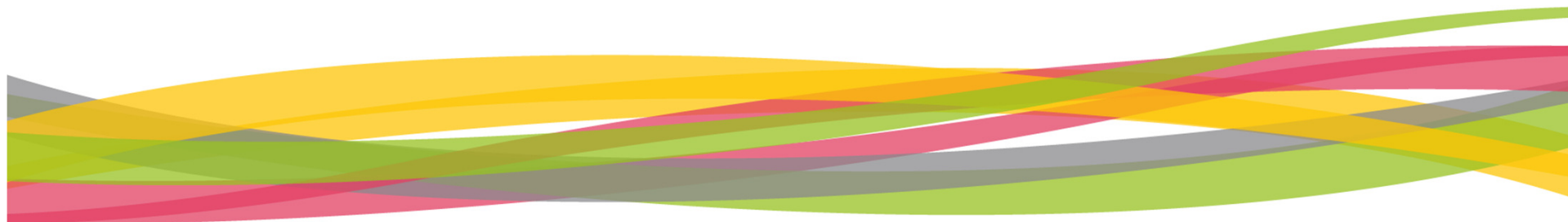


Welcome to Interwork 2

From expression of interest to full application

wifi: FELIX MERITIS

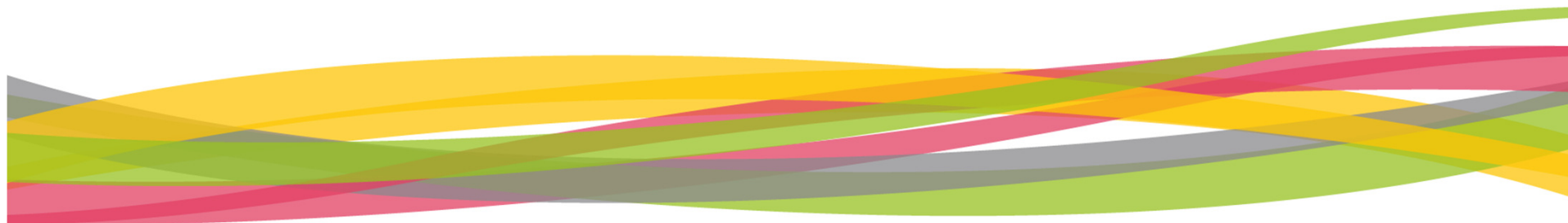
code: keizersgracht



Transnational interwork event for Call 2: Develop your project proposal

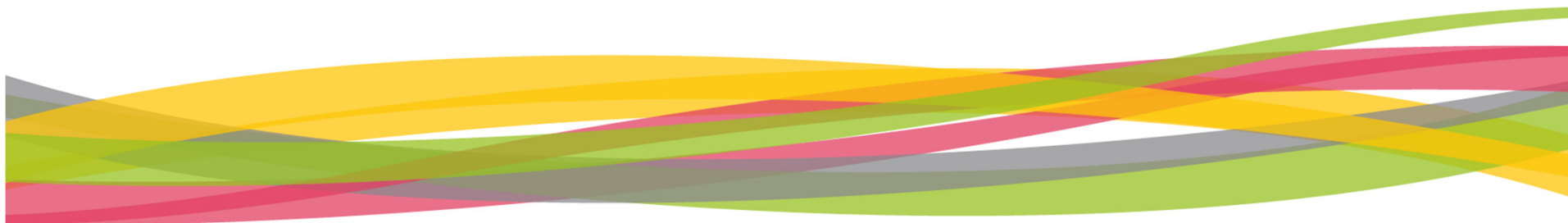
Overview about the outcomes of Call 1

Jesper Jönsson
North Sea Region Programme



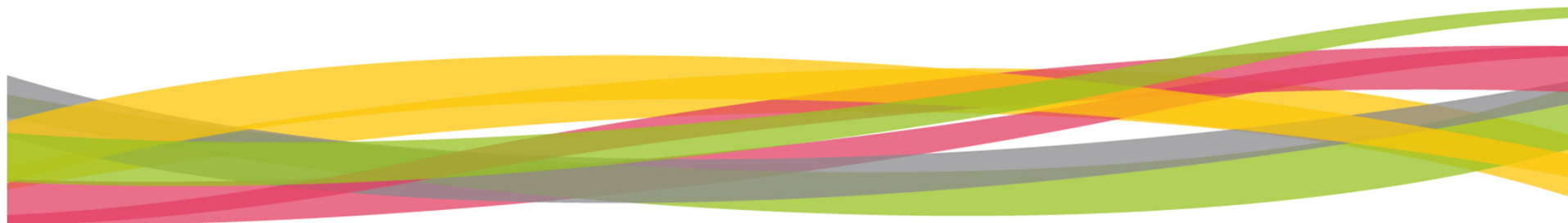
Key objective:

- Get an overview about the Expression of Interests and Full Applications which have recently been approved.



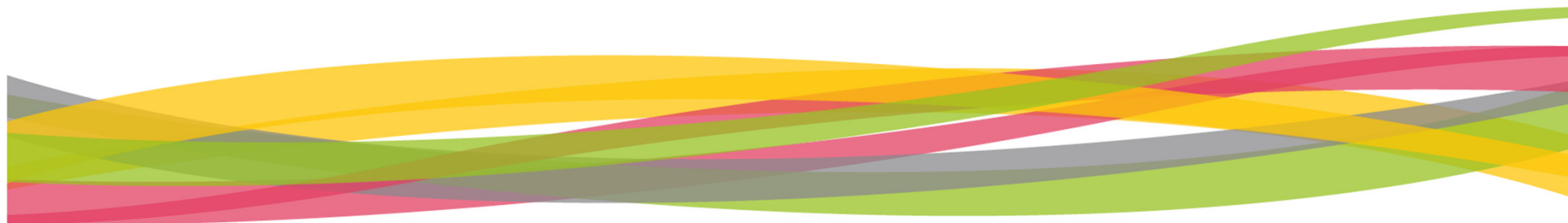
First Call for Applications:

- 78 applications in total
- 50 projects submitted for EoI
- 28 projects submitted for Full Applications

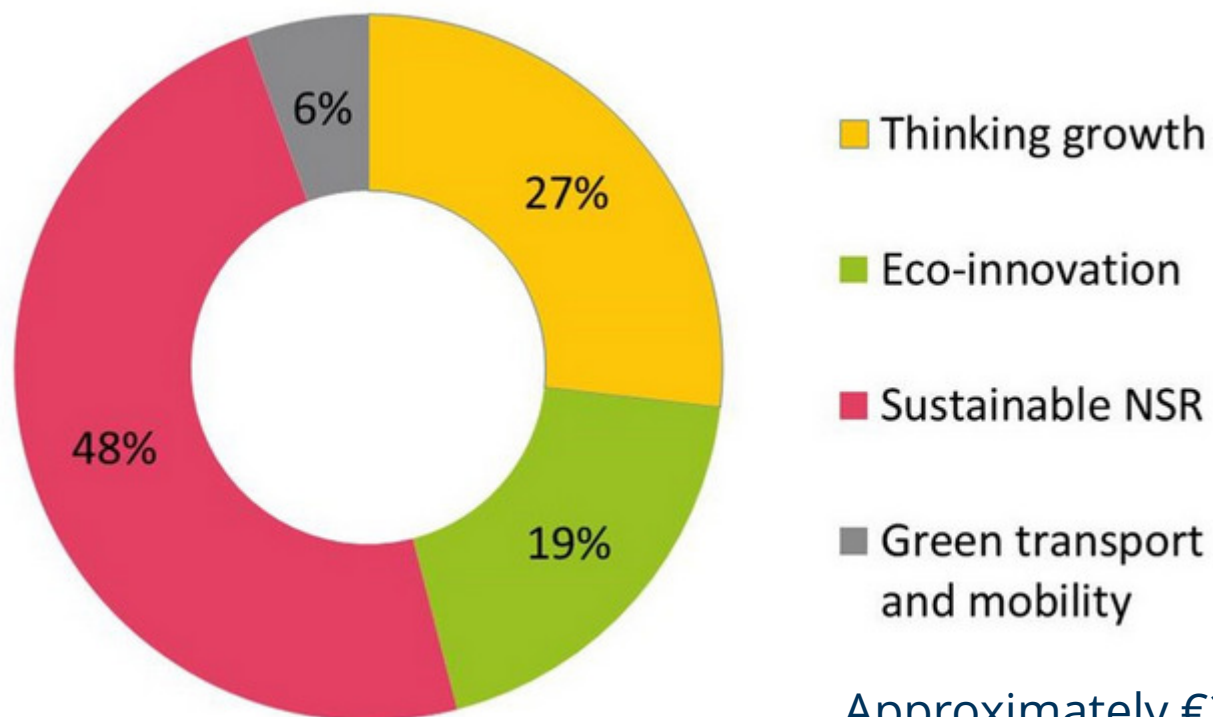


Key outcomes of Steering Committee #1:

