

Small projects: small steps for a big change



Webinar

Webex | 15 November 2022

Agenda

- Welcome and warm-up
- Introduction
- How to start developing your project
- Quiz
- What is a good partnership?
- Quiz
- Break and Q&A
- What is a good work plan?
- Quiz
- How to measure your success?
- Quiz
- Break and Q&A
- How can we support you?



Interreg Baltic Sea Region in brief



Marta Ślęzak-Warszycka, Team Leader Project Unit

WebEx | 15 November 2022



**We put into practice innovative,
water-smart and climate-neutral solutions
through transnational cooperation
for the benefit of citizens across
the Baltic Sea region.**

Our focus

Interreg
Baltic Sea Region



Co-funded by
the European Union

Supporting transition

Towards greener and more resilient societies and economies

Supporting public authorities

In meeting needs of communities and companies etc.

Creating practical solutions

To challenges in the Baltic Sea region and for clearly defined users



Three “NOs” of Interreg Baltic Sea Region

Interreg
Baltic Sea Region



Co-funded by
the European Union

**No pure
research on
potential
solutions**

**No
purely
technological
solutions**

**No
investments
responding purely
to local interests**



Our priorities

Interreg
Baltic Sea Region



Co-funded by
the European Union



Innovative societies

PRIORITY 1

Programme objective: 1.1
Resilient economies and communities

Programme objective: 1.2
Responsive public services



Water-smart societies

PRIORITY 2

Programme objective: 2.1
Sustainable waters

Programme objective: 2.2
Blue economy



Climate-neutral societies

PRIORITY 3

Programme objective: 3.1
Circular economy

Programme objective: 3.2
Energy transition

Programme objective: 3.3
Smart green mobility

Selected projects

Interreg
Baltic Sea Region



Co-funded by
the European Union

Innovative societies PRIORITY 1	1.1 Resilient economies and communities	12
	1.2 Responsive public services	5
Water-smart societies PRIORITY 2	2.1 Sustainable waters	8
	2.2 Blue economy	5
Climate-neutral societies PRIORITY 3	3.1 Circular economy	9
	3.2 Energy transition	7
	3.3 Smart green mobility	2



Core projects

Core changes for the region.

Develop a solution to a challenge, and bring it to the people in the Baltic Sea region.



Small projects

Small steps for a big change.

Easier accessible funding.
A testing ground to learn Interreg, working across borders with partners from different countries.



Core projects

Core changes for the region.

Develop a solution to a challenge, and bring it to the people in the Baltic Sea region.



Small projects

Small steps for a big change.

A testing ground to learn Interreg, working across borders with partners from different countries.



Partnership

Partnership

At least three organisations from three Programme area countries

Duration

Duration

Up to 36 months

Up to 24 months

Budget

Budget

No limitation (proportionate)

Up to 500.000 euro





It's time to submit your application *soon*.

Core projects

- 14 February 2023 Submit your Project Idea Form
- 14 February 2023 Request access to BAMOS+
- 14 March 2023 Submit via BAMOS+

Small projects

- 5 January 2023 Submit your Project Idea Form
- 5 January 2023 Request access to BAMOS+
- 26 January 2023 Submit via BAMOS+

Everything you need is here: interreg-baltic.eu/gateway





Is my project fitting?

Check chapter E.2.3 of the
Programme Manual



Every project is a story...

Stories matter

Stories matter...



Where are we at?

