



# AP1. Project platforms.

Monitoring Committee Task Force meeting on project platforms and Interreg post-2027



Copenhagen | 19 March | Elena Kolosova, Orsolya Schulz, Anna Galyga, MA/JS

# Aims for the MC TF meeting

## Project platforms

- **Discuss topics** for project platforms and **agree** what specific topics **to encourage**
- Discuss and **agree on the expectations towards project platforms:** outputs and outcomes, target groups, and partnerships
- **Collect** examples of **communication** activities for project platforms
- Discuss and **agree on the timeline**





# Content

- Topics for project platforms
- Expected outcomes
- Main target groups
- Communication
- Timeline
- Conclusions and next steps

# Introduction: project platforms as a capitalisation tool

**Aim:** enhance capacity of public authorities and other organisations to effectively manage areas of responsibility, in countries and across borders

**Approach:** consolidating outcomes of projects, transferring them to target groups, and shaping policies

**Result:** improved day-to-day operations, more efficient policy development, and enhanced governance

**Topics:** in line with the thematic Programme objectives

**Type:** operations of strategic importance/project platform

**Budget:** EUR 12.6 million ERDF



# Topics for project platforms

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Point 1

# Potential project platforms

Improving mental health &  
well-being

Sustainable transformation  
through social innovations

Creative industries and culture  
sector resilience

Advancing natural and cultural  
heritage assets

Smart cities attractive to  
citizens

Preventing pollution by  
hazardous substances

Resilient coastal management

Closing water and nutrient loop

Safe navigation on sea

Circular bioeconomy

Circular food systems

Taking up alternative fuels

Renewably powered  
communities

Active and efficient urban  
transportation



# Reaching out

**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union

**Interreg  
transnational**

**Interreg  
cross-border**

**BANOS/Horizon  
Europe**

**European Social  
Fund**

**Pan-Baltic  
organisations**

**EUSBSR PACs**



# ...and connecting in topics



## Resilient and responsive

Health & well-being, smart cities, social innovation, creative industries, heritage assets



## Climate-neutral

Alternative fuels, renewable power, urban transportation, circular bioeconomy and food systems



## Water-smart

Preventing water pollution and closing nutrient loop, coastal management, safe navigation



## Project platforms

Connecting in the region





# Questions



- What are the most **important topics** for project platforms as operations of strategic importance?
- Is there any potential for **another thematic group** for a project platform?

# Potential project platforms

Improving mental health & well-being

Sustainable transformation through  
social innovations

Creative industries and culture sector  
resilience

Advancing natural and cultural  
heritage assets

Smart cities attractive to citizens

Preventing pollution by hazardous  
substances

Resilient coastal management

Closing water and nutrient loop

Safe navigation on sea

Circular bioeconomy

Circular food systems

Taking up alternative fuels

Renewably powered communities

Active and efficient urban  
transportation



# Cast your vote!



- What are the most **important topics** for project platforms as operations of strategic importance **to encourage in the first call?**



# Outcomes and outputs of project platforms

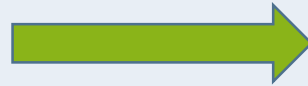
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## Point 2

# Outcomes and outputs

## Outcomes

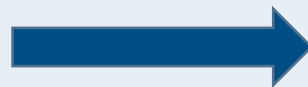
Desireable impact, achieved  
benefits or changes



E.g. Improved capacity of maritime  
administrations through new and  
harmonised navigational tools  
leading to better safety on sea

## Outputs

Direct products or  
deliverables of a project



E.g. Two new digital navigation  
aid tools undergoing the  
international standardisation  
process through joint effort



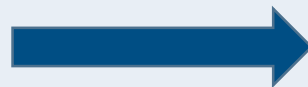
# Real life examples

**Outcomes**  
**BSR WATER**



Increased capacity of water management practitioners and policymakers through e.g. innovative solutions and an expert network

**Outputs**



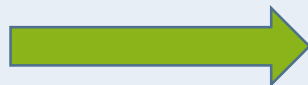
- **Baltic Smart Water Hub** – an online platform comprising good practices, technical solutions, tools, innovations and experts
- **Update of HELCOM Baltic Sea Action Plan**



# Real life examples

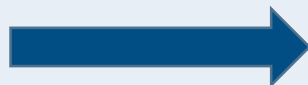
## Outcomes

### Capacity4MSP



- Strengthened capacity of practitioners to coordinate maritime spatial plans with other policy frameworks, incl. land-sea interaction across different levels and sectors

## Outputs



- Synthesis Report with Policy Messages
- Contribution to the Regional Baltic MSP Roadmap 2021-2030 and HELCOM-VASAB MSP working group 2022-2024 work plan



# Outcomes

## Inputs from Pan-Baltic organisations and EUSBSR policy area coordinators:

Project platforms are catalysts for collaboration, knowledge transfer, and policy influence.

