

**Hordaland Fylkeskommune**

Att: Tor Titlestad  
Post Box 7900  
N-5020 Bergen  
NORWAY

**The Interreg IVB North Sea  
Region Programme**



Dear Tor Titlestad,

**Interreg IVB North Sea Region Programme**  
**Re.: Concluding Letter on Final Activity Report for the CA! project**

Date: 03/12/2014

Journal ID:  
35-2-35-05

Your activity report has now been processed and approved. Please find below our comments regarding this report.

Project activities have been successful in delivering a number of important results. For example, the long list of Community Mobilisation Initiatives which are compiled in the toolkit. In general, it is clear that the project results have helped to increase awareness about attracting new visitors to the countryside and to the paths around the North Sea Region.

During the final year of the project all of the project work packages and associated activities were completed successfully and as anticipated. The results from these work packages are clearly described and include the toolkit that has been developed as a result of the completion of all 150 Community Mobilisation Initiatives (CMI's).

The project had a transnational dimension and measures were taken to ensure that all of the knowledge and results obtained by the different partners were disseminated and promoted to the entire partnership. It is evident that some activities have taken place at local and regional levels but in these cases knowledge has generally been taken back and transferred to other partner regions. Examples of this are given in the report such as the exchange that took place between Norfolk and Sjælland on walking festivals and events.

Coast Alive has contributed to some extent towards territorial cohesion by finding ways to mobilise people to use 6000 km of walking paths and the 6000km of cycle ways that were developed from two earlier North Sea projects (North Sea Trail and the North Sea Cycle Route). In this sense the project has considered cultural and natural heritage, as a means to improve public health, the development of SMEs and the demographic profile of the region. It is good that the project co-operated with other similar projects such as Economusee Northern Europe, where there was collaboration on SME development, strategies and approaches to tourism markets.

First Name  
Carsten

Last Name  
Westerholt

Title  
Project Development  
& Communications  
Manger

Office Phone  
+45 7841 1790

Email address  
carsten.westerholt@  
northsearegion.eu

It was positive that the project used Eurisy to assist with developing satellite applications to be used to measure the state of natural and cultural heritage as well as to promote tourism and leisure, and to evaluate the impact of climate change.

The project carried out an extensive and wide-reaching communication campaign. Information regarding project results has now also been uploaded to the programme website.


The project indicators have been achieved according to plan. Achievement levels have been good throughout the projects lifetime and several targets were exceeded in the final stage of the project.

We would like to thank the whole partnership for its contribution to the project and the successful completion of all activities. We would like to take this opportunity to remind you that all documentation related to the project must be kept on file until at least the end of 2023.

Should you have any questions regarding this letter please do not hesitate to contact us.

Yours sincerely,

Carsten Westerholt  
Project Development & Communication Manager

European Union  The European Regional Development Fund

**The North Sea Region Programme Secretariat**  
Jernbanegade 22, DK-8800 Viborg, DENMARK  
Tel.: +45 7841 1770 | Fax: +45 8660 1680

[www.northsearegion.eu](http://www.northsearegion.eu)