

## NOSTRA project / INTERREG IVC

### Good practice

In the context of the INTERREG IVC programme, a good practice is defined as an initiative (e.g. methodologies, projects, processes and techniques) undertaken in one of the programme's thematic priorities which has already proved successful and which has the potential to be transferred to a different geographic area. Proved successful is where the good practice has already provided tangible and measurable results in achieving a specific objective.

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### **STRAIT: Fehmarn Belt**

### **NOSTRA Partners: Region Zealand and Kreis Ostholstein**

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### **Name of the good practice: Fehmarnbelt Days 2014**

Organisations involved in the good practice:

Contact for the good practice:

#### **1. Location of the good practice:**

Country: Denmark and Germany

NUTS 1:

NUTS 2:

City:

#### **2. Objectives: What are the objectives?**

For three days, the Fehmarnbelt Days provide a platform for stakeholders from the emerging Fehmarnbelt Region and beyond to exchange ideas and experiences, discuss key issues and cross-border collaboration and tap into the growth opportunities of the emerging Fehmarnbelt Region.

The Fehmarnbelt Days 2014 focus is on Creating Connections. Key areas to be addressed are infrastructure, tourism, business, the labour market, transport and logistics, and education and research. The Fehmarnbelt Days will also host a variety of social and cultural events in the heart of Copenhagen.

Representatives from industry, tourism and business as well as politicians, civil society and students are gathering in Copenhagen September 30th – 2nd October 2014.

#### **3. Origin of the action: Why has this action been implemented? (To answer a demand, to fill in a lack, etc...)**

- To put the Fehmarnbelt regional development on the public and political agenda
- Networking reasons, preparation before the construction phase of the fixed link
- To enhance growth and development in the region

#### **4. Target: Who can use and enjoy the good practice?**

Everybody working with development and integration of the cross-border Fehmarn Belt region: Private companies, national, regional and local government, educational and research institutions, students, media etc.

**5. Timescale: What are the beginning and end dates of the good practice?**

Fehmarnbelt Days 2014 will take place September 30<sup>th</sup> – October 2<sup>nd</sup> in Copenhagen.

It has not yet been decided whether there will be held another Fehmarnbelt Days, but the partners expect that it will be decided eventually.

**6. Bodies involved: By which structure has the good practice been implemented? Is there any kind of cross-strait partnership or governance?**

The partners behind Fehmarnbeltdays 2014 are:

**Femern A/S** (is in charge of preparation, investigations and planning in relation to the establishment of a fixed link across the Fehmarnbelt. Femern A/S is part of Sund and Bælt Holding A/S, which is 100 percent owned by the Danish Transport Ministry.

**STRING** (Region of Scania, Copenhagen Region, Copenhagen City, Region Zealand, Schleswig Holstein, Hamburg)

**Fehmarn Belt Business Council** (Danish-German consortium whose members are the Danish Confederation of Industry, Danish Chamber of Commerce and a number of Chambers of Commerce etc. from northern Germany, representing about 400,000 companies through the members)

**Fehmarnbelt Committee** (Region Zealand and Kreis Ostholstein are financing the Committee. Other members are the municipalities of Region Zealand, Kreis Plön, Hansestadt Lübeck and a number of educational institutions and NGOs on both sides, within environment, tourism, labour market and business affairs)

**Danish Ministry of Housing, Urban and Rural Affairs**

**Baltic Development Forum** (think tank and networking structure for decision makers from business, politics, academia and media in the Baltic Sea region)

**7. Legal framework: Has the structure been created to implement the good practice or did the structure exist before the creation of the good practice? Is the good practice implemented by a public body or by a private company?**

**8.** The Fehmarnbelt Days were first held in Lübeck during three days in September 2012. By the closing of the Fehmarnbelt Days 2012 it was decided to arrange Fehmarnbelt Days 2014.

The structure has been created specifically to implement the Fehmarnbelt Days. There has been a few changes of the partners between 2012 and 2014.

Representatives from each partner form a working group. Baltic Development Forum has got the task of being secretariat for the structure, financed by the partners. It is a very flat structure. Each representative makes sure to have the necessary mandate from his/her partner organization for any decision made in the working group.

The partners represent both public bodies and private companies.

**9. Process and detail content of the practice: Which tools and methods are implemented? What kind of specific planning instruments are taken into use when planning a new activity?**

See the website [www.fehmarbeltdays.com](http://www.fehmarbeltdays.com)

The Fehmarnbelt Days are made up of a number of conferences and events. Each partner is responsible for one event and pays all costs of this event. Costs of the secretariat are paid by the partners according to a certain proportional contribution within a budget the partners have decided. Other conferences/events of the The Fehmarnbelt Days are arranged and paid for by so-called “activity sponsors” who are not partners involved with the overall planning of The Fehmarnbelt Days.

**10. Financial framework: What is the cost of the practice? How is it funded?**

See above. The total budget is 97.500 Euro. Femern A/S pays 30.000, other partners each 15.000 + activity sponsors 7.500.

**11. Possible demonstrated results: What are the results?**

The good results of the Fehmarnbelt Days 2012 made the basis for the decision of another similar event in 2014. In 2012 more than 600 people participated in 19 different events over the three days. There was a positive evaluation from the participants, good networking effects, good PR effects, putting the region and the coming construction of the fixed link on the public agenda. Another outcome was a book representing the 175 unique ideas from the three days in September 2012, gathered to inspire decision-makers, developers and innovators in the corridor from the Øresund Region to Hamburg.

**12. Have the objectives been met or are they in the process of being met? Explain why.**

See results from 2012.

So far, we believe that the Fehmarnbelt Days 2014 will meet the objectives as well.

**13. Please explain why this practice is considered as good.**

See results from 2012.

**14. Success factors: was there any factor which makes the practice easier?**

- a professional secretariat
- a flat partner structure => flexibility
- commitment from the partners
- each partner entirely responsible for own event (theme, target group, size, costs etc.)
- start the planning in good time (minimum one year before the event)

**15. Difficulties encountered: Did you encounter some difficulties to implement the programme or to meet the objectives?**

Not really