



Priority 1: Thinking Growth: Supporting growth in North Sea Region economies

PROWAD LINK **PROTECT & PROSPER**



Benefits through linking sustainable growth with nature protection

To unlock the potential of **nature heritage brands** as a driver for jobs and **sustainable regional development**, this project will engage **small and medium-sized enterprises** in nature conservation. Innovative tools and strategies will be developed and tested to improve access to nature heritage brands, enhance sustainability efforts and develop innovative marketable offers. The project aims to increase revenue from sustainable offers and products in line with brand and protection values, increase investment in sustainability and create long-term collaborations in cross-sector knowledge partnerships. The project will be implemented in the pilot regions of the **Wadden Sea** (DK, D, NL), **Geiranger Fjord** (NO), **Wash & North Norfolk Coast** (UK) and give solutions to alike nature sites on a national, European and potentially global scale.

Total budget **3.798.892 €** | ERDF contribution **1.765.740 €**

northsearegion.eu/prowad-link