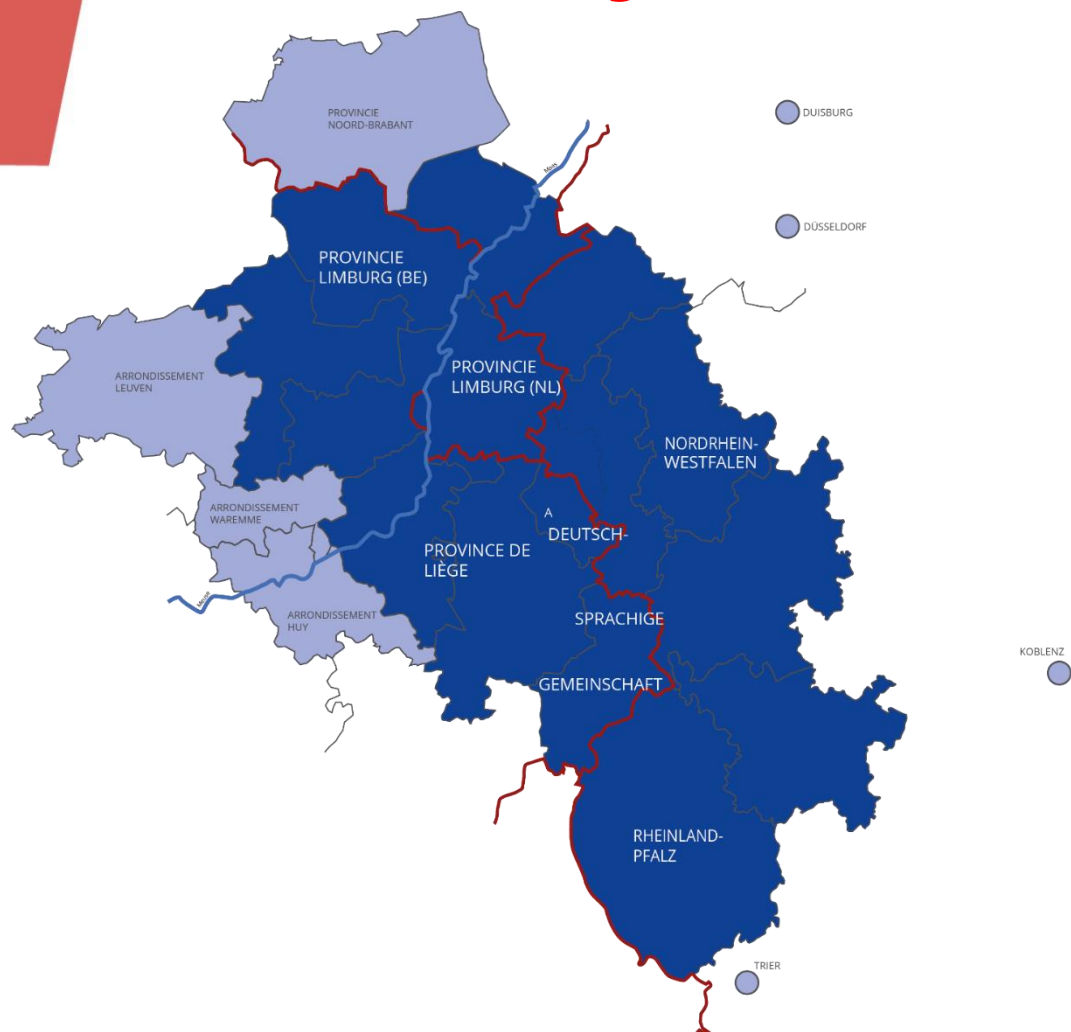
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Territory of Interreg MR



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Priority 3

A more social Meuse-Rhine area



Main thematics :

- Labour market and access to quality jobs;
- Education, training and lifelong learning;
- Health;
- Sustainable tourism and culture.

