

# Northern Potential

Across the Northern Periphery a wealth of information is stored by the various public bodies and much of it is held in internal databases that are not accessible to the public. However, access to this information is useful for the public in making informed and comprehensive decisions. The Northern Potential project seeks to resolve the deficit in information provision and to overcome this issue by providing access to integrated knowledge bases that are user friendly and supported by modern communication tools. The partner regions have varying levels of experience in developing internet knowledge-bases, applications and tools, and the NPP project will help exchange knowledge and expertise in this field while providing an arena for transnational interaction. The partners will develop quality knowledge bases, a transnational discussion forum and personalised communication tools on the Internet. Knowledge base content includes regional statistics, economic analysis, news and address registers with links to partners, the Northern Periphery, EU and national government websites. User-friendly tools for the public will include web based e-mail, a search mechanism, GIS mapping applications, and the ability to securely store and modify personal information and text that can be accessed from any PC.

## Objectives

The core objectives of the project are to provide enhanced access to integrated information services for the public in the three regions. It will provide the public, journalists, politicians, administrators, students, teachers, the voluntary sector and entrepreneurs with access to accurate and trusted information and the ability to communicate electronically.

## Project activities

- Develop three regional portal websites with a common knowledge base and transnational discussion forum for use by the public, community groups, businesses and other interest groups.
- Develop personalised communication tools for three regional websites publicly accessible on the internet.

## Expected results

The main project deliverables are for the partners to develop quality knowledge bases, a common discussion forum and communication tools for three regional public sector partnership websites.

Through making better use of new technology, the project enables the regions to enhanced their capability to:

- Enable and provide citizens and organisations with the potential to become better informed, by introducing a single point of access to trusted and quality sources of information about the three regions, including comparative information.
- Connect and enable people and regions to network over the communications channels of the 21st Century
- Raise the profile of the three regions and of the Northern Periphery within the participating regions and the rest of Europe
- Develop regional capability to submit integrated, electronic and democratic submissions to the EU
- Communicate and break down the barrier of distance within the Northern Periphery and Europe
- Enable sharing of knowledge, data and skills between the regional partners
- Improve the efficiency and effectiveness of services to meet the needs of the public, business and other interest groups.

## Partners

Highland NHS Board - Scotland  
Highlands & Islands Enterprise - Scotland  
Norrlandsförbundet, Norrland Federation - Sweden  
Landsdelsutvalget - Norway

**Measure**  
1.2

**Total Budget**  
1 070 000

**NPP Award**  
642 000

**Project Period**  
05/03/2003 – 28/02/2006

**Countries Involved**  
Sweden, Scotland, Norway

**Lead Partner Organisation**  
The Highland Council  
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