



# tea or coffee?



Enjoy a break with news from Channel projects!



The aim of the **CHANNEL MOR** and **GENIE** clusters, which are supported by the France (Channel) - England programme, is to promote innovative actions and tools developed within the framework of European projects that address the issues of economic development and marine renewable energies in the Channel area. This ambition must encourage the creation of new Franco-British collaboration projects, in order to help businesses develop and support smart green growth in the area. Evidence that the future is built on the ground!

## WORKING TOGETHER ON... THE BUSINESS LIFE CYCLE

The tools developed within the framework of the **GENIE** cluster illustrate the four stages of the life cycle of a business: from the emergence of an innovative project to the creation of a business, and from incubation to growth in international markets.

The **B-NEW** project has facilitated the creation of a cross-border network that now has close to 220 female entrepreneurs. The organisation of training modules in business English, overseas business culture, and information and communication technologies has enabled some one hundred women to exchange on cultural differences and on their experiences as female entrepreneurs, with the specific aim of developing their businesses overseas.

Within the **NDI** project, an online "innovator's kit" has been devised for very small enterprises. It contains practical and methodological tips on organisation, finance, and management. The NDI project has thus provided assistance to 10 businesses in the development of their operations.

The **BRIDGE** project has resulted in the creation of 3 gateways for joint research and development between French and English stakeholders in green technologies to enable them to develop cross-border partnerships.



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In total, 86 meetings between academics, researchers, and manufacturers and economic development agencies were organised as part of these gateways.

The aim of the **CHAIN 2** project is to strengthen cross-Channel business ties between French and English companies, by stimulating the internationalisation of their operations. To this end, the partners have developed a thematic database containing 150 companies, organised B2B meetings, and created sectorial activity factsheets.



More information:  
[www.bnew-project.eu](http://www.bnew-project.eu)  
[www.ndi-innovation.com](http://www.ndi-innovation.com)  
[www.bridge-ecocluster.eu](http://www.bridge-ecocluster.eu)  
[www.chain-business.com](http://www.chain-business.com)

## HERE'S WHAT HAPPENED IN...

**NORWICH, 29 JANUARY 2015  
AT THE JOINT CHANNEL MOR AND  
GENIE CLUSTERS EVENT**

The final event to promote the results of the **CHANNEL MOR** and **GENIE** clusters was held in early 2015.

During the first part of this event, the various tools developed by the two clusters and by projects represented within these clusters were presented, while analyses on prospects for future collaboration and new projects in the areas of marine renewable energies and economic development were discussed at theme-based workshops later on.

This event aimed at businesses, institutions, local authorities, development agencies, training organisations, and universities, brought together close to 90 people from throughout the Channel area.



More information:  
[www.channelmoreenergy.eu](http://www.channelmoreenergy.eu)  
[www.genie-project.eu](http://www.genie-project.eu)





# A QUICK WORD WITH... HÉLÈNE MORIN



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Lead partner of the CHANNEL MOR cluster  
European chargée d'affaires at Bretagne Développement Innovation, the regional development and innovation agency for the Breton economy.

## How do you see the potential of the marine renewable energy (MRE) sector in the Channel?

With its significant concentration of stakeholders in the MRE sector and its energy potential, the Channel area has the potential to be one of the world's most dynamic areas.

The proximity of potential markets (the English Channel, the North Sea, and the Irish Sea) and the wealth of natural resources (powerful waves and currents, strong and regular winds, kilometres of coastline, etc.) create a virtuous cycle favourable to the development of MRE. This diagnosis has given rise to common maps of existing and potential production sites, in particular in France and England.

## Do the French and English differ in their approach to the issue of marine renewable energies?

The English have a pragmatic approach and can act and react quickly in response to events. In the short-term, projects are launched with ease but can be abruptly brought to an end.

In France, on the other hand, projects are developed over the long-term and, as a result, there is less risk that they will be terminated abruptly.

At present, England has 20 offshore wind farms in operation while France has 18 farms still in the design stage, i.e. a potential of 855 wind turbines.

## In your opinion, what are the future issues facing the marine renewable energy sector and where should cooperation be reinforced?

To structure a sector, comprised of all of the links in the value chain, strategies for creating an alliance with other regions in Europe are essential in order to increase their impact and to be visible at international level. There are three types of issues that affect the growth of the sector: institutional (i.e. the creation of public-private partnerships and the financing of offshore wind farms), industrial (the storage and distribution of electricity, the interconnection of wind farms with electricity grids and the creation of an industrial sector through the involvement of SMEs), and political (the spatial planning of maritime and port areas). The development of training initiatives of senior technicians on the maintenance on offshore wind farms is also a major issue.

# HEADING FOR RESULTS!

## GENIE'S TOOLS

The virtual fair is a website, accessible in French and English, which promotes the results of the 9 projects that form the GENIE cluster. Behind 9 virtual gateways (one per project) are the most innovative tools developed by each project. The users arrive in an area, choose a stand and can obtain information on the project of interest to them, watching presentation videos and downloading communication documents for each project (brochures, study reports, etc.).

A short film lasting around 10 minutes was also produced within the framework of the GENIE cluster. The aim of this film, intended for businesses in particular, is to encourage entrepreneurs in the Channel area to engage in European cooperation in order to develop their businesses. Through 16 testimonies, researchers and entrepreneurs share their experiences, their desire to create or develop their businesses and the benefits of their European cooperation. All areas of Franco-British cooperation are represented in the film.



### More information:

[www.genie-project.eu](http://www.genie-project.eu)

<https://vimeo.com/103916304>



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### STAY CONNECTED... WITH CHANNEL MOR!

The website of the CHANNEL MOR cluster contains three databases and maps. The purpose of these databases and maps is to list the businesses specialising in the marine renewable energy sector, identify the training initiatives proposed on this theme within the Channel area, as well as inventory offshore wind farm installations around the world.



You can find all of this information at [www.channelmoreenergy.eu](http://www.channelmoreenergy.eu)

### CONTACT:

Joint Technical Secretariat Interreg IV A  
France (Channel) – England  
Région Haute-Normandie  
5 rue Robert Schuman - CS 21129  
76 174 ROUEN Cedex (France)  
Tel.: +33 / (0)2 35 52 21 15  
Fax: +33 / (0)2 35 52 57 65  
[interregiv@hautenormandie.fr](mailto:interregiv@hautenormandie.fr)  
[www.interreg4a-channel.eu](http://www.interreg4a-channel.eu)

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