

At the last ExCom in Shetland October 2008 it was decided to follow up the report "Promoting the Success of the NSC". Below is the decision and comments regarding the follow up until now in blue;

• **The Executive Committee supports the following recommendations in the follow up of the report Promoting the Success of the NSC and the recommendations of 13.10.08 from the Strategic Committee ;**

- Recommendation 1: Professional marketing experts (internal or external) are identified and commissioned to develop the North Sea Commission brand.  
**No action taken.**
- Recommendation 2: Publicity materials, including templates, presentations, banners, leaflets and a newsletter are updated/produced, based on the NSC brand.  
**Templates for PowerPoint presentation and word are available on the NSC website (for registered users), also a PowerPoint presentation of NSC on the public pages.**
- Recommendation 3: A members survey of the current website is undertaken to guide the development of the revised NSC website.  
**No action taken but the new website gives us opportunities to make online surveys.**
- Recommendation 4: The NSC brand should be supported through the website through strengthening the homepage and developing separate sections on the outcomes of the consultancy exercise and a link to the NSC corporate presentation.  
**The new website is now up and running with all of these possibilities. More work is to be done.**
- Recommendation 5: A section of profiles on NSC Executive Committee members, Thematic Groups Chairs, Vice-Chairs and Advisers is included in the revised website.  
**Members are by this encouraged to send their pictures and CV's for the secretariat to put on the website.**
- Recommendation 6: The structure of NSC meetings should be examined to identify means of incorporating networking sessions with local Politicians, groups and media contacts in the hosting regions.  
**The President and adviser's are invited to make a presentation of NSC for Aberdeenshire Council November 09. We have not been invited to other councils**
- Recommendation 7: A North Sea Commission Communications Strategy, setting out protocols for publicising the organisation, is developed.  
**No action taken**

In addition;

- Joint organisation of thematic meetings in conjunction with Executive meetings (only Chairs, Vice-Chairs and Advisers)  
**Is organised for the first time for this meeting.**
- All thematic groups meet on the Tuesday before the Annual Conference starts at the venue for the conference (all group members)  
**All members are invited to such a meeting for the GA09**
- Organise Road shows in selected (non- or less active) regions to promote the work of the NSC  
**The Executive Secretary has participated in a information meeting at Angus**



***Council to make a presentation of NSC. We have not been invited to other councils.***

- *Assign national members of the Executive with specific responsibilities for:*
  - *Reporting regularly to Ex Com and General Assembly about NSC-relevant developments in their respective countries*
  - *Building awareness of the NSC and strengthen relations with the national*
  - *Leading ad hoc-groups and coordinating various investigations and studies, for instance on organisational matters*

***To be discussed at the ExCom.***
- *Seeking discussions with the INTERREG IVB North Sea Programme Secretariat on ways of strengthening the links between the NSC and the Programme.*
  - *Arrange a meeting with the NSP Secretariat to agree on common priorities and operational “modalities”*

***A meeting with the Interreg was held 11 November 2008. Minutes are enclosed.***

- ***The Executive Committee asks the thematic groups for input before making decisions on the Category 2 actions.***  
***The groups has been consulted. All groups agreed on the proposed action but gave no priorities for the actions. The ExCom are asked to make priorities.***

***The renewal of our webpage has been time consuming for the Secretariat and is part of the reasons why some actions has not been taken. The webpage is still not finished, there are some more documents to be transferred to the new site, the secretariat will continue this work during the spring.***

## **Minutes; meeting between NSC and Interreg North Sea Programme, Billund 11.11.08.**

### **Theme for the meeting; Cooperation between NSC – Interreg**

#### **Participants:**

Interreg – Christian Byrith  
NSC - Gunn Marit Helgesen, Jon Halvard Eide, Martin Brebner and Lars Haukvik

The background for the meeting was the invitation from Christian Byrith at the Annual Business Meeting 13 June for closer cooperation between NSC and Interreg North Sea Programme. The ExCom welcomed this invitation and gave the President and the Secretariat the task to follow up the invitation.

The meeting was divided in to two parts; the first part was a general discussion on cooperation and issues for cooperation with the President present. The second part of the meeting discussed more detailed issues and opportunities for cooperation.

During the first part of the meeting it was identified several issues for cooperation using the existing structure and meeting points in the two organisations, in addition was the idea of a possible North Sea Pilot Project discussed.

The meeting agreed to follow up these issues;

	Responsible Interreg	Responsible NSC
Practical cooperation between Interreg and NSC; <ul style="list-style-type: none"> <li>• Interreg is invited to all ExCom meetings</li> <li>• Interreg will designate one contact person for each NSC Thematic Group</li> <li>• Cooperation on preparing seminar during Open Days 09</li> <li>• Continue cooperation on future GA's</li> <li>• NSC thematic Chairs/Advisers will be invited to the relevant Interreg thematic seminars.</li> <li>• Seek the possibility for holding NSC thematic group meeting in connection to the Interreg thematic meetings.</li> </ul>		LH
Interreg plans a maritime event spring 09 and NSC participates in a Maritime Event 18-19 May in Aberdeen. We will investigate the possibilities for cooperation.		MB
Event in European Parliament late 09 or early 10, to make the MEP's aware of the work done in the North Sea. NSC agreed to help to plan such an event and to use our political contacts to make this event a reality.		LH