Start developing your project

Partnership

Work plan

Indicators

Support to applicants



Interreg
Baltic Sea Region



Co-funded by
the European Union

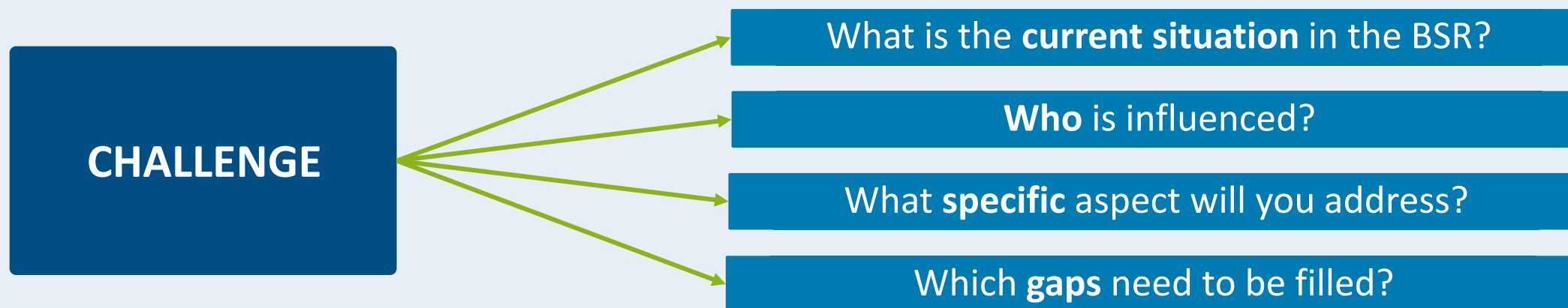
How to start developing your project?



Marina Kislyak, Hunter Reinhardt
Project Officers

WebEx | 15 November 2022

Start with the SPECIFIC challenge





Be realistic, specific and focused!

If a challenge is complicated, try to break it down and deal with specific aspects.





Be realistic, specific and focused!

If a challenge is complicated try to break it down and deal with specific aspects.

**“The Baltic Sea is
unhealthy due to
pollution”**



“Point-source **nitrate
pollution stemming from
agricultural sources is not
adequately accounted by
regional authorities”**

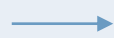




Be realistic, specific and focused!

If a challenge is complicated try to break it down and deal with specific aspects

“The transport sector needs rapid decarbonisation”



“Medium-sized cities often lack resources for cooperating with surrounding communities in planning intermunicipal transport”





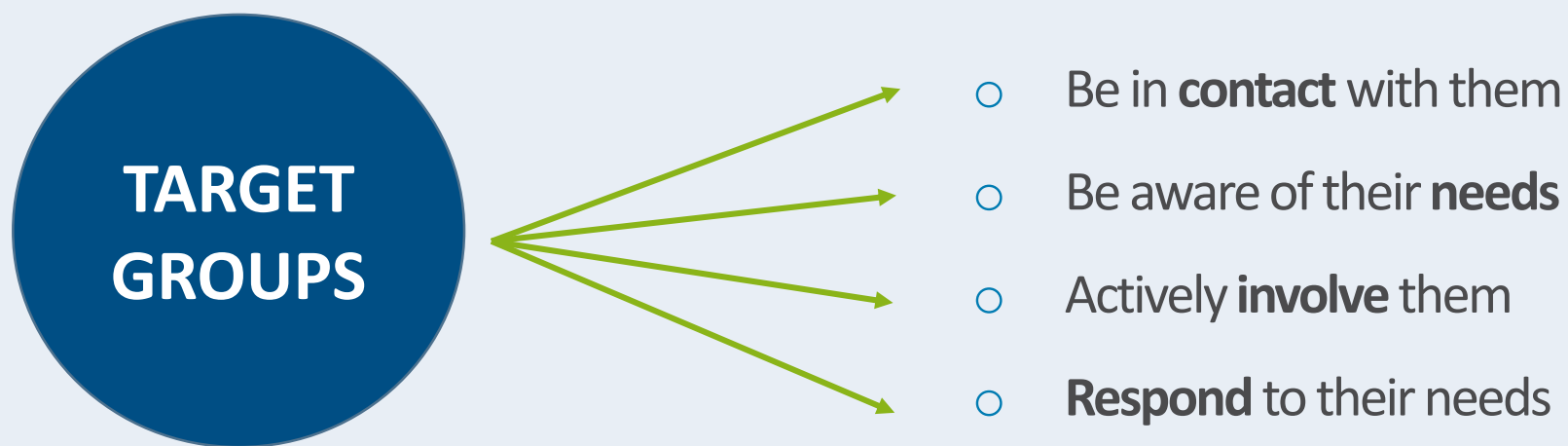
The objective of your project should be to **help your target groups tackle the challenge.**

If your challenge is **too broad**, then your project's **impact** cannot be assessed!



