Overview Clustering call 2021 Approved Projects

Project name	Budget in EUR*		Partnership:	Summary
Priority Axis 1 – Innovation				
435 CADI SHAC CApitalising on Digital InnovationS for Heritage And Capacity	Total cost Total grant ERDF Iceland	153.246 98.610 86.610 12.000	Lead Partner: Robert Gordon University (SCOT) Partnership: Ulster University (NI) Gunnarsstofnun Institute (IS) The Gaeltacht Authority (IE)	The CADI SHAC projects will be capitalised on to engage and upskill SMEs and end users, amplifying what has already been achieved through the projects. StoryTagging, Digi2Market, CINE & STRATUS have used digital innovation to enhance the market reach of SMEs and/or capture, visualise or celebrate local natural and cultural heritage for end users Each participating project aligns with two of three digital themes: Immersive technology, digital marketing and data analytics and placed-based approaches that celebrate local natural and cultural heritage. The SMEs, end users and networks of each project will derive further added value by engaging with, and being encouraged to harness, the innovation and technology of the third complementary theme. All four projects have also developed a wide range of digital skills and training materials for end-users. Dissemination campaign: 4 streamed workshops & 4 dissemination activities demonstrating how: Digi2Market SMEs can harness place-based approaches to further enhance market profile; StoryTagging creatives can use immersive technologies to enhance engagement in and enjoyment of the stories that they bring to life; and CINE and STRATUS end users can benefit from digital marketing & analytics. Four digital innovation enhancement showcases: for local SMEs, run alongside workshops, comprising: (i) demo of latest immersive tech and (ii) an interactive information and upskilling session (having an effective and engaging presence in an increasingly congested online space). Activities will be promoted to project networks via communication resources.

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Priority Axis 2 - Entrepreneurship				
433 ETRAC Ethical Tourism Recovery in Arctic Communities	Total cost Total grant ERDF	153.247 99.611 99.611	Lead Partner: Karelia University of Applied Sciences (FI) Partnership: University of the Highlands and Islands (SCOT) University of Lapland (FI)	COVID-19 is having a profound effect on the tourism sector in the Cool North and as the industry starts to move into a resilient, post-pandemic recovery there is an opportunity to look at more sustainable or responsible tourist behaviour and address sustainability challenges in peripheral and Arctic areas that have been intensified by the pandemic. The aim of ETRAC is to enable short-term business recovery while exploring options for a more culturally and locally sensitive tourism future. The partners will work with local SMEs, communities, DMOs and other stakeholders to enable them to diversify the business, work collaboratively, acquire new skills or create new digital tourism streams. In doing so, the project aims to address challenges common across the project area, such as demographic issues related to the sparse population and peripherality and under-representation of Indigenous and other cultures in Arctic areas. The approach is to draw upon the collective experience of the lead partners from four previous or current NPA projects - ARCTISEN, W-POWER, SHAPE and SAINT - to share new approaches with an expanded network of end-users through a dynamic innovation platform. In order to harness, enhance and synergise the lessons and outputs of the four participating projects ETRAC will have the following outputs: 1) A report and recovery strategies synthesising knowledge, including updated data from the previous projects & new data gathering regarding SMEs' experiences since the onset of the COVID pandemic. 2) A platform for open innovation and training, adapted from the SHAPE e-service. This will include a) training/coaching modules, drawn from the 4 projects & open-access resources developed by partners, b) online benchmarking, peer-to-peer mentoring & other business support tools, and c) good practice/documented experiences. 3) A series of digital end-user events, expanding the network to connect end-users and disseminating lessons and impacts from all 4 projects.

