



**Proposal of NEA2 Common Transnational Action**

**COMMON ACTION 3.1.1. MARINE LEISURE INNOVATION SURVEY**

<b>Thematic Working Group</b>	ECONOMY
Precise title of the Common Transnational Action (and number, for example 5.1.2)	3.1.1. Research and innovation survey of marine leisure businesses. 3.1.2. Marine business research and innovation conference/seminar in Cornwall in October 2010.
Title and number of the Generic action corresponding to the concerned Common Transnational Action (For example 5.1)	3.1 Develop research and innovation within the marine leisure sector.
Objectives of the Common Transnational Action	Research Development - business innovation inventory, limits to growth analysis. Development of cooperation between marine leisure business and research centres. Support and encourage innovative projects. Set up a marine leisure industry network for the Atlantic Area Region.
Target of the Common Transnational Action (public, key-players, venues,...)	Marine Leisure Sector businesses - industry, activities, marinas etc. Research centres.
Descriptive summary of the Common Transnational Action: content, ....	3.1.1. Research and innovation survey of businesses in each participating region. Based on North Devon Plus pilot survey, François's note in annex and other suggestions from participating partners who will coordinate to produce one core survey to be used by all. Further innovation and research work agreed on after the survey. 3.1.2. Organisation of a Marine business research and innovation conference/seminar in Cornwall in October 2010.
The different steps in the implementation (with dates)	The Economy Work Package Timeplan sets out the plan of work. As the project progresses, this time plan will become more detailed and will be updated and sent to the relevant partners.
Partners participating	2,3,4,5,8,16,17,18,21,22
Partners wishing to lead the Action	3.1.1. 4 and 17 - Isabelle Bromham (ND +) and Yann Gonthier (NEF) 3.1.2. 16 - Cornwall.
Transnational character of the common transnational action	3.1.1 Nine regions will participate in the business and innovation study and the networking, innovation and research actions that arise from it. Joint documents will be produced and a true transnational exchange of knowledge and innovation will take place. 3.1.2. The conference in Cornwall will include partners and businesses from all the regions involved in the projects. This will be a transnational networking event and will give all participants the opportunity to exchange the work of the project so far.
Methodology for implementing the common transnational action (steps, agenda,...)	3.1.1. Methodology proposed by Isabelle Bromham and Yann Gonthier. 3.1.2. The conference will be organised using the NEA II project's own green event manual produced by the NEA II Environment Working Group.
Documents that will result from the action	2 Atlantic Area Business and innovation surveys carried out with results produced for the NEA II website. 1 set of good practice innovations in the Marine Leisure industry.
Communication (progression, results,...)	Progress will be reported at each work package meeting. Press releases will be issued at each noteworthy point in the project. All information produced by the Economy Working Group will be published on the NEA II website.
Indicators	1 Marine Leisure industry innovation forum set up. 1 Conference on Marine Leisure industry research and innovation (Cornwall). 2 Atlantic Area business innovation studies produced (including at least 10 regional studies). Innovation business matching activity. Coordination and communication of innovation activity and exchange visits.