Understand your TARGET GROUPS

Definition: Organisations that are **affected by the challenge** and have the **competencies or mandate to influence it**.





Your target groups should be competent to address the challenge, and must be interested in using your project outcomes.

It's not just about who is related to the project's theme, but rather who has an active role in addressing the challenge.





Your target groups should be competent to address the challenge, and must be interested in using your project results.

It's not just about who is related to the project, but rather who has an active role in addressing the challenge.

“Medium-sized cities often lack resources for cooperating with surrounding communities in planning intermunicipal transport”





**“Medium-sized cities
often lack resources for
cooperating with
surrounding communities
in planning intermunicipal
transport”**

Local public authorities

National public authorities

Infrastructure/public service providers

Higher education and research



“Medium-sized cities
often lack resources for
cooperating with
surrounding communities
in planning intermunicipal
transport”

Local public authorities

National public authorities

Infrastructure/public service providers

Higher education and research



“Medium-sized cities
often lack resources for
cooperating with
surrounding communities
in planning intermunicipal
transport”

Local public authorities

National public authorities

Infrastructure/public service providers

Higher education and research

! Your target groups should be competent to address the challenge, and must be interested in using your project results.

● It's not just about who is related to the project, but rather who has an active role in addressing the challenge.

Since your challenge deals specifically with medium-sized cities, it's important that they are involved as target groups to represent their own needs and competencies

Local public transportation providers can use your project results to increase their capacity to solve intercommunal issues

Local public authorities

National public authorities

Infstrctr/pub. service providers

Higher education and research



! Your target groups should be competent to address the challenge, and must be interested in using your project results.

● It's not just about who is related to the project, but rather who has an active role in addressing the challenge.

While national authorities might have relevant ministries and policy making authority in the field of transport, they're not the ones who will be applying your solution/output/outcome/etc.

Similarly, while universities and applied science institutions are important in the field of research about your topic, they aren't the ones that will be using your outputs

Local public authorities

National public authorities

NGOs

Higher education and research





Be aware of your target groups' needs at the stage of application!

As with the challenge, be specific in identifying the needs of the target group



My target groups need...

- To have barriers identified



My target groups need...

- To have barriers identified

Barriers should already be known before you begin. How will you help TGs solve their problems if you don't know what the problems are?



My target groups need...

**- Better guidance and
methods of cooperation**



My target groups need...

- To have barriers identified

~ Better guidance and methods of cooperation

Better, but still somewhat unspecific. Doesn't tell us much about what is needed by each target group, and almost *any* project activities could be sufficient to “address” this need.



My target groups need...

- Local authorities need better access to transregional data, and public transport authorities need a better way to be engaged in intermunicipal decision-making processes



My target groups need...

- To have barriers identified

~ Better guidance and methods of cooperation

+ Local authorities do not have sufficient access to transregional data, and public transport authorities need a better way to be engaged in intermunicipal decision-making processes

Even better! It's clear who needs what, and there is a clearer understanding about how the project can be set up to meet these needs.



Specific aims

Interreg
Baltic Sea Region



Co-funded by
the European Union



**Building trust
for further
cooperation**



**Initiating and
keeping
networks**



**Getting closer to
citizens**



**Responding to
unpredictable
challenges**





The specific aim = approach of your project to tackling the challenge

Guiding principle(s), not just a box to tick!



Specific aims

It can be just one!



**Building trust
for further
cooperation**



Initiating and
keeping
networks



Getting closer to
citizens



Responding to
unpredictable
challenges



Specific aims

Or more...



Building trust
for further
cooperation



Initiating and
keeping
networks



Getting closer to
citizens



Responding to
unpredictable
challenges



Specific aims

... but probably not all.



