

# Example Trolley



(INTERREG Central Europe)

**Associated partner: Van Hool NV**

**Trolley** promotes trolleybuses as a clean and economical means of transport in Central Europe.

## The company

**Van Hool** is a Belgian bus manufacturer. With more than 4,000 employees, the company offers a broad range of diverse vehicles for sustainable urban transport. Van Hool supports the Trolley project as an associated institution.

## Benefits for the project

The added value of the involvement of Van Hool lies in the technical expertise provided by one of the leading industrial partners of the Trolley Community and the utilisation of the communication channels and networks of Van Hool for the project.

## Benefits for the company

By supporting the Trolley project, Van Hool increases the public perception of the company as innovative provider; it can exchange experiences with other competitors and “Trolley cities” and further expand its existing networks.

*„The involvement of van Hool in the Trolley project is of important strategic relevance for us and has already led to a number of concrete results.“*

## Contact

Paul Jenné (Bus project manager)

Paul.jenne@vanhool.be

## How can I involve private partners successfully in my INTERREG project?

- Ensure conformity of project goals and business objectives;
- analyse possibilities and limitations of the planned project as well as the available resources of all partners in order to avoid wrong expectations;
- develop a targeted strategy for the most effective involvement of the private partners in order to define adequate project activities and cooperation models.

## How do I use the involvement of private partners for the project?

- Use the current and practical know-how of private partners for innovations;
- integrate the market and marketing know-how of companies in a targeted way in order to achieve sustainable project implementation and application-oriented results;
- open networks of private companies to all project partners;
- make communication channels and technical infrastructure of private partners available to the project.

## Contact

Federal Institute for Research on Building, Urban Affairs and Spatial Development within the Federal Office for Building and Regional Planning  
E-Mail: [Interreg@bbr.bund.de](mailto:Interreg@bbr.bund.de)



Federal Ministry  
of Transport, Building  
and Urban Development

**INTERREG<sub>B</sub>**  
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# Public-private partnerships in transnational projects

## Possibilities and limitations



A research project to analyse benefits and limitations of participation of private actors in INTERREG B projects.

## Project goals

So far, private actors are only insufficiently involved in transnational projects. Furthermore, the different INTERREG cooperation programmes apply very dissimilar procedures.

This leaflet presents positive experience of concrete public-private partnerships from the INTERREG IVB programmes, which can be generalised, and it gives recommendations as to how they can be used in future. They are based on analyses and expert interviews in the framework of a research project, which was conducted on behalf of the Federal Ministry of Transport, Building and Urban Development.

## For private partners, INTERREG projects are

- a good tool to open up new markets and to test new ideas;
- a possibility to create networks and to increase the visibility of the company in the market;
- a path towards cooperation between competitors in a market segment;
- a good opportunity to gain „EU experience“;
- a good option to work more intensively on one's own topics in cooperation with European partners;
- a way to establish the company as a potential investor and service provider.

## Example BLAST

(INTERREG North Sea Region)  
Partner: Jeppesen GmbH



**BLAST** (Bringing Land and Sea Together) fosters maritime safety in the North Sea Region.

### The company

**Jeppesen**, a subsidiary of Boeing, processes aeronautic and nautical data and develops important navigation and optimization solutions for airborne, waterborne or rail transport.

### Benefits for the project

- Latest know-how in the field of harmonisation of maritime information for all project partners provided;
- company's technologies made available for project implementation;
- opportunities opened up for the project partners to use existing international networks and organisations.

### Benefits for the company

Development work in the field of maritime information for safe shipping and navigation is a business objective of Jeppesen. Against this background, the company benefits from the involvement in the BLAST project by the exchange of know-how and the joint development of ideas.

### Contact

Michael Bergmann (Director Maritime Industry)  
michael.bergmann@jeppesen.com

## Example AlpEnergy

(INTERREG Alpine Space)  
Lead partner: Allgäuer Überlandwerk GmbH



**AlpEnergy** examines possibilities of regionally supplying renewable energies.

### The company

For more than 90 years, **Allgäuer Überlandwerk GmbH** (AÜW) has been offering a broad spectrum of services. Currently, AÜW is the largest regional electricity provider, serving more than 100,000 customers.

### Benefits for the project

The local integration of AÜW as well as its means of communication contribute to informing the regional public actively about the challenges of future energy supply, the project contents and results. The aim is to incorporate the suggestions of the citizens in all future actions.

### Benefits for the company

The insights gained in the project serve AÜW as a basis for new products and energy services.

*„With the AlpEnergy project, AÜW can significantly strengthen the energy future in the Allgäu region and gain experience.“*

### Contact

Michael Lucke (Managing Director)  
Michael.Lucke@auew.de