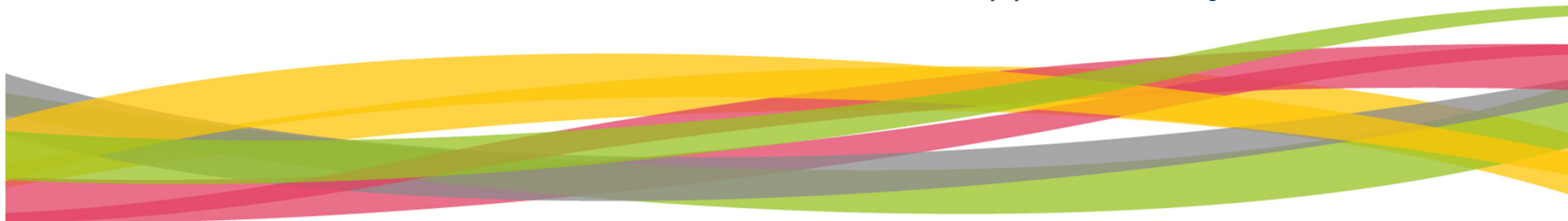
- 12 Full Applications were approved
- 3 projects were invited to re-apply through Written Procedure
- 5 projects were invited to re-apply for the second call for applications
- 25 Expression of Interests were approved and invited to submit a Full Application



Distribution of grants for Full Applications:



Approximately €27 M allocated



Approved Full Applications per priority



CC: Create Converge



Lean Landing For Micro SMEs: Soft landing for SMEs in the North Sea Region



REFRAME - Towards a Regional Food Frame



SHINE: Shared value creation in the Healthcare economy through INTEgrated business modElS



SCALE-UP: Supporting Clean-tech innovators in Accessing Large Enterprises through Unlocking Procurement



DUAL Ports: Developing Low carbon Utilities, Abilities and potential of regional entrepreneurial Ports



BWN: Building with Nature



FAIR: Flood infrastructure Asset management and Investment in Renovation, adaptation and maintenance



TOPSOIL: Top soil and water - The climate challenge in the near subsurface



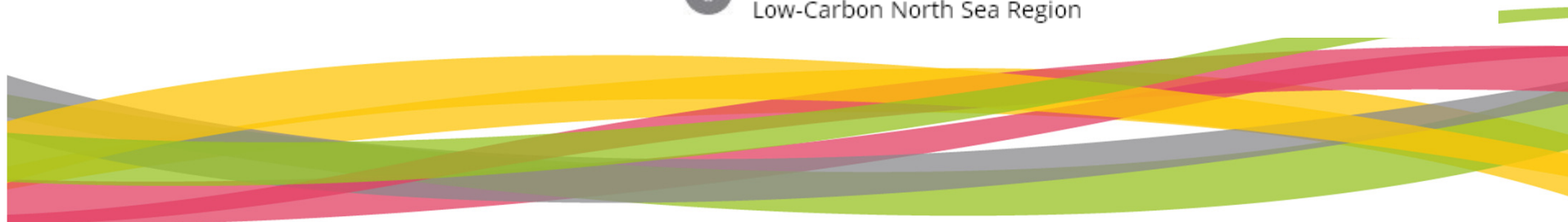
NorthSEE: A North Sea Perspective on Shipping, Energy and Environment Aspects in MSP



WaterCoG: Water Co-Governance for sustainable ecosystems

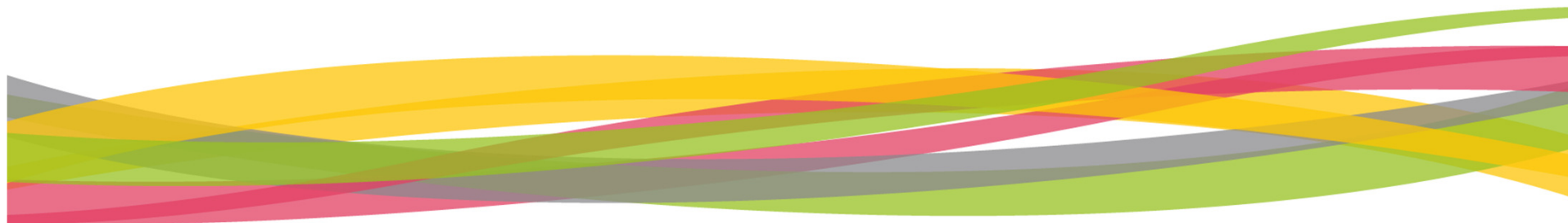


SHARE-North: Shared Mobility Solutions for a Liveable and Low-Carbon North Sea Region



A broad range of project beneficiaries involved in Full Applications:

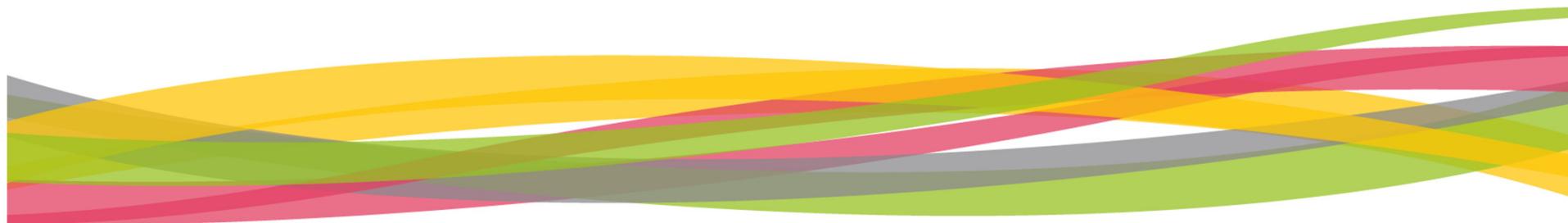
- 144 beneficiaries involved in approved Full Applications
- 5 out of 7 countries involved as Lead Beneficiaries
- 73 beneficiaries from public organisations
- 17 beneficiaries from universities
- 54 private beneficiaries from private sector



Transnational interwork event for Call 2: Develop your project proposal

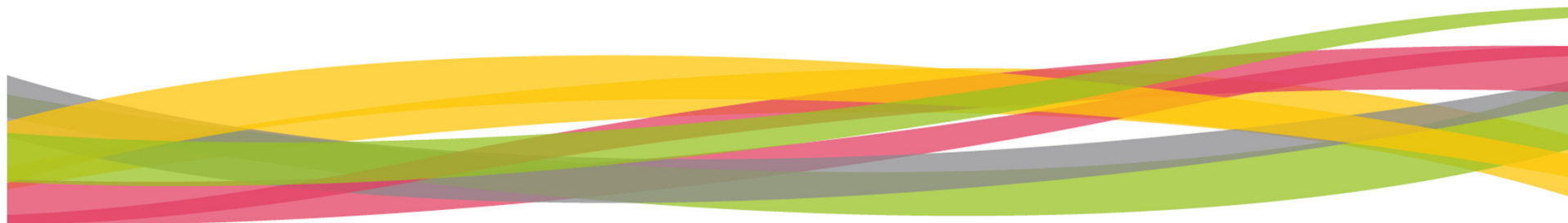
Important things to consider
– lessons learned from Call 1