Building trust
for further
cooperation



Initiating and
maintaining
networks



Getting closer to
citizens



Responding to
unpredictable
challenges



Think TRANSNATIONAL

Why is transnational cooperation needed to address the challenge?

Have you selected the most relevant countries to be covered by the target groups?



Justify why the project is relevant for the countries you've chosen!



What's
Your
Story



Where are we at?

Start developing your project

Partnership

Work plan

Indicators

Support to applicants



What is a good partnership?



Sebastian Hentsch, Project Officer

WebEx | 15 November 2022



Project
Partner

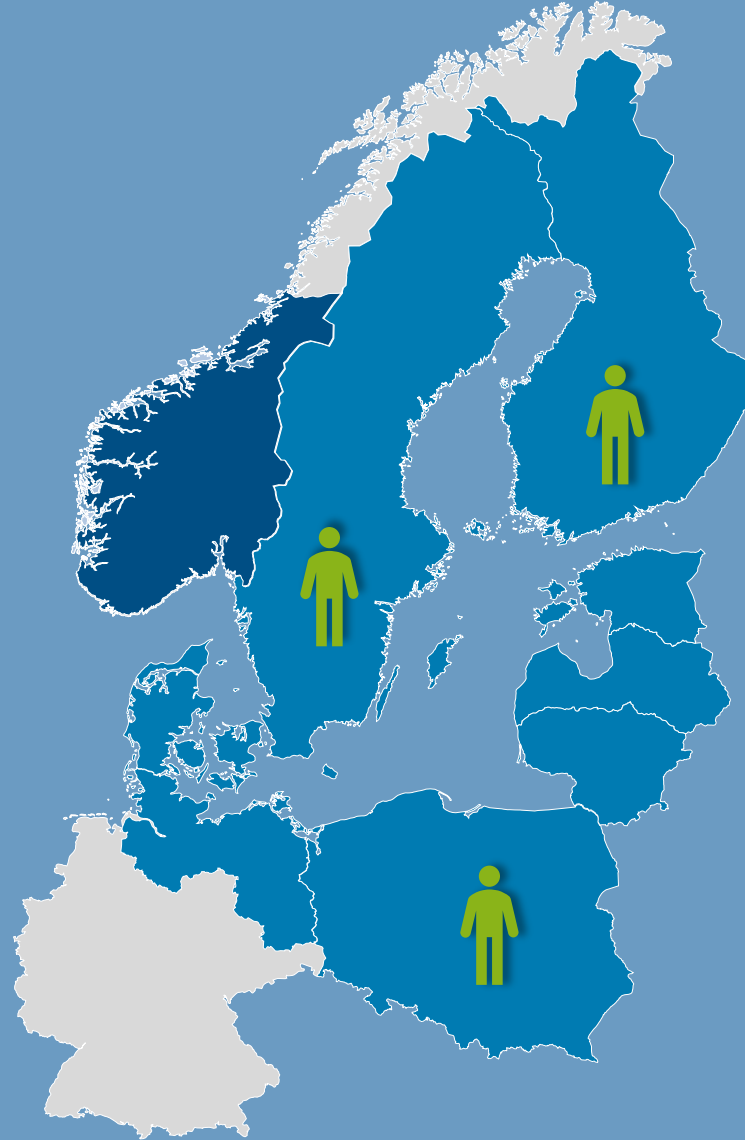
Lead
Partner

Associated
Organisation





At least
3 project partners
from
3 Programme
countries



What? Who? How?

Interreg
Baltic Sea Region



Co-funded by
the European Union

Project
Partner

Lead
Partner

Associated
Organisation



Some geography

- ✓ Denmark
- ✓ Estonia
- ✓ Finland
- ✓ Germany
- ✓ Latvia
- ✓ Lithuania
- ✓ Poland
- ✓ Sweden
- ✓ Norway



Interreg
Baltic Sea Region



Co-funded by
the European Union

- EU Member States
- Non-EU State



...and funding

Interreg
Baltic Sea Region



Co-funded by
the European Union

Norwegian
co-financing
€1.3
million

Co-financing
rate

50%

for Norwegian
organisations

ERDF co-
financing

**€121.7
million**

Co-financing
rate

80%

for EU
organisations



Whom to take on board?

