

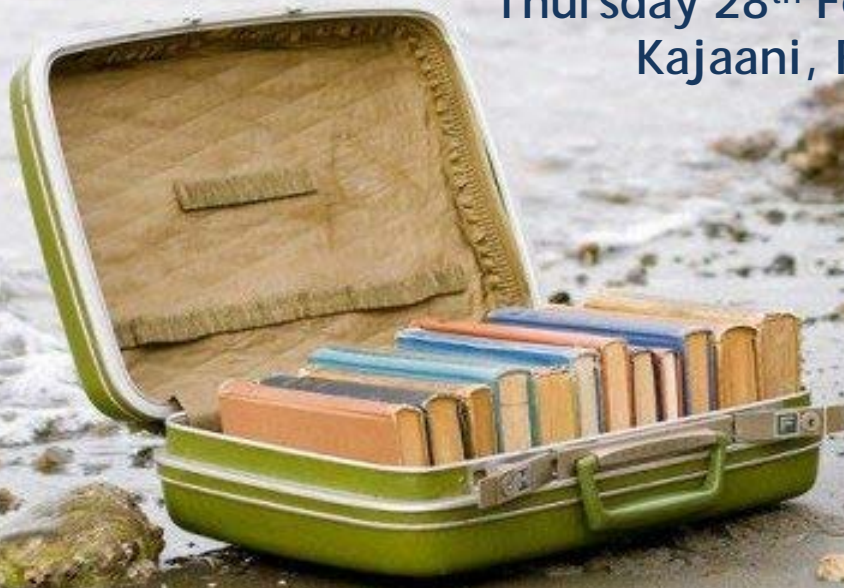


Northern Periphery and  
Arctic Programme

2014–2020

# Irish Central Border Area Network (ICBAN)

Thursday 28<sup>th</sup> February 2019  
Kajaani, Finland



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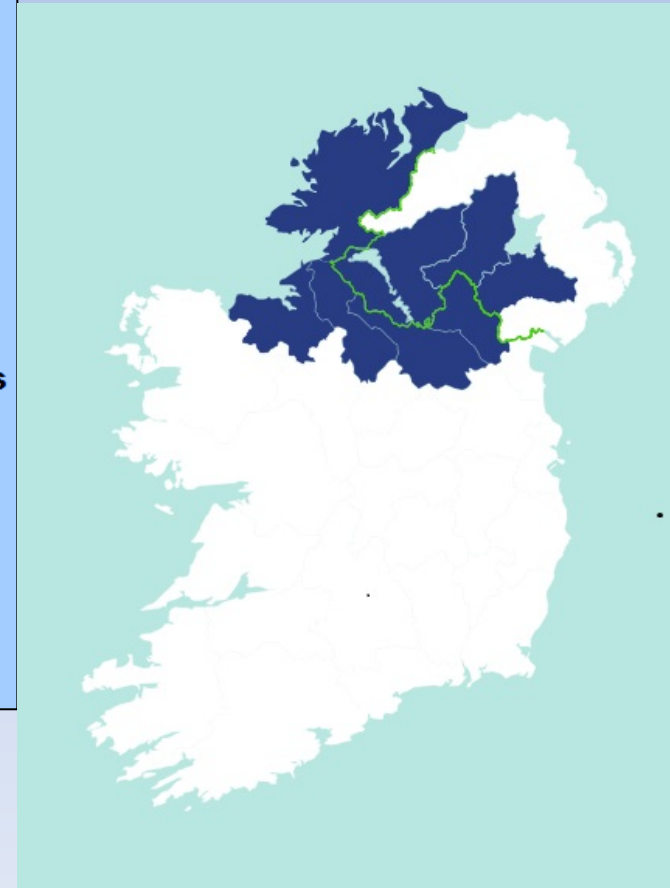
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# Integration with other Tourism Assets



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**Central Border Region  
Working Together**  
A Spatial Planning Initiative





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## *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



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## *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



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## *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



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## *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.





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**Thank you!**  
**Kiitos!**

- **Partners**
- **Regional Council  
of Kainuu**
- **NPA Secretariat**



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