Kira Petersen
North Sea Region Programme

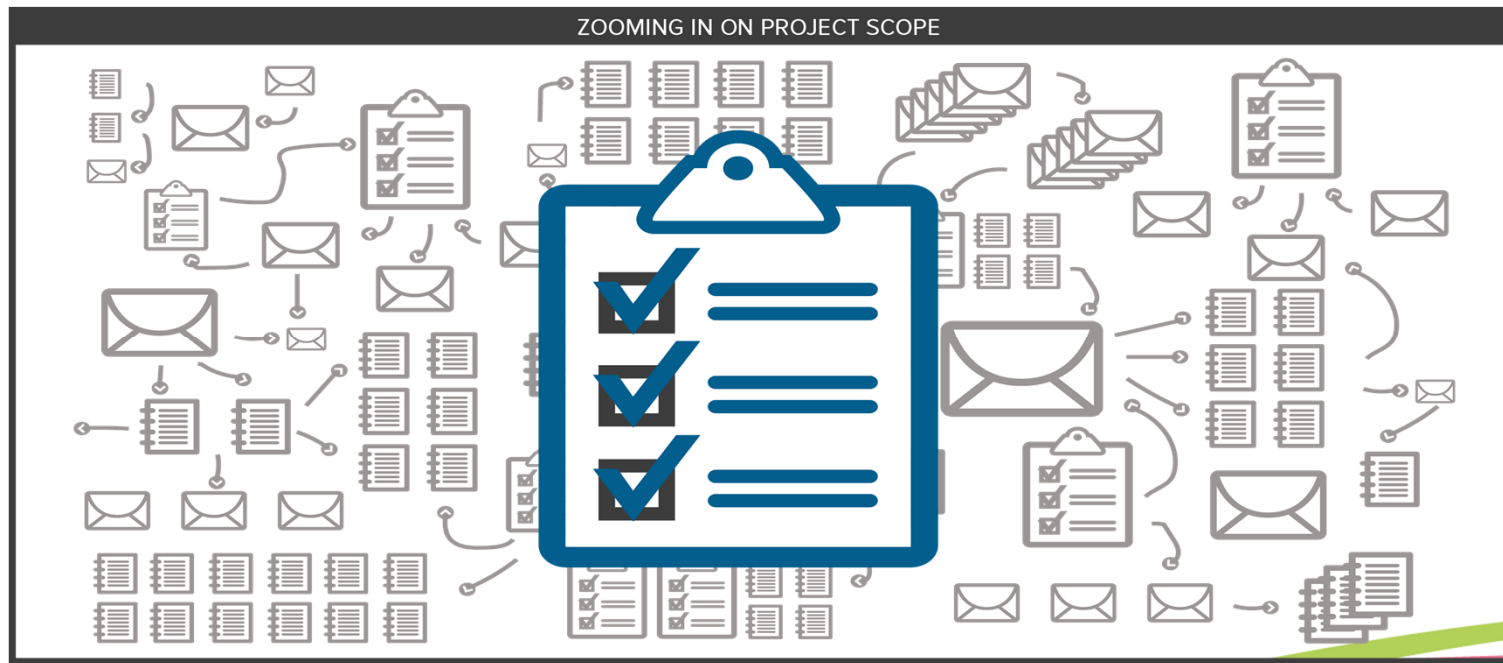


Technical Assessment

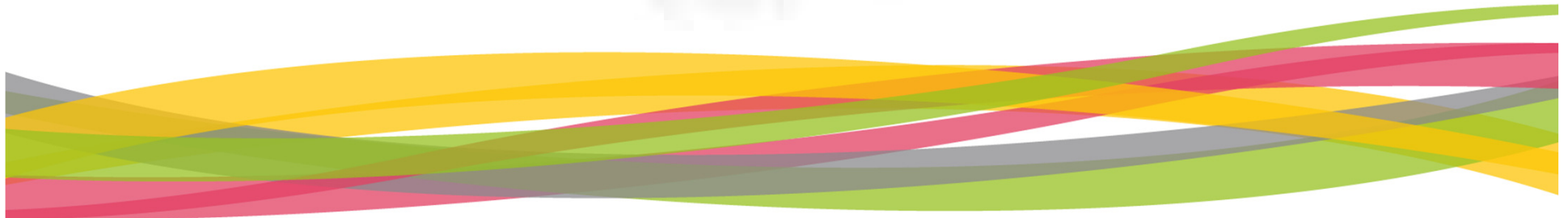
- 4 Strategic categories and 4 Operational categories
- 4 scoring options for each category: Strong, Sufficient, Weak & Insufficient
- More info – Fact Sheet 19 Technical Assessment



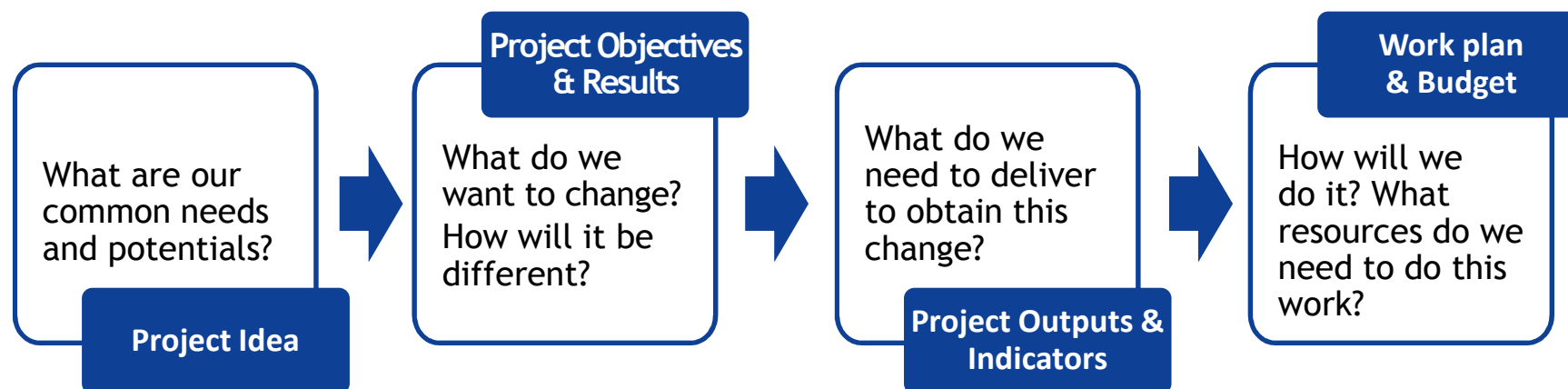
Project Context



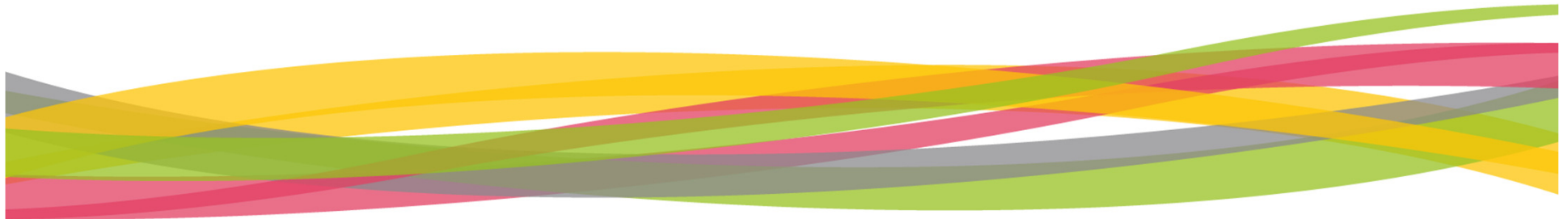
Transnationality – joint development and implementation



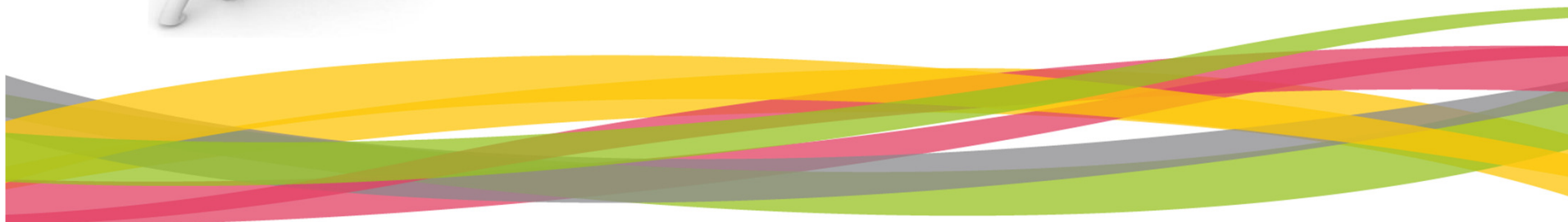
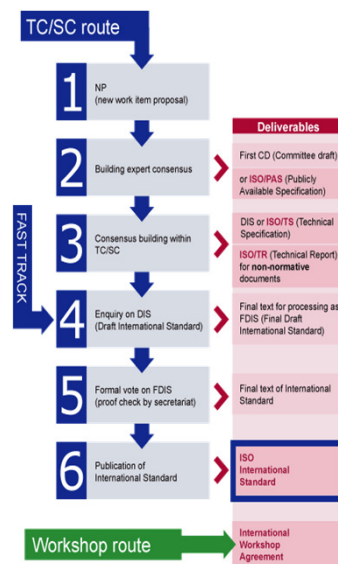
Project Intervention Logic – how to think of it from the applicant side



Deliverables? Outputs? Results?
What is the difference?!