- **Target-group** orientation & access
- **Competence** & capacity for implementation
- **Clear roles** & involvement
- **Focus** on public authorities, **potential** of other actors



Potential partners & actors

Interreg
Baltic Sea Region



Co-funded by
the European Union

International governmental organisation

Universities

Business support organisations

EGTC

Public authorities

SMEs

Interest groups

Research institutions

Local, regional & national institutions

Large enterprises

NGO

Pan-Baltic organisations

Education / training centres

Sectoral agency



Where are we at?

Start developing your project

Partnership

Work plan

Indicators

Support to applicants



What is a good work plan?



Marina Kislyak, Project Officer

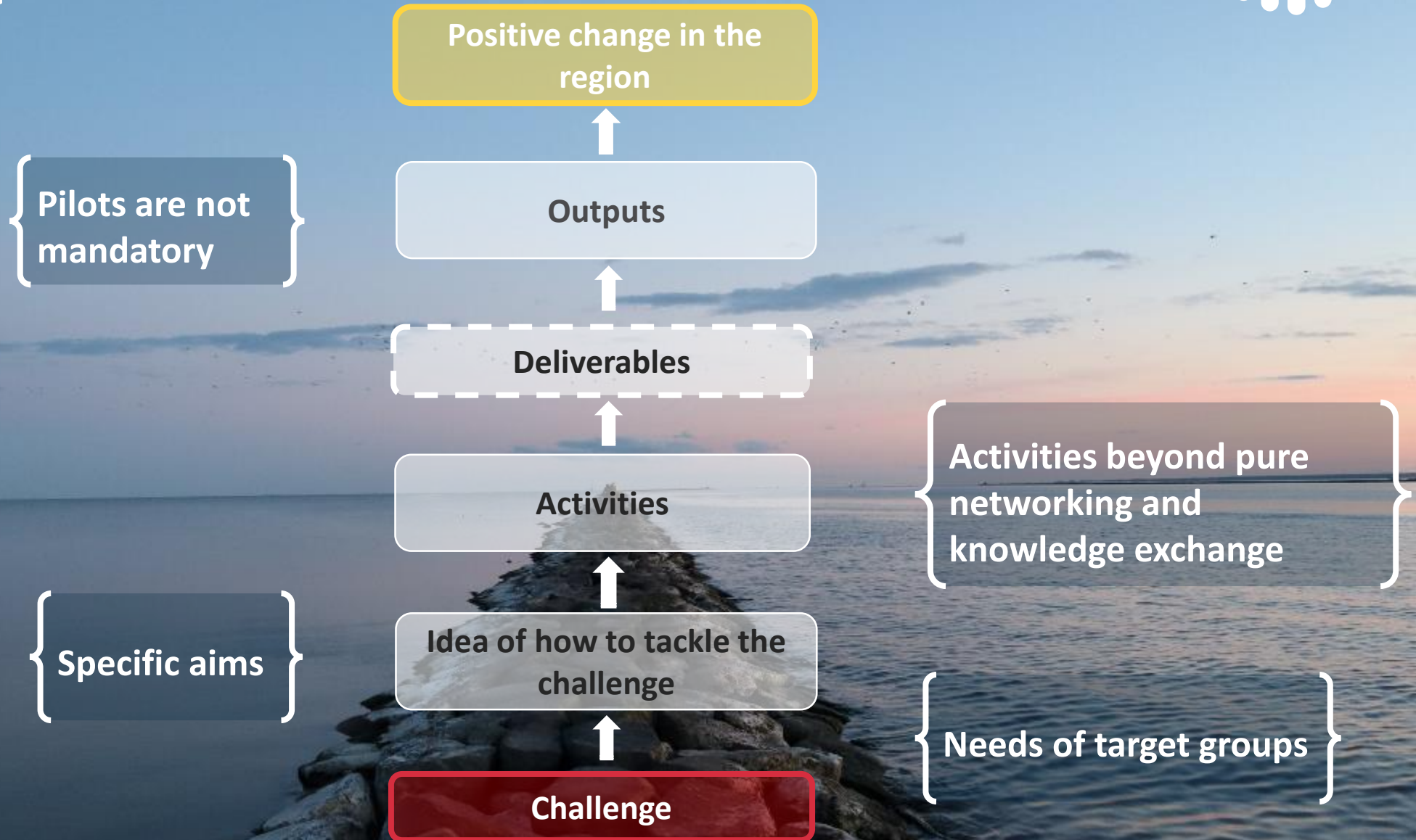
WebEx | 15 November 2022



Work plan

**What you plan to
implement with your
project partners and
how**

Work plan





Example

Specific challenge

Medium-sized cities often lack resources for cooperating with surrounding communities in planning intermunicipal transport

Output

Cooperation scheme between local authorities, transport companies and NGOs to better integrate green mobility planning between cities and their hinterlands

Outputs of your project

durable and tangible products

used by the target groups

after the end of project



Explain what you plan to do and how

Describe how you involve target groups

in your work plan

Be clear about content & purpose of outputs

Specify which organisations will be using outputs



Please

Do not repeat what has been
already produced

Explain how outputs will be used, not
“can be” or “maybe” used

Avoid general statements &
buzzwords

be realistic with your timeline

Where are we at?

Start developing your project

Partnership

Work plan

Indicators

Support to applicants



How to measure your success?



Ekaterina Latysheva, Project Officer

WebEx | 15 November 2022



Every project is a story...

Stories matter

Storyline of Interreg BSR project



Challenge

Idea of how to
tackle the challenge

Partnership

Activities

Outputs

Positive change

What do we measure?