Project name	Budget in EUR[†]		Partnership:	Summary
Priority Axis 3 – Energy efficiency				
434 Greener clusterinG Remote rEgions for ENergy rEsilience and gRowth	Total cost. Total grant ERDF	152.651 99.223 99.223	Lead Partner: ERNACT (IE) European Regions Network for the Application of Communications Technology Partnership: Centria University of Applied Sciences (FIN) University of Oulu (FIN)	The GREENER is clustering 3 NPA projects (SMARCTIC, LECo and h-CHP) that will use their collective capacity and complementarity to increase awareness, gain critical mass, and transfer knowledge about the latest energy solutions to public authorities, communities and businesses across the NPA. GREENER will establish a critical mass of energy efficient and renewable solutions. An integrated approach to dissemination will achieve wider implementation and increased scalability of energy efficient resources in housing and public infrastructures across the NPA Programme area. This maximizes the transnational impact on local-level end user groups by widening the scope for transnational cooperation to other beneficiaries. The project brings together Lead Partners from 3 NPA projects, who have complementary skill sets and address similar themes and territorial challenges. 20 of the project partners have also joined as Associate Partners. The partnership consists of 1 EU network, 7 knowledge centres, 5 municipalities, 4 regional authorities, 3 energy agencies, 2 community energy cooperatives, and 1 economic development agency, who are all end users and/or have direct links to the end users. The partners will optimise collaboration initiatives to connect end users across regions and increase transnational cooperation.
442 HEATER Heat and Energy Education and Empowerment for Rural Areas	Total cost Total grant ERDF	153.846 100.000 100.000	Lead Partner: 1. Northern Ireland Housing Executive (NI) Partnership: Letterkenny Institute of Technology (IE) Ulster University (NI) Oulu University of Applied Sciences (FIN)	HEATER is a cluster of projects with synergies across HANDIHEAT, SMARTRenew, TechSolns, SENDoc and eLightHouse. The partnership with WiSAR Lab, Letterkenny Institute of Technology (SMARTRenew project), Ulster University (SENDoc/TechSolns), Oulu University of Applied Sciences and HANDIHEAT, Northern Ireland Housing Executive aims to collaborate and cluster the transnational outputs from previous projects to educate and empower local communities to effect positive behavioural change and inform decision makers to influence policy across climate change mitigation and adaptation and sustaining communities. Clustering will allow the four lead partners to collaborate and maximise transnational impact of existing outputs to local communities and decision makers through a sustainable and enduring

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				network with the aim to virtually educate and empower communities and decision makers. The HEATER project is expected to deliver by establishing an enduring network, with regional hubs through either academic or regional authorities, utilising the array of full and associate partners from previous projects. The network will disseminate the best of project outputs to every settlement and locality across the regions with the focus to educate and empower local communities and inform decision makers of the transnational learning from previous projects. The delivery method will utilise virtual knowledge sharing through a campaign of webinars, workshops, and a final conference. The target audience will be an array of end user groupings, such as householders, young people, estates managers, housing authorities, SMEs, and decision makers. This will be supported by an ongoing social media campaign to promote the outputs and results of the projects. All partners are now highly competent in the online medium across the spectrum of social medium to populating virtual rooms.
Priority Axis 4 – Natural and cultural heritage				
432 PHIVE Promoting Heritage In Virtual Environments	Total cost Total grant ERDF ERDF 20% Norway Iceland	213.275 132.629 62.254 37.375 15.000 18.000	Lead Partner: Gunnar Gunnarsson Institute (IS) Partnership: University Court of the University of St Andrews) SCOT) Mayo County Council (IE) Ulster University (NI) Aurora Borealis Multimedia (NOR) Timespan - Helmsdale Heritage and Arts Society (SCOT)	PHIVE seeks to cluster together 2 main NPA, 1 NPA COVID-response, 1 NSR and 1 Horizon 2020. - The CINE project brought together heritage organisations, digital enterprises and knowledge organisations to develop interactive maps, galleries, reconstructions and archives. - The ongoing STRATUS project is pushing the boundaries of Virtual Reality, creating linked virtual reality tours, and collective experiences. - The CUPIDO project will disseminate across the North Sea Region, and will provide Workshop and VR materials for development. - TechSolns COVID-response technology project. In PHIVE expects to develop a synthesis of these EU projects bringing together: 1) Virtual Centre of Excellence for using Virtual and Augmented reality to promote and preserve heritage post-COVID; including online live workshops, with accompanying learning materials and virtual tours; to disseminate how we create exemplar virtual reality content for collaborative environments. 2) Virtual Time Travel demonstration will provide a framework for live exploration of the past. This will bring together work on Downpatrick site in

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				the STRATUS project and digi-tourist framework in the CINE project. 3) Exhibition System based on the International Image interoperability Framework enabling exploration of maps, timelines, virtual tours, objects, and landscapes.
436 POPCORN Preventing Oil and Plastics Contamination of Ocean Regions of the North	Total cost Total grant ERDF ERDF 20% Norway	203.846 124.999 69.999 29.999 25.000	Lead Partner: University of Oulu (FIN) Partnership: North Highland College UHI (UK) Norwegian Meteorological Institute (NO) University of Turku (FIN)	POPCORN project brings together three NPA projects from current programme period - APP4SEA, Circular Ocean and Blue Circular Economy - and a Baltic Sea Region project called OIL SPILL, which have focused on how to cope either with oil or plastic contamination of the seas. POPCORN project is now to take these measures, best practices and tools that have been developed in individual projects, to new regions, to new stakeholders, who are not aware of these yet. The project will develop a tool kit based on the outputs of the previous projects, which will be introduced to the organisations and experts working with these issues in a series of workshops. This also includes organisational cooperation methods and practices, but also concrete tools such as the APP4SEA Smart Map. The map will be updated to contain plastic pollution contents and will be expanded to cover the Baltic Sea region.