Deliverables – more precisely what are they?



Output indicators – 5 compulsory

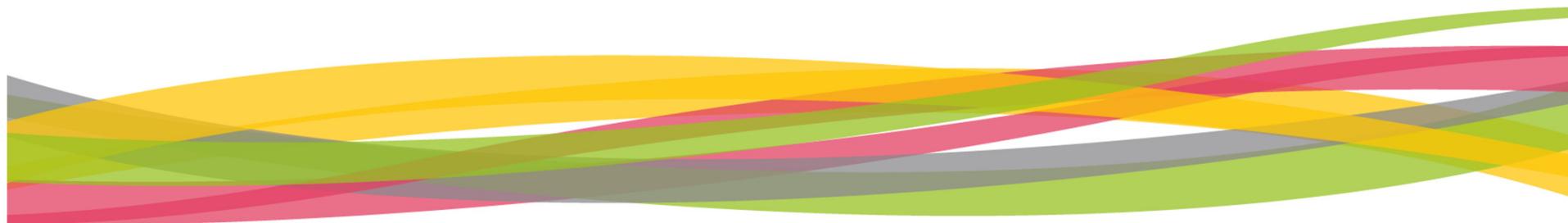
C.2.2 Output indicators

Indicator	Target
Number of new and/or improved climate change adaptation solutions demonstrated	10
Number of enterprises participating in cross-border, transnational or interregional projects	15
Number of research institutions participating in cross-border, transnational or interregional projects	4
Number of organizations/ enterprises adopting new solutions by project end	8
Number of organizations/ enterprises informed about new solutions by project end	150

Project Results – Measures the benefit/change which can be attributed to your project (2-3 per project)

Examples:

1. Reduction in flood risk at target sites by XXX%
2. Performance of infrastructure will be enhanced/increased/improved by xxxx
3. Increase in number of graduates completing a trial work period in an SME



Example – Specific Objective 3.1

3.1 Demonstrate new and/or improved methods for improving the climate resilience of target sites

- **Project Output Indicator:** Number of new and/or improved climate change adaptation methods demonstrated
- **Project specific result confirming usefulness of the output. More than one possible:** E.g. Flood risk reduction at target site (with defined measurement unit)
- **Required Programme result:** Capacity of relevant authorities / practitioners around the North Sea to identify and implement ways of improving climate change resilience



23. Indicators

Typical project?

- + 12 deliverables
- + 6 outputs
- + 3 results

Less is more...

How to select and use indicators



Select deliverables from the list of options based on main activities



Use the output indicator for the specific objective you are working with



Use all five compulsory output indicators as required by the European Commission



Explain how your project outputs and results contribute to Programme results



Set realistic targets for all indicators and plan how to collect data



Select your own project results to measure the quality of your output



Report on progress at least once a year

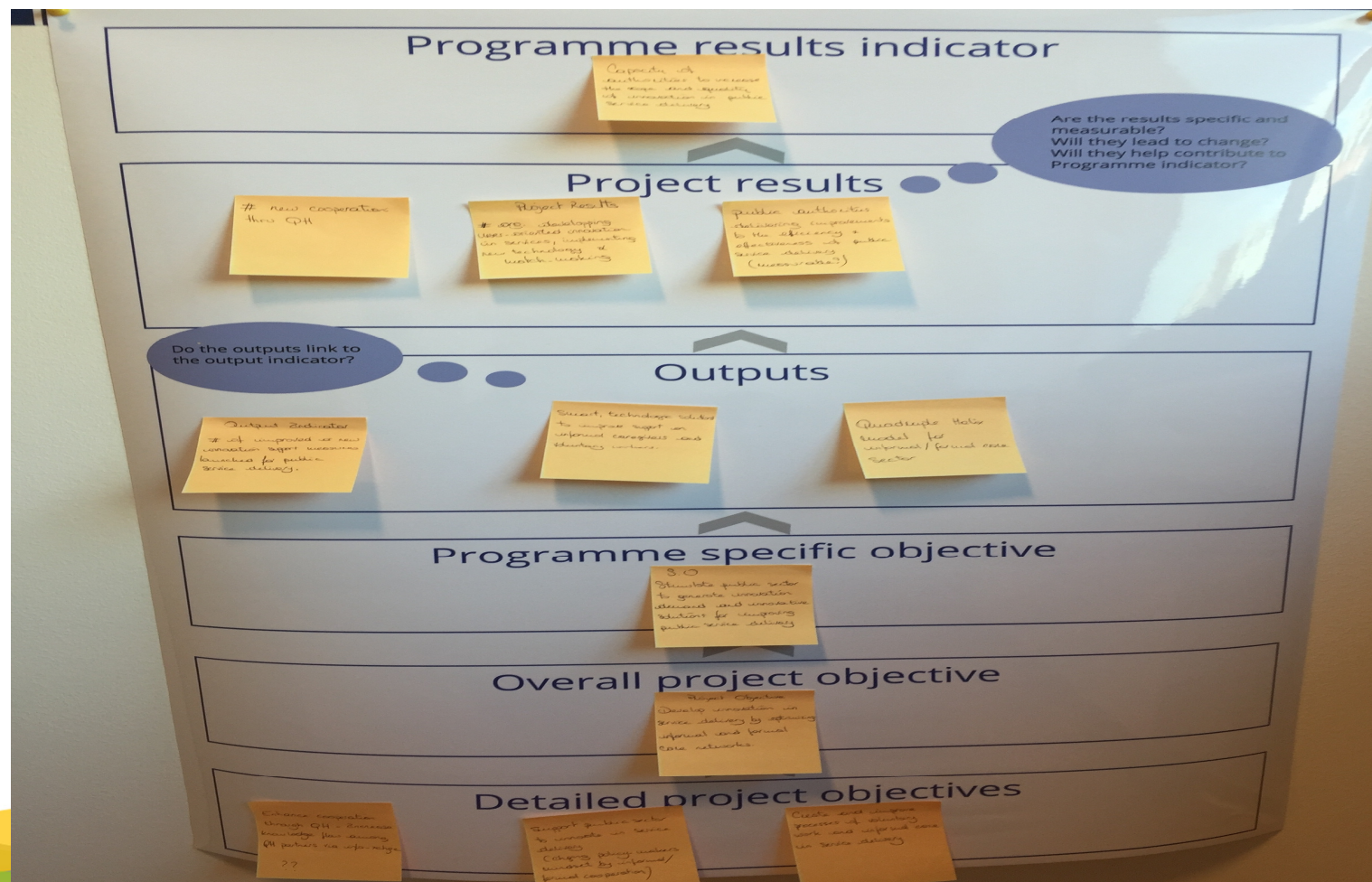


Progress on targets is important - if the Programme does not reach 85% of targets, the Commission may not pay all funds



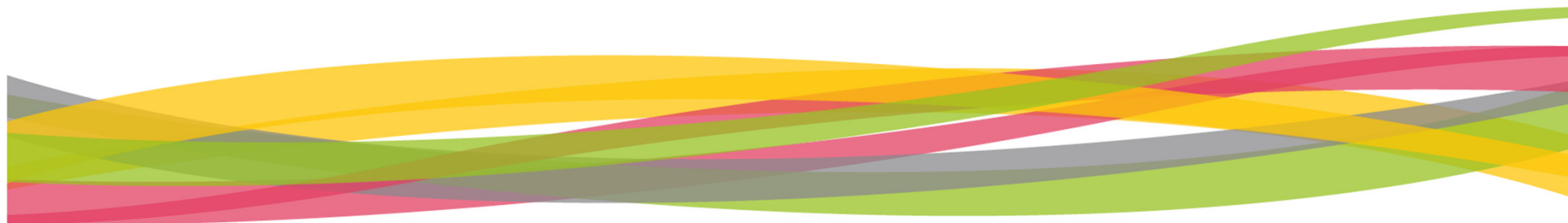
Make sure you can provide evidence for the figures you report

Project Intervention Logic –how we assess!