Partners +
associated
organisations

Pilots

Organisations

Solutions



Challenge

Idea of how to
tackle the challenge

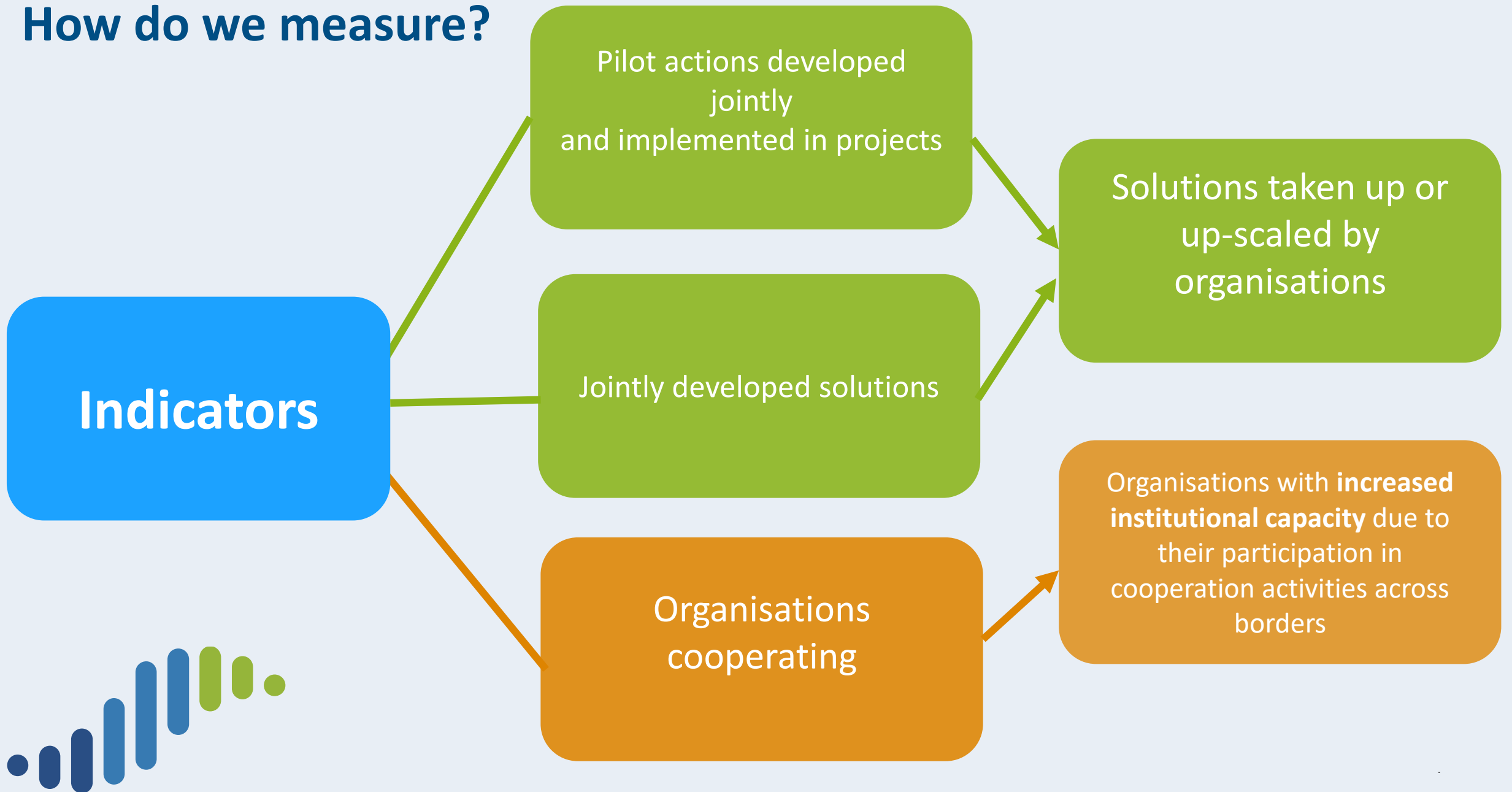
Partnership

Activities

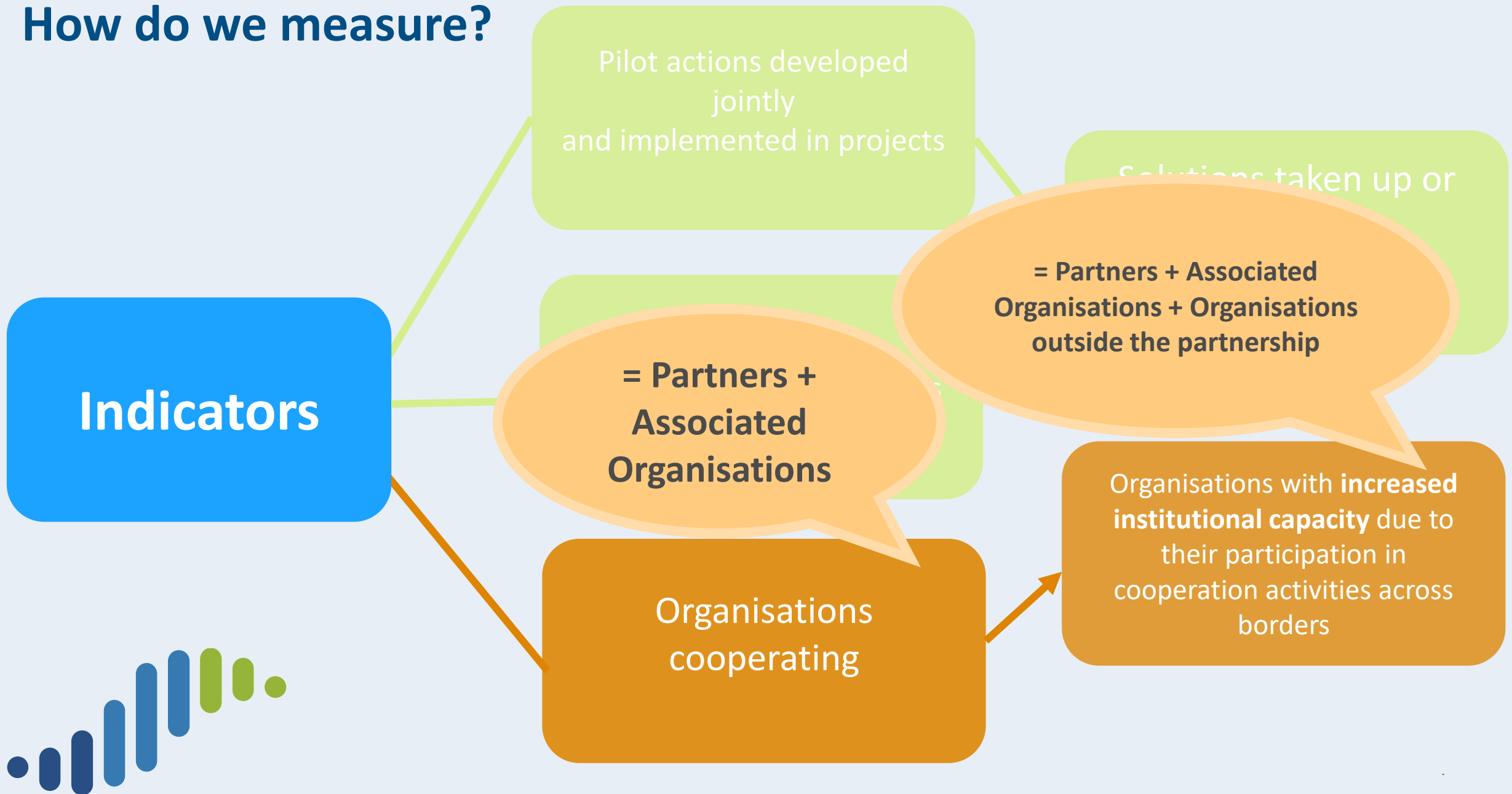
Outputs

Positive change

How do we measure?



How do we measure?



Organisations with increased institutional capacity



Example



BlueWaters project aims at development of the training programme for wastewater treatment operators. The project's consortium unites **5 partners** and **5 associated organisations**. In the course of project activities, the training programme is planned to be tested, evaluated, and further applied by **10 wastewater treatment plants** **outside** the partnership. **55 organisations** will be **included in the email distribution list**.

