

# Interwork event for Call 6:

General session: What can you expect from  
the VB programme?

How can the programme help you to turn your  
project idea into a success story?

**Axel Kristiansen & Jesper Jönsson**  
North Sea Region Programme

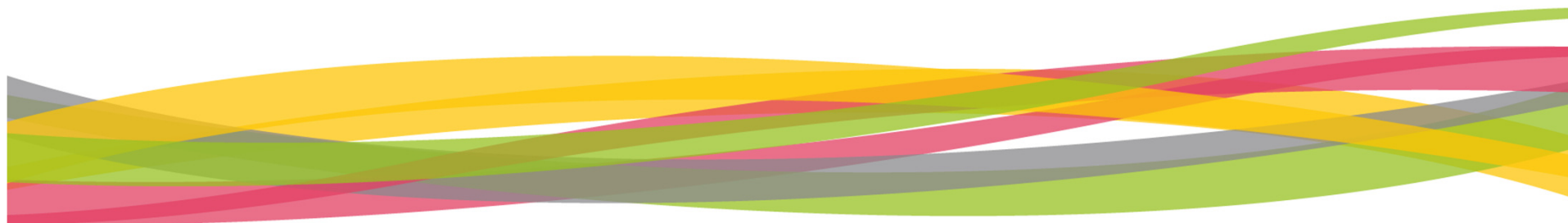


## What can you expect about the VB programme


- Administrative set-up (two-step application phase)
- Four priorities
- Contents, results and target groups

### Key message:

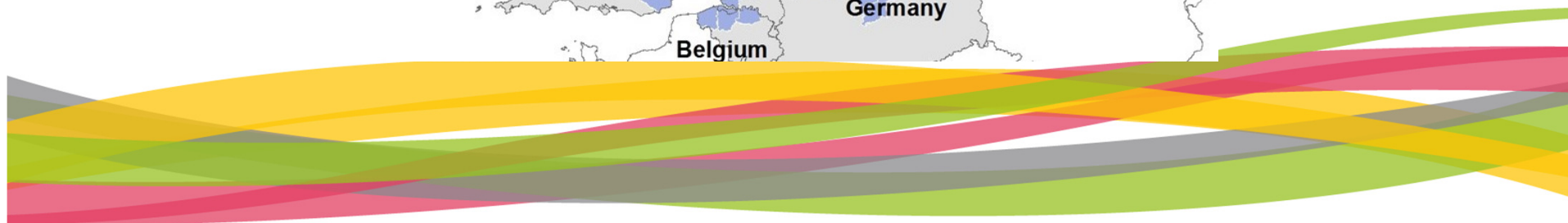
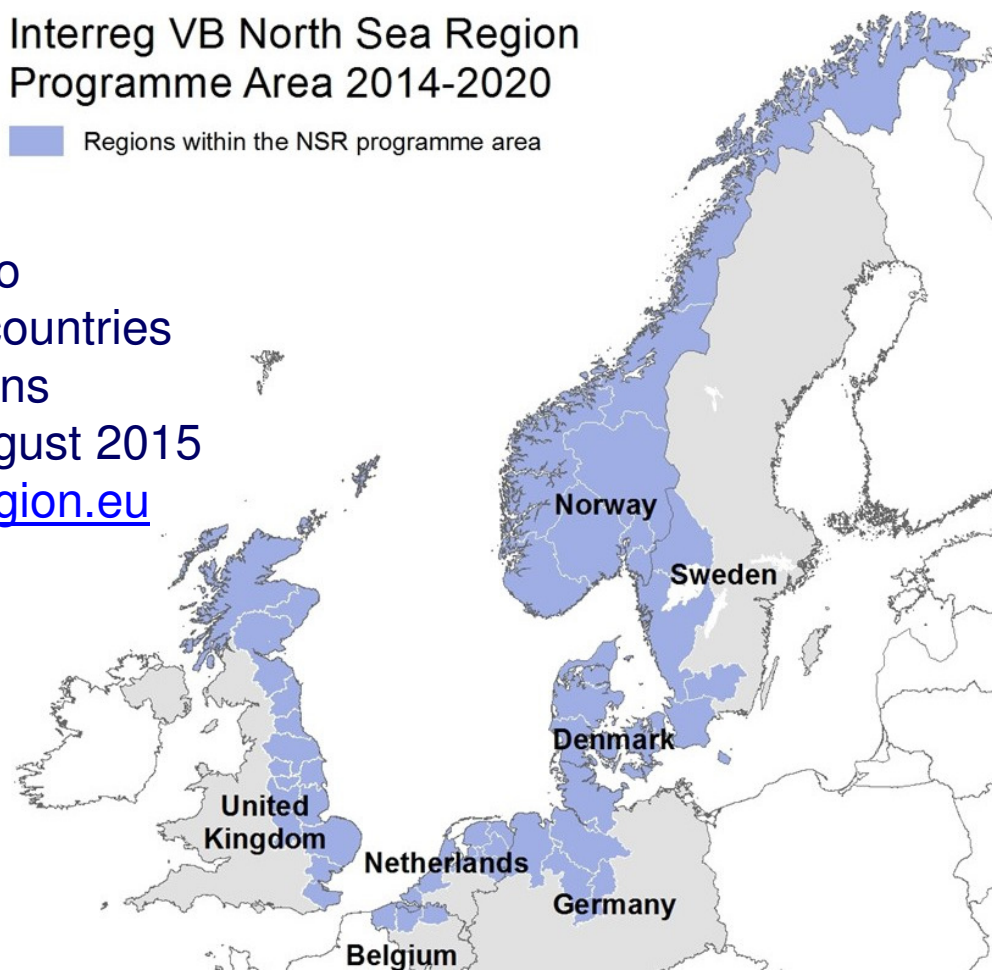
- Our programme is offering transnational solutions through joint implementation