Partnership

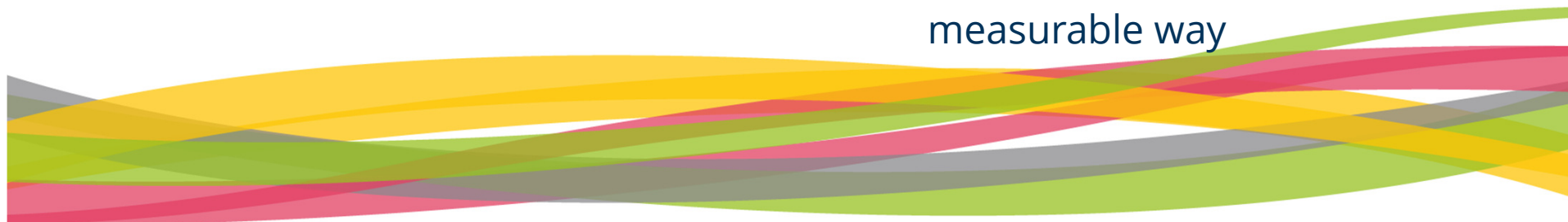
- Beneficiaries must be relevant (competences and geographically) & complimentary
- Good balance between types of beneficiaries – research institutions, local authorities, NGOs, SMEs etc
- Each beneficiary must have a defined role and specific contribution to the project!



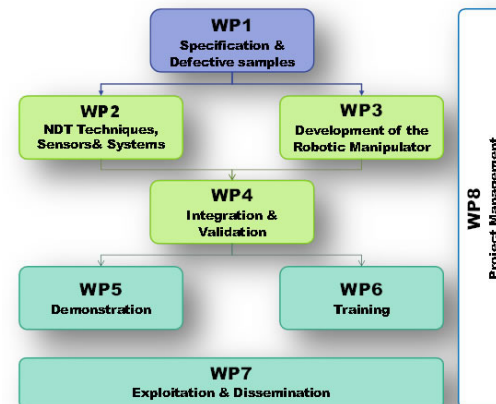
Communication Objectives



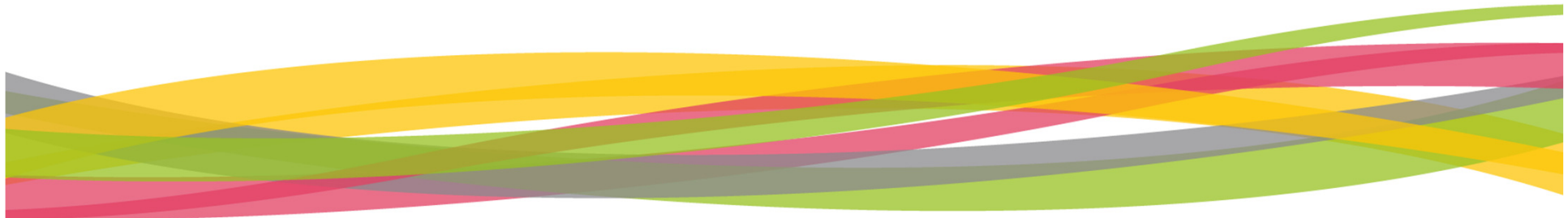
1. Aim to be SMART (Specific, Measurable, Achievable, Relevant and Time bound)
2. Not just activities, outputs, deliverables
3. Should explain the 'why' they communicating and what they want to achieve in a measurable way



Work Plan

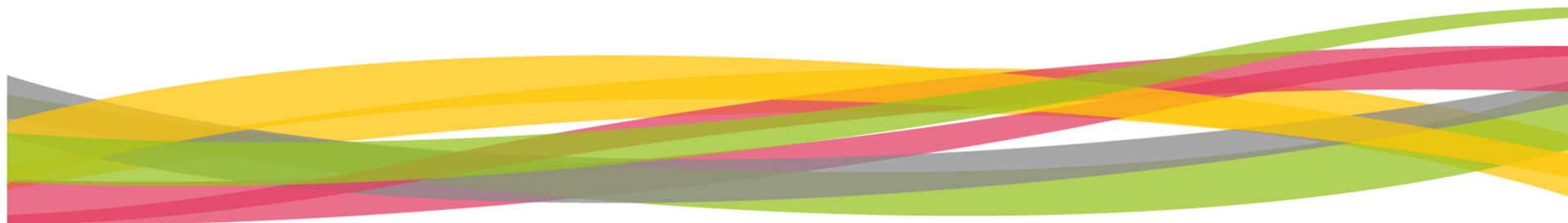


Logical sequence



Material investments - Important things to consider

- Are they necessary for the delivery of the project?
- Will they contribute to the results?
- Do they demonstrate transnational relevance and added value which can be useful outside the partnership?
- More info – Fact Sheet 6



Final Notes:

- Application should be focused and well defined
- Simple and clear language
- Relevant partnership
- Relevant for the programme
- Clear transnationality and additionality
- Results, results, results! Think change, benefit and achievement!

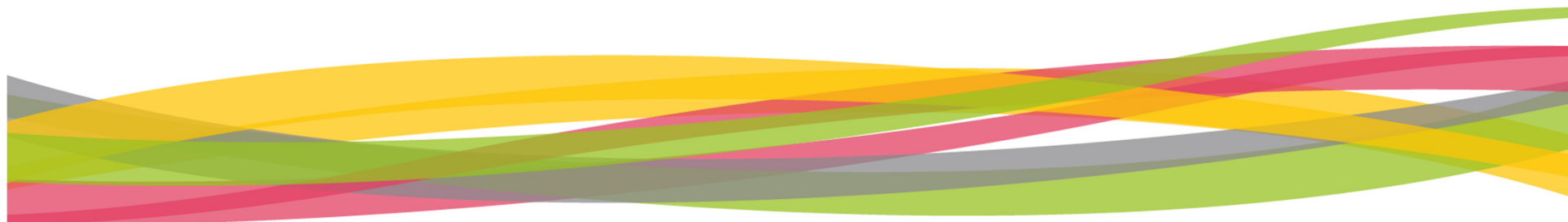


Rikke Sørensen
Interwork #2
December 2015



Agenda

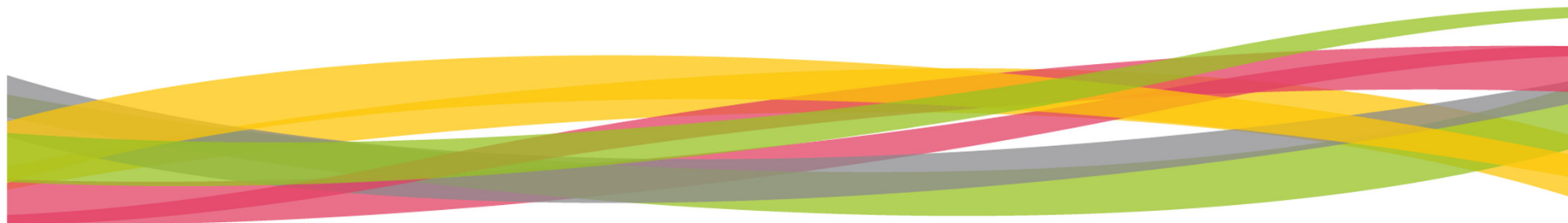
- + Programme's communication tactics
- + Project communication – why bother?
- + Connecting the dots
- + What are we looking for in projects?
- + What are we *not* looking for in projects?
- + After project approval



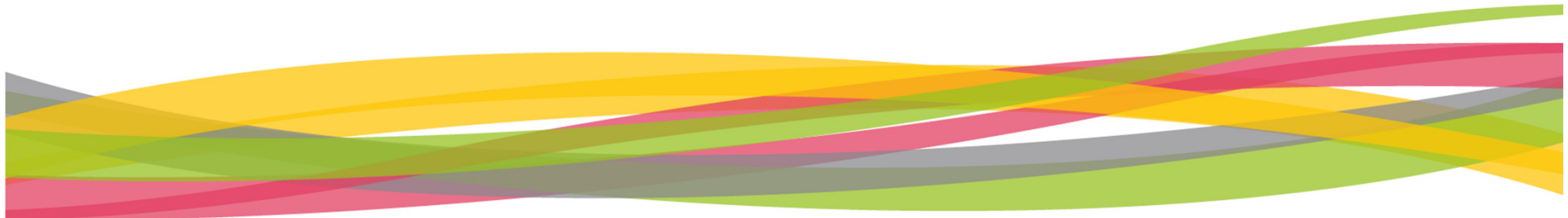
Programme communication tactics



- + Tangible and relatable
- + Project and priority focused
- + Programme and projects co-create
- + Demand-oriented

