

Annex 4: DESCRIPTION OF GOOD PRACTICE

The aim of annex 4 is to get detailed and structured information on good practices identified within INTERREG IVC projects. Since this information will directly feed into an on-line good practice database to be made available on the programme website, we would be grateful if you could ensure the good quality of the information provided. In particular, this information should be well written and easily understandable for external readers. One good practice can be described per form. There is no limit on the number of good practices that can be submitted, but a minimum of four good practice descriptions are required over the project's lifetime. Annex 4 is submitted together with the progress reports.

N.B. See Programme Manual section 1.1 for the programme's definition of a good practice

1. PROJECT INFORMATION

1.1 INDEX	0575R2
1.2 PROJECT ACRONYM	B-TEAM
1.3 PRIORITY	2: Environment and risk prevention
1.4 PROGRAMME SUB-THEME	Cultural heritage and landscape

2. GOOD PRACTICE INFORMATION

2.1 Title of the practice	Container Event: Maritime Advisory Board			
2.2 Topic of the practice <i>Please specify the precise topic of the practice in a few words (e.g. support to SMEs, demographic change, e-governement, risk management, water scarcity, renewable energy).</i>	This good practice focuses on the initiative taken by the City of Oulu to further strengthen the governance of the Brownfield maritime area of the city and involve the stakeholders by organising the Container Event and the creation of the Maritime Advisory Board			
2.3 Location of the practice	Country	FI		
	NUTS 1	MANNER-SUOMI		
	NUTS 2	Pohjois-Suomi		
2.4 Start date of the practice (and if applicable, end date)	City	Oulu		
	Start	10/27/2010	End	

2.5 Detailed description of the practice

Please provide a detailed description of the practice itself. The description should include information on the nature of the practice, its objective, the main stakeholders involved (including the beneficiaries) and the financial resources required for its implementation. If known, please also indicate key success factors and conditions for potential transfer.

This good practice focuses on the initiative to further strengthen the regeneration of the Brownfield maritime area of the city, which involves different stakeholders. Following the Brownfield Days, adoption of the partners' recommendations, and signing of the City Brownfield Pledge, Oulu conducted this Container Event, and created the Maritime Advisory Board. The first sign of the change and a start of the co-operation is a container located at the shoreline. It is a platform for interaction of various stakeholders and an event of exhibitions, brainstorming and other interactive activities. How to involve local communities of the brownfield area? How to make the first step? According to the partner recommendations and the Oulu Pledge it is critical to raise awareness of the area as a resource and by establishing the location in people's minds. Also creating opportunities for temporary uses by providing facilities such as containers and by organizing events was considered important.

Likewise, the Maritime Advisory Board, led by the Deputy Mayor, acts as an unofficial and open discussion board and an interaction workgroup which promotes the project. It includes decision-makers, management and employees from many city departments, for example cultural, technical and business, and also stakeholders: business sector and maritime enthusiasts. The Board has organized maritime seminars related to the case study area. Groups formed from the Board have been involved in group works related to the case study activities and planning. The Advisory Board is based on the Partners' recommendations and the Brownfield Pledge.

2.6 Evidence of success

Please explain why this practice is considered as good. Objective result and/or impact indicators are welcome in this section to demonstrate the success of the practice (e.g. n° jobs created or safeguarded, n° of patents submitted, amount of tons/year of freight traffic withdrawn from road, % of greenhouse gas emission reduced).

As an initial result (Direct and indirect medium/long term effect of the project activities (e.g. number of regional policy changes, number of integrated energy plans ready for implementation, ...) of the initiative, there are 20 communities involved, more collaboration forged, 1 extent of areas developed.

2.7 Contact details to obtain further information on the practice

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2.8 Annex completed on	2011/09/01	