## Interreg VB North Sea Region Programme Area 2014-2020

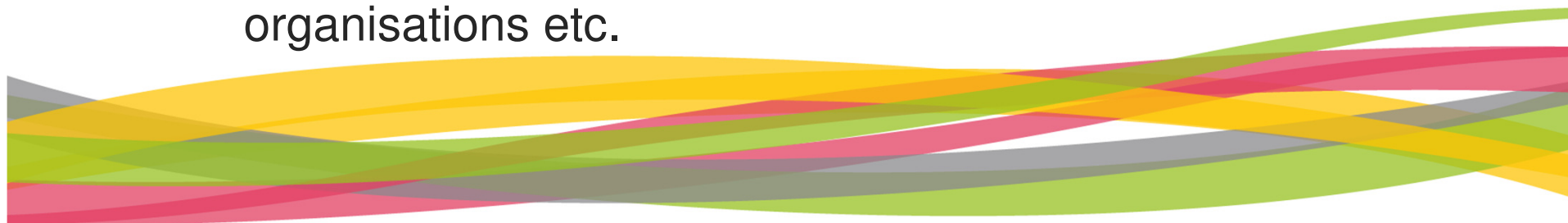
 Regions within the NSR programme area

- €167 Million Euro
- 49 regions in 7 countries
- 60 millions citizens
- Approved 17 August 2015
- [www.northsearegion.eu](http://www.northsearegion.eu)



## Main target groups

- Public authorities and their agencies – National, regional, municipal and local level
- National and European interest organisations and institutes
- Knowledge institutions – Universities, colleges, research & technology centres
- Enterprises – Including social enterprises and with a particular focus on small and medium sized enterprises
- Civil society – Associations, NGOs, charities, community organisations etc.

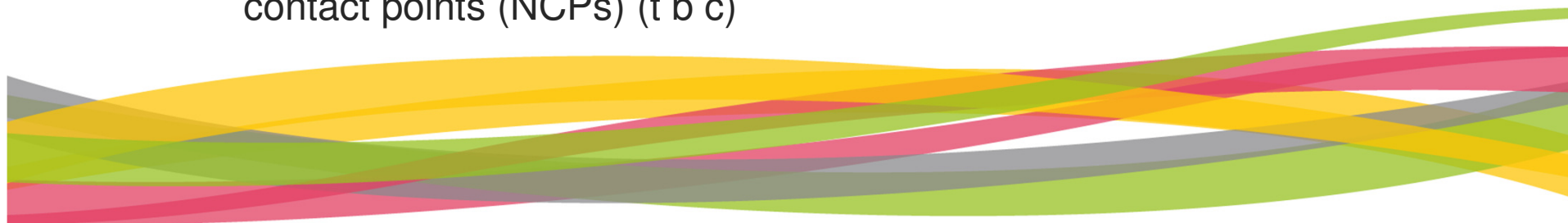


## Administrative set-up (two-step application)

- Expression of Interest
- Full Application

### Key message:

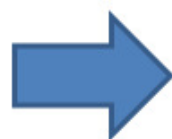
- Our programme is offering a two-step application phase
- 3 calls next year – key dates for future application rounds (t b c)
- Simplification to application and assessment forms (t b c)
- Increased co-ordinated efforts between the secretariat and the national contact points (NCPs) (t b c)