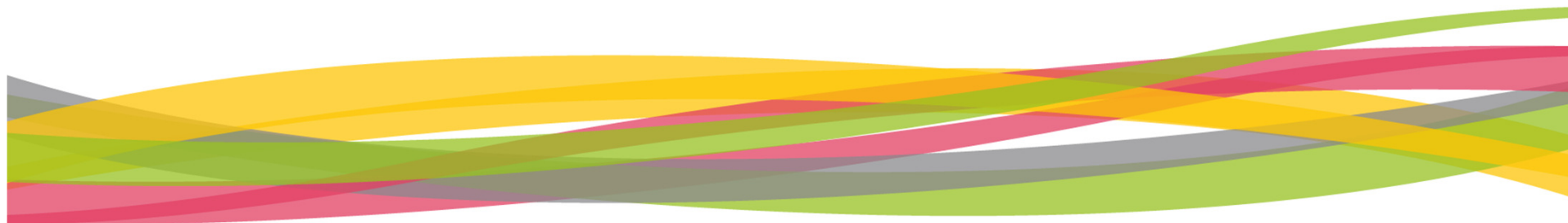


- + One content management system – many project websites
- + A joint visual brand for programme and projects
- + Programme as moderator and multiplier
- + Projects take charge of what and when they learn



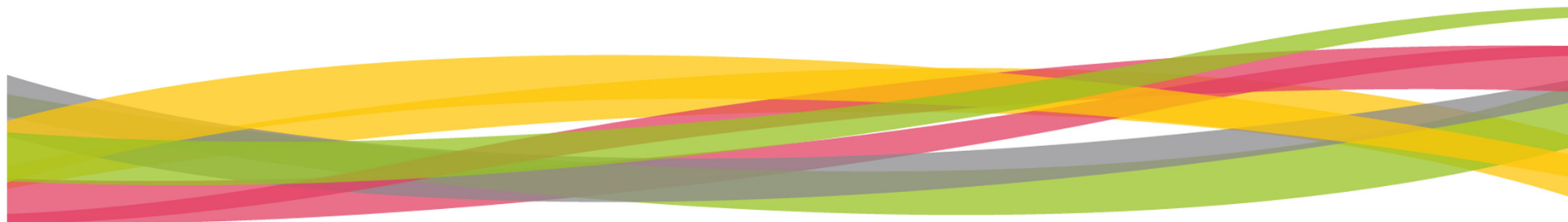
Communication can help...

- + ...**foster the partnership** e.g. by supporting the involvement and common understanding of the project partners
(management-related)



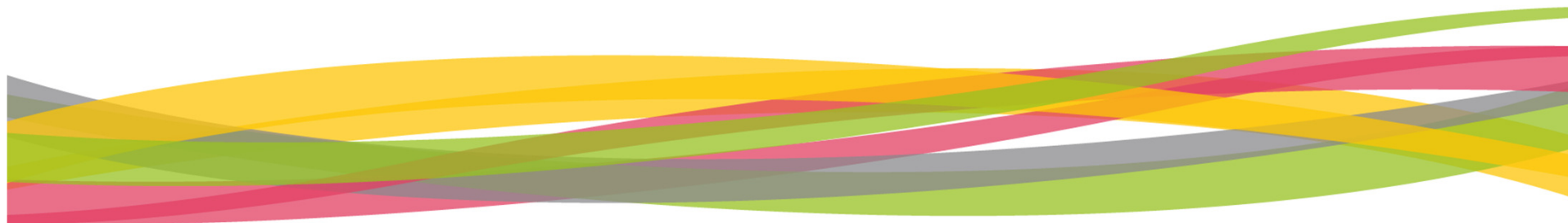
Communication can help...

- + **...reach intended deliverables** e.g. by supporting the involvement of target groups in output-related activities **(process-related)**



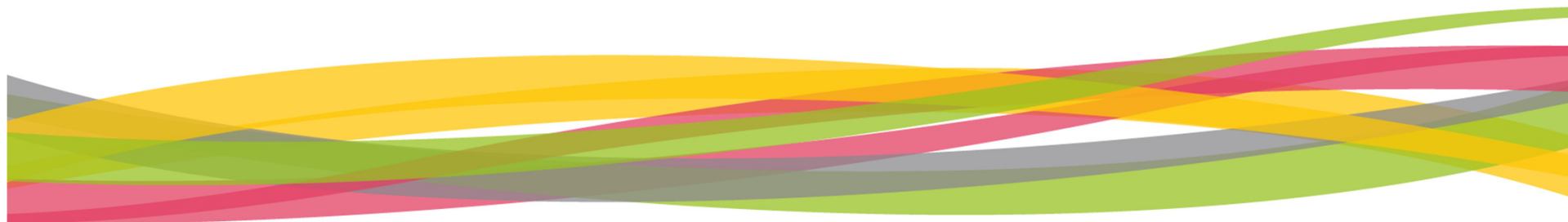
Communication can help...

- + **...capitalise on results or outputs** e.g. by supporting the transfer of results to target groups not involved in the project (**result-related**)



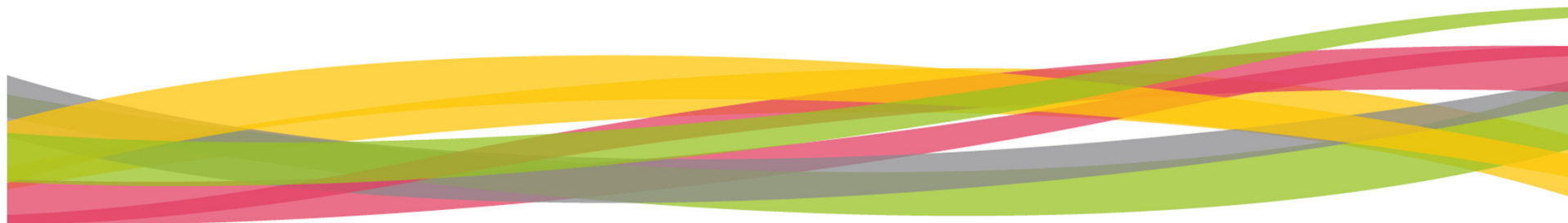
If communication helps to...

- + ...**coordinate the project partnership**, it is internal communication > **management work package**
- + ...**reach deliverables** by informing, involving and networking with key target groups > **work packages**
- + ...**transfer results or outputs** to additional target groups > **communication work package**



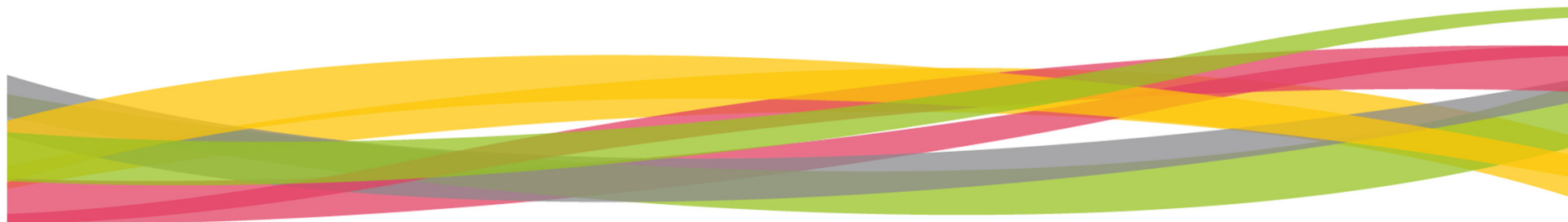
Connecting the dots

- + Programme vision: **Joining efforts to lead the way to stronger, more sustainable economies and societies...**
- + Programme results, e.g. **capacity of enterprises and organisations to adopt new or improved green products, processes and services**
- + XX projects – 9 programme specific objectives – 1 joint vision – 1 programme



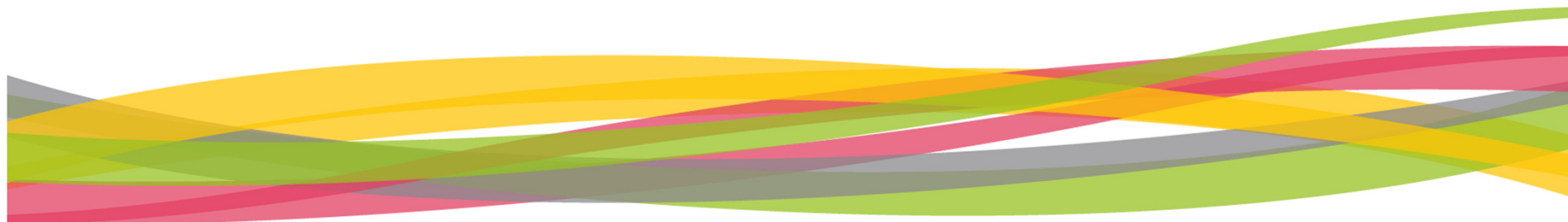
What are we looking for?

