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**Application form "AEBR-Cross Border Award" 2007 -  
 Deadline 15 July 2007**

*Please fill in the grey gaps and send us the application form via post, fax or email (see above)!*

**"Innovative concepts and projects for the development of rural areas  
 in Europe's border regions 2006, 2007-2013"**

**1. General conditions**

1.1 Applicant border/cross-border region:

Euregio Rijn-Waal

1.2 Who invented the concept / project?

Stichting Streekgala en de Landwirtschaftskammer NRW

1.3 Partners:

Landwirtschaftskammer NRW

Stadt Kevelaer

County Bergen

Contact:

M. Beaupoil, Kleve

Karl-Ulrich Maas

De heer Pekema

1.4 Title of the concept / project:

Euregionale marketing initiatives Rijn-Waal

(work title: Grenzeloos Vermarkten)

1.5 Period

a) of preparation: June 2005 till June 2006

b) of implementation (final/ planned): 1 July 2006v till July 2008

1.6 EU target area: Rijn Waal

1.7 Total costs: € 823.486,81

1.8 Financing scheme:

a public (national, regional, local,...): € 274.654,00 = 33 %

b) INTERREG III / INTERREG IV: .€ 404.423,00 = 49 %

c) others (e.g. private): € 144.410,00 = 18 %

Which: agricultural businessmen, sponsoring (bank, foundations) and the Landwirtschaftskammer NRW

1.9 Connection to other EU-programmes (e.g. EAFRD, LEADER, INTERREG)

Which? Leader en INTERREG

**2. Content of the concept / project**

2.1 Project goals:

Does the concept follow a cross-border approach?

The project Grenzeloos Vermarkten! wants to enhance the economic position of the agricultural businessmen in the European region Rijn-waal by:

- To support the farmer to improve their marketing skills. Focus on the farmers with activities such as Bed&Breakfast, farm shop and a small camping
- To learn the farmers at both sides of the border (Dutch and German) to work together and to develop new projects (ideas) for their own region (and to join local events and happenings)
- To stimulate a cooperation for example between agricultural businessmen, restaurants, tourist office and cultural organisations. Goal; to work out the ideas together.
- Realization of a activities such as: regional cooperation, regional events, market, and cycle routes in combination with a farm visit and a lunch or diner.
- Promotion of the total region.

Does the project cross the border?

Businessmen from Holland and Germany (more than 100) are working together to realise the project goal and the activities named above; focus on two project regions: Nijmegen-Kleve and Kevelaer-Bergen.

2.2 Implementation (final or planned): e.g.

- due to the activity area with individual projects or just individual projects
- with the participation of social groups in the cross-border region
- with the participation of external experts

The following activities has been realized:

- In cooperation with the County Nijmegen (the theme health city) a regional event has been organised (a combination of cycle routes and the opportunity to visit a farm). In total 40 businessmen from Holland and Germany worked together on this activity . 25.000 people came to visit the farms and saw how the farmers took care of their farm but also saw how they took care of the environment (nature).
- In cooperation with the County Nijmegen (day of the park) a fair was organised where the visitor could taste the regional products. The product were prepared by a famous chef. 2000 people came to visit this day and could taste the products from some Dutch and German farmers.
- In cooperation with the foundation Waalcade à la carte, 10 restaurants will prepare a diner only with regional/local products coming from Dutch and German businessmen. This happening is from the 16 t/m the 19th of august and they will aspect 25.000 visitors. The main goal of this event is to promote the regional/local project; let people taste how delicious and healthy these products are.
- With the local restaurants, catering and health institutes (for example the Maartensclinic in Nijmegen) we will investigate the possibilities of using local products instead of regular products on the menu.
- On 1 and 2 September local businessmen from the region Bergen-Kevelaer will present and sell their activities and products on the event the " Bleijvenement" . With the focus; to promote the regional/local products. Let the visitors taste how delicious and tasteful these products are.
- On 30 November the farmers in the region Bergen-Kevelaer will join the activity " Tag der Regionen" . Focus; promotion of their products (in combination with a cycle route).
- Together with the tourist organisations the agricultural businessmen in both regions are working on an cycle route in combination with farm visits and a stay during the night.
- A cross border marketing strategy has been developed. The regional and local products and services are investigated (and the information will be used for the website; to inform the public what the total region has to offer).

2.3 Measurable results in rural area (e.g. quantity of created or secured jobs):

- finalised project
- development of strategies for individual activity areas (e.g. transport, tourism, labour market, media, innovations, SME, environment ...)
- sustainability of the programmes/projects

The results are:

- a) The goal of this project is to maintain or create 25 workspaces in the total region
- b) Development of a cross border Marketingstrategie for the local (agricultural) businessmen (includes an strategy to promote the regions on its own).
- c) A structural cooperation between the different organizations in the countryside (total region Rijn-Waal).

2.4 Cross-border effects:

This project will stimulate a cooperation between the Dutch and German farmers and other organisations. And we are working on a cross border marketing strategy of local products and services.

**3. European context:**

3.1 Securing of the project sustainability due to:

- a) a marketing approach based on what the consumer wants (realised by a good cooperation between the different business partners)
- b) the development of new activities focused on the economic enhancement of the agricultural businessmen.
- c) Focus on the development of total new marketing concepts.
- d) to join local initiatives of governmental and other local organisations and entrepreneurs based on the enhancement of the local/rural economy in the region Rijn-Waal.

3.2 European added value:

- a) a structural cross border cooperation between the agricultural businessmen and involved organisations.  
Structurele grensoverschrijdende samenwerking tussen ondernemers en betrokken organisaties.
- b) an integrated approach of the marketing opportunities in the region Rijn-Waal; the border (physically) is vanished.
- c) to describe and trying to solve the problems based on regulations (how to deal with the regulations when selling products abroad)

**4. Further information:**

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**5. For the description of the project please find attached further annexes (max. 5) :**      yes     no

Which?

- a)
- b)
- c)
- d)
- e)

30-07-2007

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Date

Signature  
(by an E-Mail please write the name and the contact address!)