## Transnational capacity – how it works



Shared challenges and  
shared ideas for solutions



Jointly develop, test and learn  
from 'new' solutions



Success = Better solutions  
available and in use for the  
whole programme area



Share learning with the wider  
programme area

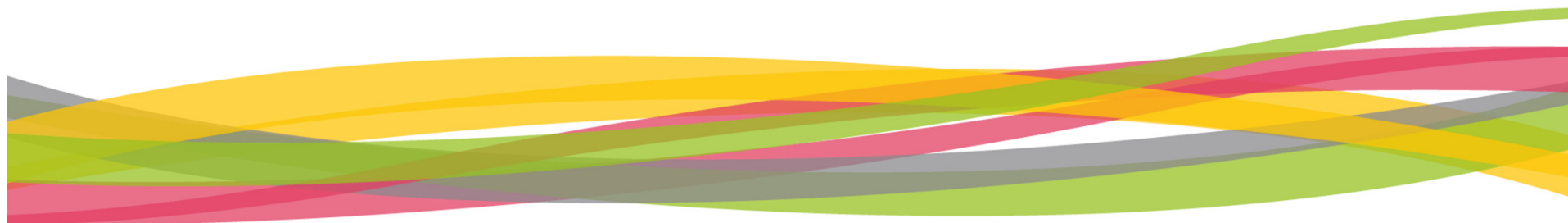






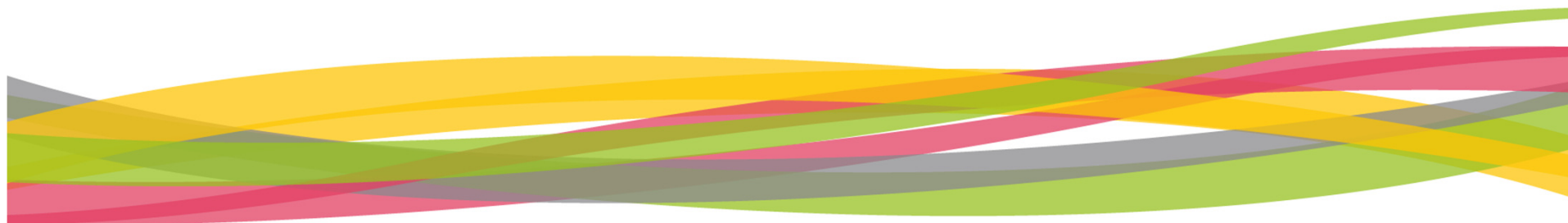
## Four priorities

-  Thinking growth
-  Eco-innovation
-  Sustainable North Sea Region
-  Green transport and mobility



# 1: Thinking Growth:

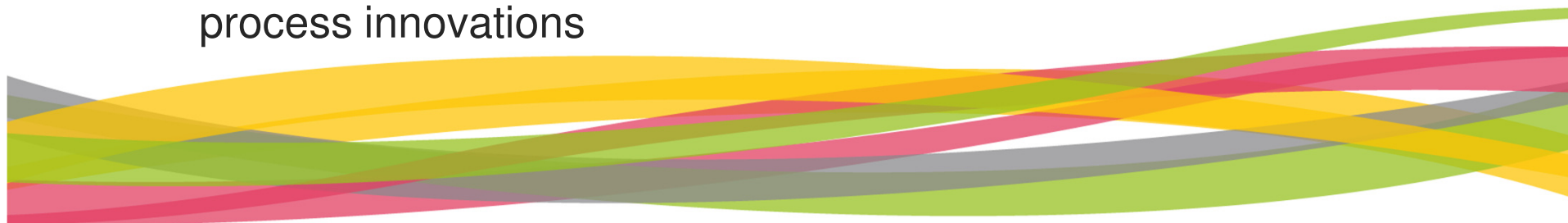
- Develop new or improved knowledge partnerships between businesses, knowledge institutions, public administrators and end-users with a view to long-term co-operation on developing products and services (1.1)
- Enhance regional innovation support capacity to increase long-term levels and support smart specialisation strategies (1.2)
- Stimulate the public sector to generate innovation demand and innovative solutions for improving public service delivery (1.3)