- + Targeted communication activities, which support project objectives
- + Clear and effective approach
- + Defined communication roles and responsibilities + budget for communication activities



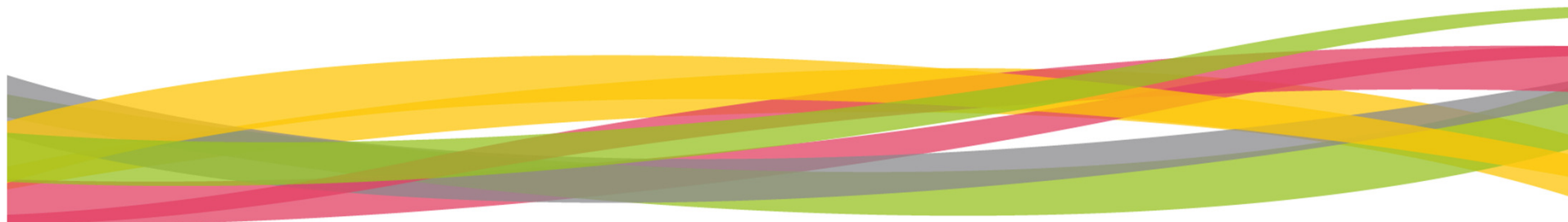
What are we looking for?

- + Carefully selected target groups and communication channels
- + Focus on the target groups with highest interest and influence in your field of work



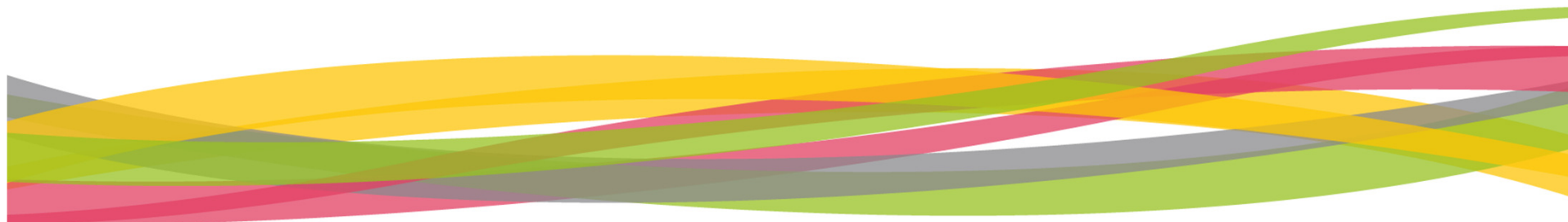
What are we looking for?

- + Creative and innovative ideas – when it makes sense
- + Good use of video + visual communication and strong social media presense is welcome



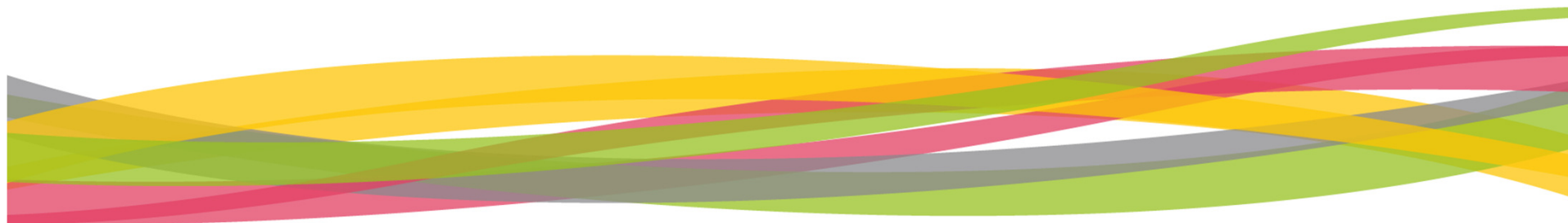
What are we NOT looking for?

- + Scattered activities without clear aim or link to project objectives
- + Too wide or undefined target groups with low interest or influence
- + Classic activities for no other reason than "that's how we've always done it"



Communication after approval

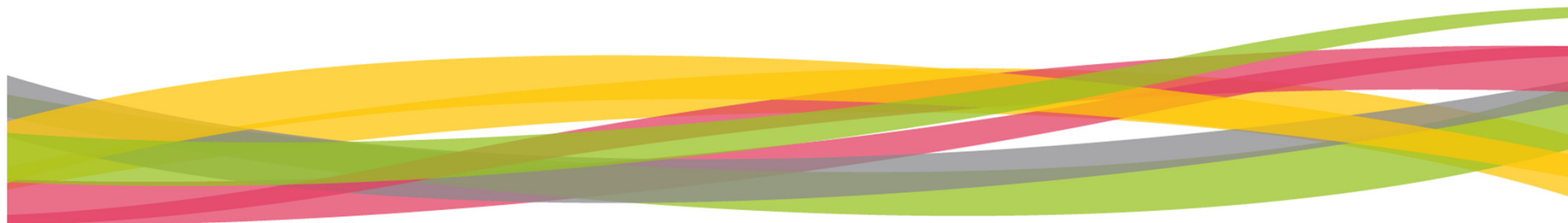
- + Draft a communication plan
- + Familiarise yourself with requirements, including project poster and plaque
- + We provide you with webspace and project logo (incl. project brandbook)



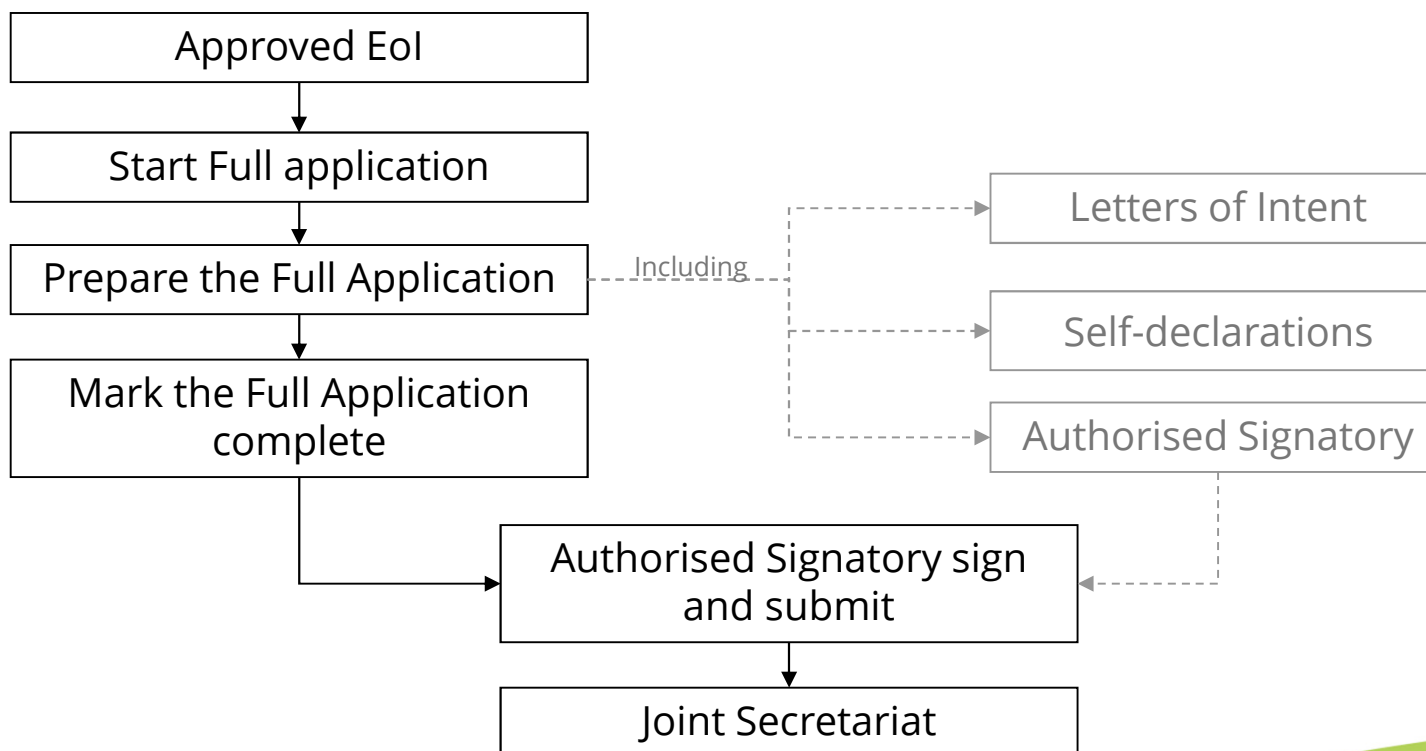
Transnational interwork event for Call 2: Develop your project proposal

Submitting a Full Application
– Key points to remember –

Christoffer Stougaard Villsen
North Sea Region Programme



How should you prepare and submit?