<p>Maritime Policy Pilot Project; NSC was challenged by DG Mare at our GA in June to launch a Maritime Policy Pilot Project. Such a project is interesting for Interreg as well and NSC was challenged to divide this project in two parts;</p> <ul style="list-style-type: none"> <li>• A pilot project under the priority Accessibility.</li> <li>• Take on the role as a umbrella for all Maritime Projects in the North Sea Programme.</li> </ul> <p>The NSC can not be a partner in the programme; the project must have partners from regions/county councils. NSC can have a role in the project for implementation and dissemination of results.</p> <p>In the umbrella part the ExCom can have the role as a “political reference group” and the thematic groups a role for dissemination and identifying common issues between the projects under the umbrella.</p> <p>It must be a goal to include governmental and private organisations in the Pilot Project. The Marine Resources group will prepare a first proposal for a Pilot Project and will start this at their meeting 1-2 December</p>		<p>LH/ Ann Bell</p>
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**Meeting of Executive Committee 16 – 17 October 2008, additional paper to item 6A:  
Recommendations for following up the report on “Promoting the success of the NSC”**

**Background**

When the recommendations to the above report was discussed at the Strategic Committee in Bayonne on 1 October, the members of the Committee felt a need to group the recommendations under part 2 – Ways of Working and part 3 – Corporate/Strategic approach into different categories according to their “implementability” on short, medium and long term. The reason for this wish is the fact that the recommendations under part 2 and 3 of the report are differing more internally than what’s the case for the recommendations under part 1 which as a general rule are more concrete and operational. Some of the recommendations under part 2 and 3 are more easily implementable in the short term, requiring no or few additional resources, whereas other recommendations would require principled policy decisions and resource allocations to be implemented. Some recommendations are felt to fall in an intermediary category, reflected in the category 2 below. In the following, an attempt is made to categorise the recommendations under part 2 and 3 with a view of structuring the discussion in the Executive, though it is not always obvious where to put the different recommendations.

**Categorisation of recommendations under part 2 and 3**

**Category 1: Recommendations easily implementable in short term, requiring no or few additional resources**

**i)** Reviewing the ways of working to see what steps could be taken to make it easier for politicians to take part, including those whose English is not so strong.

- Promotion of NSC activities – making the NSC more known among regional politicians
- Joint organisation of thematic meetings in conjunction with Executive meetings (only Chairs, Vice-Chairs and Advisers)
- All thematic groups meet on the Tuesday before the Annual Conference starts at the venue for the conference (all group members)
- Good and timely preparation of meetings
- Explore the need for organising educational activities (language and substance) for NSC politicians

**ii)** Using the new NSC website as a “knowledge exchange” for the NSC including a system of alerts, sharing of tools, techniques and reference materials etc.

- Investigate wiki/blog aspects for the new NSC website

- Organise Road shows in selected (non- or less active) regions to promote the work of the NSC
- Assign national members of the Executive with specific responsibilities for:

- Reporting regularly to Ex Com and General Assembly about NSC-relevant developments in their respective countries

- Building awareness of the NSC and strengthen relations with the national

- Leading ad hoc-groups and coordinating various investigations and studies, for instance on organisational matters.

**ii)** Seeking discussions with the INTERREG IVB North Sea Programme Secretariat on ways of strengthening the links between the NSC and the Programme.

- Arrange a meeting with the NSP Secretariat to agree on common priorities and operational “modalities”

**Category 2: Recommendations to be implemented on medium term, requiring more preparations and resource allocations than category 1**

- More focussed thematic group work plans

The Executive Committee must give the thematic groups clear political priorities, and the thematic groups must find how they can help to meet the political priorities in their work plans, preferably in terms of concentrating on fewer and more political issues.

- Closer coordination of thematic group Work Plans

This could take the form of implementing the same over all work plan adopted by the Executive Committee (see Corporate approach...), working parallel on some major policy themes such as maritime policy, energy & climate change, innovation and cohesion. Try to establish joint project(s) to meet the challenges of the ExCom?.

The two preceding bullets are however also related to the issue of “Corporate approach” dealt with under category 3 below, and it’s not obvious how to categorise these issues.

- Joint organisation on seminars and conferences on over all policy themes like Energy & Climate Change, maritime policy, innovation and cohesion etc.

**iii)** Adopting the “Benefits Delivery System” model as a tool for assessing the performance of the NSC.



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iv) Agreeing arrangements to review the structure and the remit of the thematic groups in terms of review schedule, performance indicators and changes in "external" environments

- Consider participating in an INTERREG project on maritime governance, with cross-sectoral working across the Thematic Groups

iii) Ensuring that opportunities for strengthening and resourcing of the NSC are pursued as part of the current review of the CPMR.

### **Category 3: Recommendations for longer term, requiring principled policy decisions and resource allocations to be implemented**

- Long term rotation system for filling NSC positions and offices
  - The home region of the Vice-Presidents allocate some resources to the NSC Secretariat
- i) Developing more of a corporate business approach for the NSC with a sounder basis for resourcing the work of the thematic groups.
- Greater co-ordination of thematic group work by Strategic and Executive Committees
- Consider to post a NSC representative in the CPMR Secretariat on a permanent basis
  - Explore the feasibility of establishing a permanent NSC "mission" in Brussels through one of the offices of the member regions.