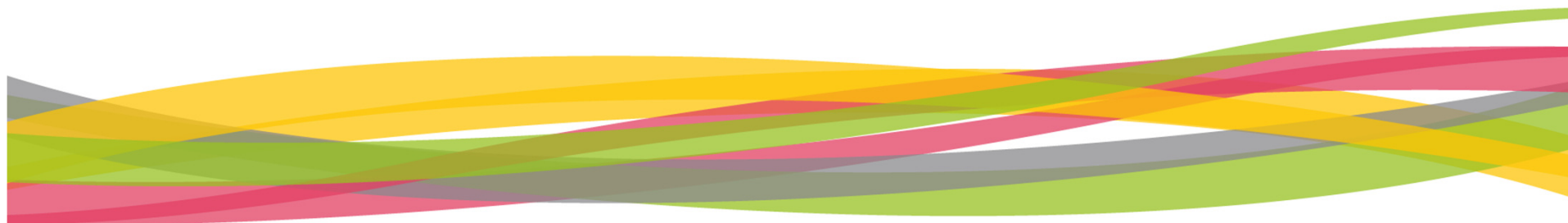
# 1: Thinking Growth

- Specific objective: Develop new or improved knowledge partnerships between businesses, knowledge institutions, public administrators and end-users with a view to long-term co-operation on developing products and services (1.1)
- Focus is on commercial products and services developed by businesses.
- Programme results: Capacity of knowledge partnerships in the North Sea Region to deliver marketable product, service and process innovations



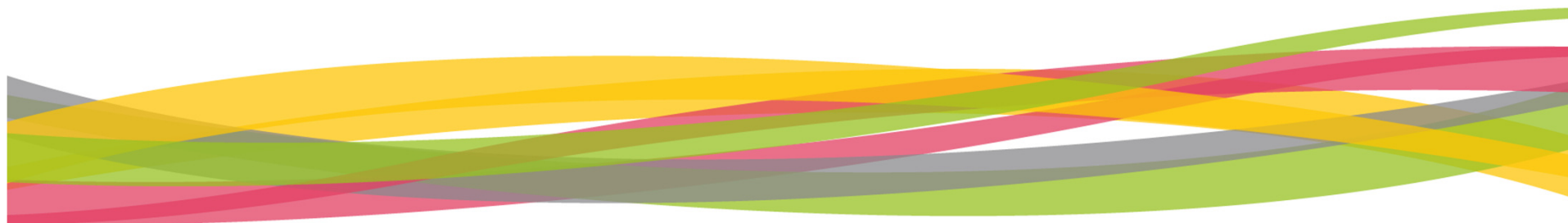
## 2: Eco-innovation

- Promote the development and adoption of products, services and processes to accelerate greening of the North Sea Region economy (2.1)
- Stimulate the adoption of new products, processes and services to reduce the environmental footprint of regions around the North Sea (2.2)



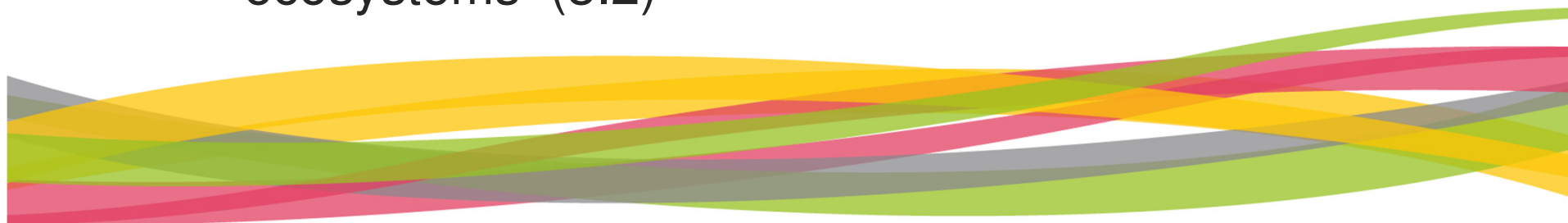
## 2: Eco-innovation

- Specific objective: Promote the development and adoption of products, services and processes to accelerate greening of the North Sea Region economy (2.1)
- Focus is on increased resource efficiency which leads to reduced carbon emissions.
- Programme results: Capacity of enterprises and organisations to adopt new or improved green products, processes and services