When is our application eligible?

+ Letter of Intent

- Use the templates provided by the Online Monitoring System
- Pre-defined by information entered in the application
- Section E of the application form

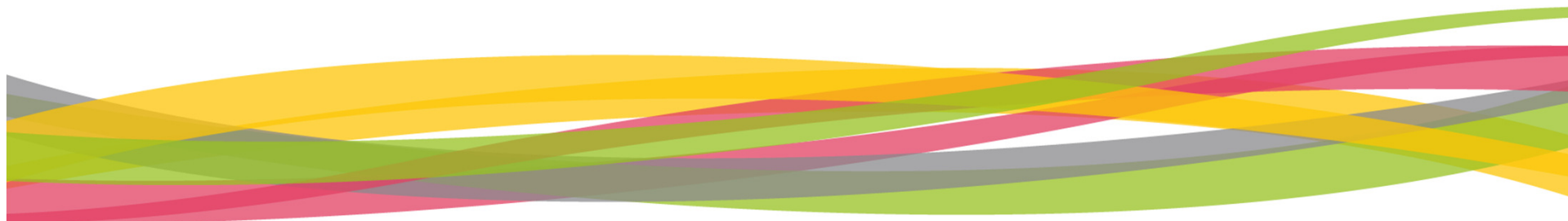
+ Self-declarations

- No competitive advantage
- De minimis
- GBER
- Section E of the application form

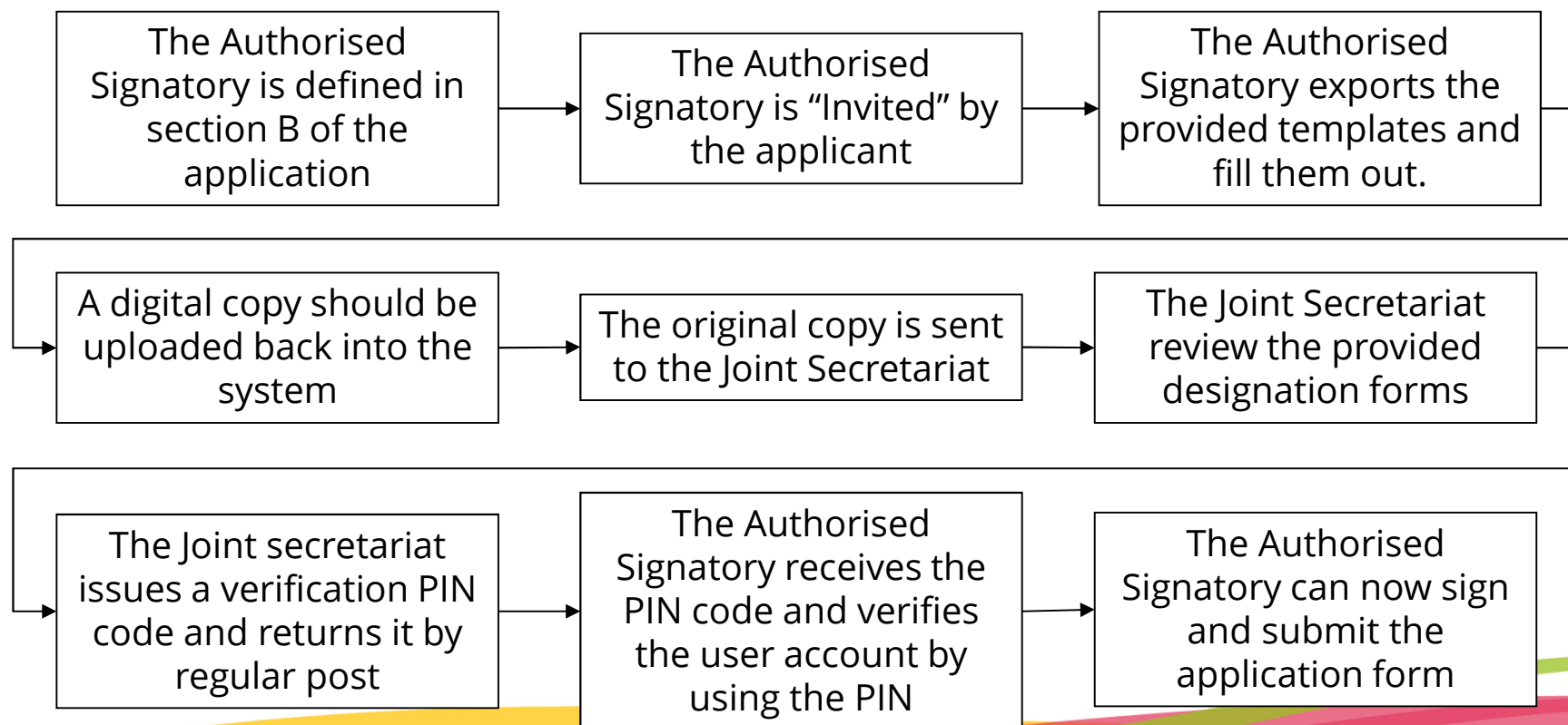


The Authorised Signatory

- + Designated via the application form
- + Sign on behalf of the Lead Partner organisation




Designating the Authorised Signatory

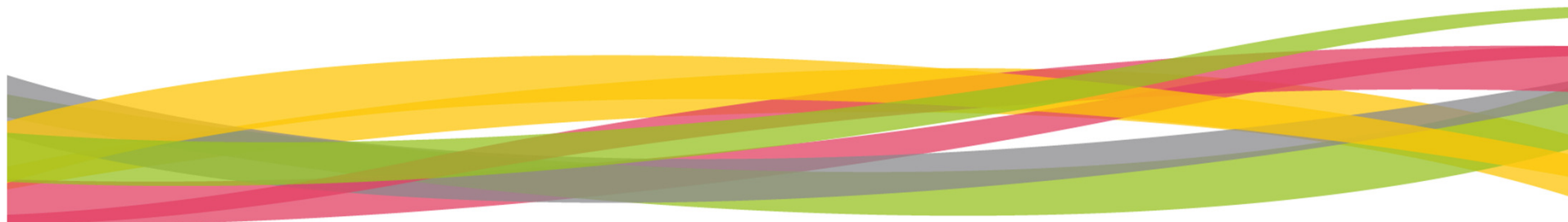


Preparation costs

- + The application form is the one chance to request reimbursement of preparation costs.

Request for reimbursement of preparation costs <input type="radio"/> No <input checked="" type="radio"/> Yes			
Bank Details	Bank account holder	IBAN	SWIFT
			

In order for you project consortium to receive reimbursement for preparation costs (upon approval) you have to fill out this form. Please proofread the information entered into the form before you sign and submit it. By filling out and signing this declaration, you as potential Lead Beneficiary, confirms that your application in line with Fact Sheet No. 7 and hereby entitled to receive funding classified as preparation costs.



More information

www.northsearegion.eu



Interreg
North Sea Region
European Regional Development Fund

Home > Key documents > Background documents > Fact sheets

Key documents

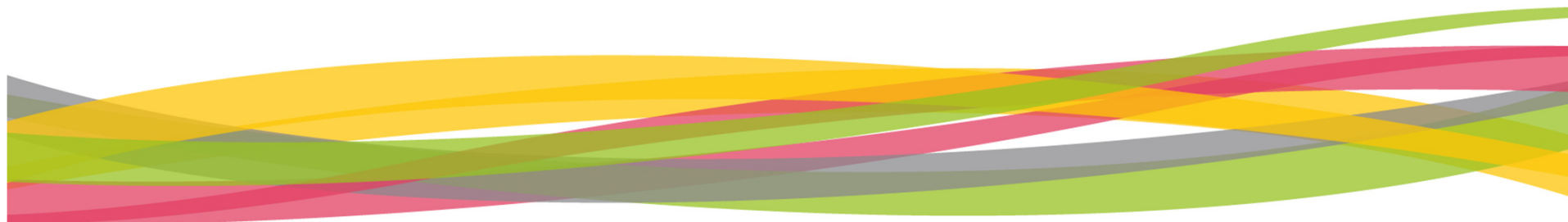
- Background documents
 - Cooperation Programme
 - Regulations
 - Fact sheets
- Programme publications

Fact sheets

The purpose of the fact sheets is to provide a clear overview of the First Level Controllers Sea Region programme.

You can find further information in the fact sheets, an overview of the available documents.

Make sure to always complete progress reports and fact sheets, an overview of the available documents.



Q&A session

- Overview about the outcomes of call 1
- Why communication is key to your new VB project
- Submitting a Full Application