- Enhanced capacity of authorities and others to perform day-to-day operations

- Shaping policies
- Supporting implementation of regional strategies

Pan-Baltic organisations and EUSBSR PACs are ready to be **multipliers** when transferring solutions as well as **connectors** to reach out to decision-makers.





# Questions



- What **outcomes** do you expect from project platforms?
- What **outputs** should project platforms deliver?



# Target groups and partnerships

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## Point 3

# Target groups

## Target groups for project platforms:

- **Public authorities:** municipalities, regional councils, ministries and governmental agencies, operating at local, regional and national levels.
- **Knowledge multipliers:** EUSBSR policy area coordinators, pan-Baltic organisations, other international organisations, networks of cities and regions.
- **Sector organisations:** sectoral agencies, advisory centres, business support organisations, training centres and professional associations.
- **Citizen engagement:** associations, interest groups, or NGOs.



# Questions



- What **types of organisations** do you see as the main target groups of project platforms, considering the expected outcomes?
- Where do you see the role of “**multipliers**” (pan-Baltic organisations, EUSBSR PACs, interest groups) for project platforms?

# Partnership & target groups

The partnership of a project platform shall involve (ref. Programme Manual):

- partners from **projects of Interreg Baltic Sea Region**,
  - partners from **projects of other programmes**,
  - EUSBSR **PACs** and **pan-Baltic** organisations.
- 
- ☐ **Partners**  
☐ **Associated organisations**

A partnership of a project platform should **reflect the target groups** but is not equal to them.



☐ **Engaging through  
activities in a project  
platform**



# Questions



- What **types of organisations** would you like to see in project platform partnerships?



# Communication

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## Point 4

## General approach

- Horizontal & cross-cutting activity to meet the project platform objectives
- Outstanding example of bringing the **capitalisation** concept to a higher level to showcase the **true value of Interreg**
- Pre-defined expectations for standard comms products:
  - ✓ Revised **project summary**
  - ✓ Project **stories**
  - ✓ **Quotes**
  - ✓ **Multimedia** materials
  - ✓ Contributions to EU-wide and COM **events and campaigns**





## Project platforms as Operations of Strategic Importance (OSI)

- Significant contribution to Programme objectives
- High potential to increasing the visibility of EU funds and EU benefits for people
- Subject to special communication measures:
  - ✓ Each OSI has to organise a **communication event** that will involve the European Commission and the MA/JS.



# Questions



- What **communication activities** shall project platforms do in the Programme countries?
- How **would you like to support** project platforms in making outcomes stronger?



# Timeline

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Point 5

# Timeline

Interreg  
Baltic Sea Region



Co-funded by  
the European Union



Applications submitted

**Call closed**  
January 2025

Seminar + consultations

**Call open**  
September

Announcement note

**MC meeting**  
June

Networking events

**All aboard!**  
April-May



# Questions



- Do you support the **proposed timeline**?
- What **other supporting activities** should we plan?

# Timeline

Networking activities	April-May 2024
Monitoring Committee meeting (announcement note)	6 June 2024
Call 1 (seminar & consultations)	September 2024 – January 2025
Monitoring Committee meeting (project platform selection)	March 2025
Project platforms implementation (call 1)	Summer 2025 – Summer 2028
Call 2	September 2025 – January 2026
Project platforms implementation (call 2)	Summer 2026 – 2028



# Conclusions and next steps

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Point 6

[interreg-baltic.eu](https://interreg-baltic.eu)  
[interreg-baltic.eu/projects](https://interreg-baltic.eu/projects)  
[matchmaking.interreg-baltic.eu](https://matchmaking.interreg-baltic.eu)

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[youtube.com/user/BSRprogramme](https://youtube.com/user/BSRprogramme)

The Programme is managed by **Investitionsbank Schleswig-Holstein (IB.SH)** in Kiel, Germany.

**Investitionsbank Schleswig-Holstein**  
**Interreg Baltic Sea Region**  
**Managing Authority/Joint Secretariat**

Grubenstraße 20, 18055 Rostock, Germany

Tel: +49 381 454 84 5281

E-mail: [info@interreg-baltic.eu](mailto:info@interreg-baltic.eu)







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