## **3: Sustainable North Sea Region: Protecting against climate change and preserving the environment**

- Demonstrate new and/or improved methods for improving the climate resilience of target sites (3.1)
- Develop new methods for the long-term sustainable management of North Sea ecosystems (3.2)



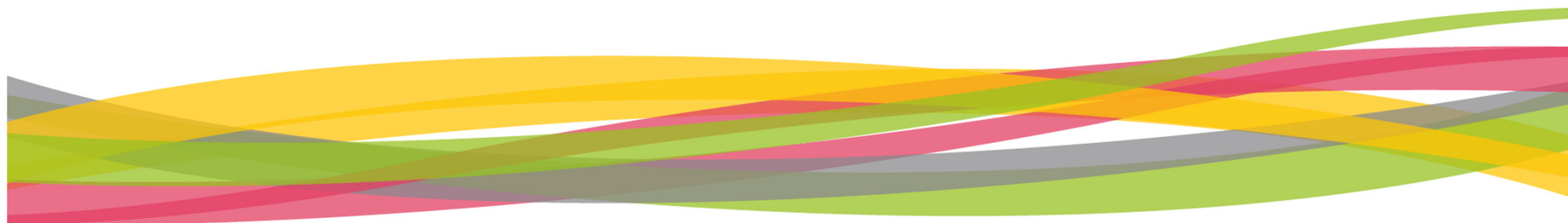
## 3: Sustainable North Sea Region

- Specific Objective 3.1: Demonstrate new and/or improved methods for improving the climate resilience of target sites
- Focus on new flood prevention techniques & methods and adaptation measures for other climate change impacts
- Programme results: Capacity of relevant authorities/practitioners around the North Sea to identify and implement solutions for improving climate change resilience



## 4: Green transport and mobility

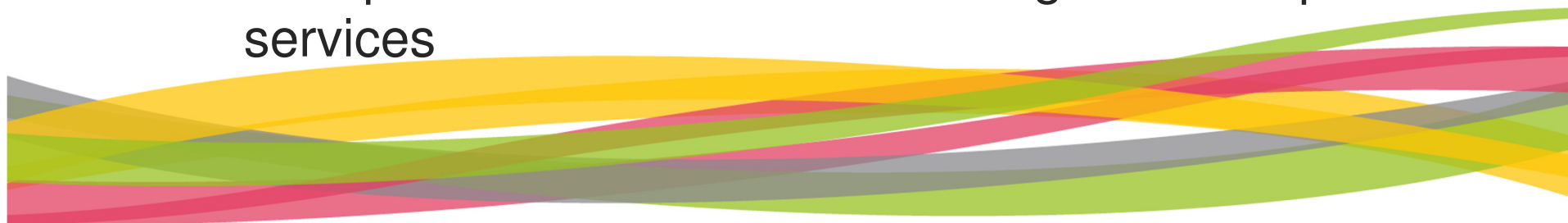
- Develop demonstrations of innovative and/or improved transport and logistics solutions with potential to move large volumes of freight away from long-distance road transportation (4.1)
- Stimulate the take-up and application of green transport solutions for regional freight and personal transport (4.2)





## 4: Green transport and mobility

- + Specific Objective: Stimulate the take-up and application of green transport solutions for regional freight and personal transport (4.2)
- + Focus on new sustainable solutions for the first and last mile, reducing CO2 emissions and running on zero/low carbon fuels
- + Programme results: Capacity of authorities and enterprises to increase the use of green transport services



### Project life cycle



### Expression of interest

The expression of interest is the first stage of the application process and is submitted using a short form in the online monitoring system.

The expression of interest allows the Steering Committee to decide whether a project proposal fits the programme and whether the planned partners, activities, budget and results seem realistic to deliver the idea.

The purpose of the expression of interest is to allow new and especially inexperienced beneficiaries to experiment with a project proposal without making a significant time and budget commitment.

If the programme's Steering Committee approves the expression of interest, the project will be asked to develop and submit a full application. If this is approved, the project will receive a contract and can start work.

