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## **EU4Regions - How EU-funded projects transcend borders, strengthen regions and advance sustainable solutions**

*Hamburg (ots) -*

**Seven countries, numerous themes, one shared goal: With the "EU4Regions" project, the impact of EU cohesion policy has been made visible for citizens - and the added value of cross-border cooperation was made tangible.**

Over a period of 12 months, the multimedia project "EU4Regions" provided journalistic coverage of outstanding initiatives from Germany and its neighbouring countries. It focused on local challenges - from environmental protection and biodiversity to sustainable agriculture and tourism, and also culture and digitalisation. The project was funded by the European Commission and aimed to make the influence of European cohesion policy on people's daily lives perceptible.

### **Twelve projects – twelve insights into a sustainable, shared future**

During the course of the project, ten pioneering initiatives were showcased in high-quality text, video, and photo contributions:

**"Regio-Plants"** explored innovative methods for regional food production - focusing on plant-based materials and cross-border expertise between Bavaria and Upper Austria.

**"APRIORA"** developed new procedures for the analysis of pharmaceutical residues in water and established a network of research and authorities in the Baltic Sea region.

**"Baltic Sea Region Cultural Pearls"** demonstrated how culture in smaller towns strengthens social cohesion and creates new perspectives for regions. **"ResKuh"** combined modern sensor technology with animal welfare and promoted sustainable farming in the German-French border area.

**"Living Alps"** used digital solutions to make tourism in the Alps more environmentally friendly and to guide visitor flows intelligently.

**"Boundless Landscape"** worked on climate-resilient nature through joint conservation measures along the German-Dutch border.

**"AKWA"** turned the Ritterbach in the Czech-German border region into an early-warning system for environmental pollution and provided new approaches for monitoring and prevention.

**"MoPA"** developed socio-economic monitoring for sustainable nature conservation with citizen participation in protected areas along the German-Polish border. **"Viva la Fauna"** created new habitats for endangered species and strengthened biodiversity in the German-Polish border region.

**"Bridging Neighbours"** promoted exchange, understanding, and shared experiences in the German-Czech border region - from hiking trails to joint events. **"Rhinaissance 2.0"** set new standards in the ecological restoration of the Rhine on the German-French border.

**"Citylogistic 2.0"** developed a forward-looking concept for sustainable parcel delivery in urban areas.

### **A strong signal for Europe on the ground**

"EU4Regions" has shown how European funding leads to concrete solutions for local challenges - with visible benefits for people, environment, and society. The projects presented are exemplary of what European cooperation can achieve: pooling knowledge, overcoming borders, and initiating sustainable change.

### **Multimedia content still available**

All contributions - videos, photos, and texts - remain available online beyond the project's end and continue to offer insight into the diversity of European regional policy. The content is freely available to media for download and editorial use. Use on websites and social media channels is explicitly welcome.

## **Funding note**

*The "EU4regions" project receives funding from the European Commission, Directorate-General for Regional and Urban Policy (DG REGIO).*

## **Description of the project:**

Cohesion policy has defined clear objectives for the 2021-2027 funding period: A smart Europe through innovation, a greener, low-carbon Europe, a more connected Europe, a more social Europe and a Europe that is closer to its citizens. Sustainable challenges are becoming the focus of society, particularly in Germany and its neighbouring countries. The "EU4regions" project will produce high-quality multimedia and journalistic information on cohesion policy and then disseminate it widely. Within 12 months, Interreg projects from Western and Eastern Germany and neighbouring countries/regions will be presented to highlight local challenges. The countries concerned are Poland, the Czech Republic, Austria, Switzerland, France, the Netherlands and Denmark. Our thematic focus is on sustainability, whereby we understand sustainability as a whole. Although climate issues are at the centre of attention, they are complemented by economic and social aspects. The aim is to show how EU cohesion policy affects regions and people.

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