Irish Central Border Area Network (ICBAN)

Thursday 28th February 2019
Kajaani, Finland
Integration with other Tourism Assets
Lead Partner (LP)

- Local Authority led cross border development organisation - area of Central Border Region (Ireland and NI)
- Support the economic and social development of our cross border economies
- Literary Tourism is one opportunity with an untapped potential for our area
- We draw on our experience as Lead Partners in the delivery of €50 million + in EU cooperation funding
Lead Partner

• How did the partnership come about?
• As important to SMEs and tourism promoters in our local area, just as much as in Kainuu
• The programme - NPA priority 2 focus
• A European fund and an opportunity for us to engage with areas like Finland in promoting such a project in our own cross-border region
**Lead Partner (LP) - Responsibilities**

- Overall financial administration & accounting of the Project;
- Liaise with the NPA Secretariat, Managing Authority & Project Partners
- Provide development support & assistance;
- Promote synergies across partners, themes & the overall Project;
- Encourage & motivate Project Partners
Lead Partner (LP)

• The importance for the project to animate hard to reach and indigenous groups

• The Observer 26 January 2019: Young women aged 13 to 24 are now biggest consumers of poetry in the UK in a market that has grown by 48% over the past five years to £12.3m

• Today, nearly 40% of poetry buyers are women under 35 while just 18% are men over 34. The proportion of teenage boys and young men who purchase poetry has also increased

• Many young women have set up their own poetry publishing houses noticing that big publishers were run mainly by men – and that certain styles of poetry were not being published.
Thank you!
Kiitos!

- Partners
- Regional Council of Kainuu
- NPA Secretariat