Priority 3 - A more social Meuse-Rhine area

- Enhancing the effectiveness and inclusiveness of **labour markets and access to quality** employment through developing social infrastructure and promoting social economy.
- Ensuring equal access to **health care** and fostering resilience of health systems, including primary care, and promoting the transition from institutional to family based and community-based care.
- Improving equal access to inclusive and quality services in **education, training and lifelong learning** through developing accessible infrastructure, including by fostering resilience for distance and on-line education and training.
- Enhancing the role of **culture and sustainable tourism** in economic development, social inclusion and social innovation.

Specific objective



Enhancing the effectiveness and inclusiveness of labour markets and access to quality employment through developing social infrastructure and promoting social economy

Type of actions

- **Multi-level partnerships to analyse and tackle specific barriers identified in relation to cross-border employability** such as recognition of skills, qualifications, social security, pensions, taxations, transport, schools etc.;
- **Mapping of existing labour shortages and specific professions** in the different parts of the programme area, as there may be a direct added value in encouraging cross-border mobility;

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Type of actions

- **Coordination efforts to attract new talent** (both quantity and appropriate quality) **and to support methods for upskilling and reskilling** the existing workforce and to propose new professional opportunities with regards to Industry 4.0, 'green' skills, and environmental awareness;
- **Developing and maintaining existing information provision services about the conditions for cross border employment.** This also includes labour market mediation, teaching of resume skills, digitalisation of labour market services, and deepening the network and collaboration between the different stakeholders providing similar labour market services.

Main target groups

- Employers, employees and job seekers;
- Regional and local authorities, as well as economic and social partners (e.g., employers' and workers' associations);
- Professional associations and health insurers;
- Entrepreneurs (in particular SMEs);
- Hospitals, universities (of applied sciences), vocational and professional bachelor education institutes, schools, training institutes and health organisations.

Specific objective



Improving equal access to inclusive and quality services in education, training and lifelong learning through developing accessible infrastructure, including by fostering resilience for distance and on-line education and training

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Type of actions

- **Improving access to education, training and promoting lifelong learning approaches** (e.g. Learning Communities in collaboration with businesses);
- Coordination efforts to support synergies between universities and vocational bodies **to increase the attractiveness of tertiary education curricula and to propose new professional opportunities** regarding the identified five grand societal challenges;
- Joint strategies **to facilitate student exchanges, acknowledgement, degrees and certificates** including for vocational training;
- **Mutual language learning efforts** for workers, students and pupils;

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Type of actions

- **Joint education schemes and development of digitised tools and learning methods.** This includes creating exchange between stakeholders such as schools, business, and local administrations to further develop schemes to promote studies, traineeships, apprentices, internships and school programmes across borders;
- **Post COVID-19 transitions in health education.**

Main target groups

- Universities (of applied sciences), vocational and professional bachelor education institutes, schools, training institutes and health organisations;
- Entrepreneurs (in particular SMEs);
- Students, interns, trainees, apprentices and pupils;
- Regional and local authorities, as well as economic and social partners (e.g. employers' and workers' associations);
- Professional associations and health insurers.

Specific objective



Ensuring equal access to health care and fostering resilience of health systems, including primary care, and promoting the transition from institutional to family- based and community-based care

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Type of actions

- **Exploring new ways to prevent diseases** (from universal, to selective, to indicated prevention) **and support for people at risk for / with chronic diseases**, tackling the social and environmental causes that are related to specific health problems of the programme area;
- **Developing better diagnostics** and **more effective therapies** related to specific health problems of the programme area;
- **Exploring new models of care** (including domotica and teleconsultation) promoting healthy ageing and healthy lifestyle;
- **Cross-border planning of health care staff and equipment;**
- Combatting mental health care issues and mutual learning on good practices;

Type of actions

- **Promoting collaboration between and better connection of health care organisations** in the programme area (e.g. pediatric surgery, rare diseases);
- **Implementation and dissemination of health care technology and innovations** (solving objectively identifiable shortcomings in the area of technology and equipment, or stimulating innovations that promote cross-border synergy and cooperation as much as possible);
- **Train current practitioners about digital skills** and different ways of health care giving using the innovations that are available;
- **Developing cooperation agreements to ease the work of health workers** (e.g. allow ambulance crews to cross the border in urgent cases).