#### LEARN MORE

##### FAQs

[Co-funding](#)

[Indicators: Deliverables, outputs, results](#)

[Project partnership](#)

##### Tutorials for the online monitoring system

[How to create an account](#)

[How to edit your profile](#)

#### Fact sheets

[Fact sheet 7: Preparation costs \(updated 10 June 2015\)](#) (version 2)

[Fact sheet 13: Roles and responsibilities in project partnerships](#) (version 3)

[Fact sheet 15: Private sector beneficiaries](#)

[Fact sheet 16: State aid](#) (version 3)

[Fact sheet 18: Beneficiaries and activities outside the programme area](#)

[Fact sheet 19: Application assessment process](#) (version 3)

[Fact sheet 23: Indicators](#) (version 2)

[Fact sheet 25: Publicity requirements](#) (version 3)

# Key Documents

Programme Website: <http://www.northsearegion.eu/>

Call 6, EOI's: <http://www.northsearegion.eu/project-information/calls-for-applications/sixth-call-dates-tbc/>

Project Life Cycle: <http://www.northsearegion.eu/project-information/project-life-cycle/expression-of-interest/>

Citizen Summary – Programme document:

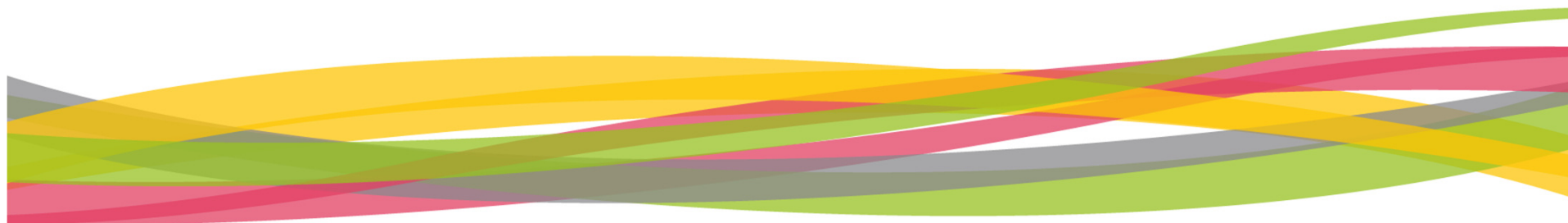
<http://www.northsearegion.eu/project-information/project-life-cycle/expression-of-interest/>

Fact Sheets: <http://www.northsearegion.eu/key-documents/background-documents/fact-sheets/>

Overview of current projects: <http://projects.northsearegion.eu/vb/overview/>

Project Portfolio IVB (2007-2013): <http://results.northsearegion.eu/en/home/>

Projects IIIB (2000-2006): <http://archive.northsearegion.eu/iiib/projectpresentation/overview/>

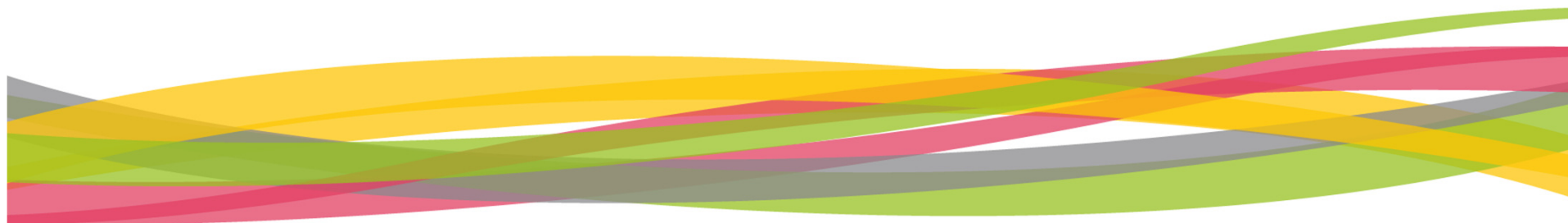


## Key summary:

- Administrative set-up (two-step application phase)
- Four priorities
- Contents, results and target groups

## Key message:

- Our programme is offering transnational solutions through joint implementation



## How can the programme help you to turn your project idea into a success story?

- + Identify your priority
- + Define project objective and how it connects to programme specific objective
- + Identify your target group (Partnership: relevant capacity for project)
- + Identify your key activities and link it to the programme results
- + Use key programme documents!
- + Talk to the secretariat and the national contact points!

### Key message:

- Our programme is offering transnational solutions through joint implementation