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Main target groups

- Universities (of applied sciences), vocational and professional bachelor education institutes, schools, training institutes and health organisations;
- Hospitals, rescue services, dispatch centers, health insurers, informal care and social work;
- Entrepreneurs (in particular Health SMEs);
- Regional and local authorities, as well as patient organisations (not-for profit).

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Specific objective



Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

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Type of actions

- **Development of common tourism projects**, contributing to common storylines and a strategic approach, establishing increased **coordination between projects**, within a **context of uniform quality standards**;
- **Creation of integrated offers on cross-border territory level**, where **the tourism sector and other sectors like the cultural and heritage sector work more closely together**;
- Development of **innovative solutions, awareness and direct support tools and new business models** in tourism, in order to raise competitiveness of SMEs;

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Type of actions

- **Reinforcing the digital capacities of tourism enterprises**, by providing low-threshold support;
- **Developing and using digital technologies to enhance the tourist experience** and to develop quality approaches for service excellence;
- **Actions to reinforce the resilience of the tourism sector through training**, capacity building (both to organisations and employees), professionalisation and **promotion of multilingualism**;
- **Promotion of sustainability in the tourism sector**, by enhancing tourism in relation to nature, promotion of eco-innovation, sustainable development, and the transition to a circular economy and circular business models; sustainability is meant here in its broad definition, covering the environmental, social and financial strands);

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Type of actions

- **Awareness raising and promotion of short circuits** for regional tourism products;
- **Diversification of tourism** by investing in both known and lesser-known, smaller scale destinations and diverse forms of tourism (cultural, rural, agro-tourism, sport, health/medical tourism); consequently, contributing to the livelihoods of local and regional communities;
- **Implementation of sustainable mobility solutions and infrastructures**, like sustainable cross-border tourist trails and cycling routes, improving touristic and leisure quality of the programme area, from the sustainable effects that focusing on smaller scale and nearby destinations have;

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Type of actions

- **Development of euregional support structures in the background**, for example for the common use of digital tools, big data collection and analysis, long-term market research, guest management and mutual knowledge exchange on these topics;
- **Programme area broad marketing of top touristic offers/products**, focusing on specific themes, like culinary, architecture, culture, based on a commonly developed social media campaign concept.

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Main target groups

- SMEs and social enterprises (in particular entrepreneurs in the tourism sector);
- Public and private organisations responsible for or involved in tourism policy, like provinces, municipalities, national agencies, regional tourism and culture promotion and development organisations, civil society organisations (foundations, NGOs) in the tourism, culture and nature sector;

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Main target groups

- Knowledge and educational institutes specialized in leisure economics and consumer behavior;
- Natural parks;
- Environmental associations;
- Cultural and creative industry.

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Budget Priority 3

Specific Objective	Amounts Financing ERDF (50%)
Labour markets and access to quality jobs	8.736.609 EUR
Education, training and lifelong learning	7.736.361 EUR
Ensuring equal access to health care and fostering resilience of health systems	8.005.129 EUR
Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation	8.459.055 EUR
ERDF Priority 3	32.937.155 EUR

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For follow-up and questions please contact your regional antenna !

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Interreg Meuse-Rhine Team



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Question and answers



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Getting started



Define **theme** and **check compatibility** with programme objectives



Reflect on **concrete cross-border challenges**, necessary **impacts** and corresponding **products/services**



Search for **cross-border partners** → support from the Regional Antennas



Weigh up **costs and financing**: 50% EU contribution, raise remaining 50% yourself (possibly public co-financing -> contact the Focal Point)



Monitor information / updates of the programme

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Networking time !



5 min

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Thank you !

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