Example



The project's consortium unites 5 partners and 5 associated organisations. In the course of project activities, the training programme for WWTP operators is planned to be tested and evaluated by 10 more organisations outside the partnership. 55 organisations will be included in the email distribution list.

Organisations
cooperating



10

Organisations with
increased institutional
capacity



20

Be realistic
;)



Where are we at?

Start developing your project

Partnership

Work plan

Indicators

Support to applicants



How can we support you?



Viktorija Nilsson, Communication Officer

WebEx | 15 November 2022

interreg-baltic.eu/gateway



Gateway for applicants

- Timelines and procedures
- Project Idea Form (PIF)
- Consultations
- BAMOS+
- Programme Manual
- Tutorials
- Webinars
- ... and much more!



Newcomers?

interreg-baltic.eu/funding

- Check if your **idea** fits
- Check if your **profile** fits
- Who are your **partners**? Note: *Lead partner principle!*
- Where to start? Check the **process**

INTERREG BALTIC SEA REGION Programme Manual

for the period 2021 – 2027

Version 3.0
15.08.2022

Programme Manual

interreg-baltic.eu/toolkit/programme-manual-2021-2027

- Defines **principles, rules, regulations**
- Check **quality assessment criteria** upon submission
- Available in PDF and as online version



Tutorials

interreg-baltic.eu/gateway/tutorials

- **Programme objectives**
- **Prepare your project**
 - ✓ project types
 - ✓ budget planning & simplified cost options
 - ✓ matchmaking platform
- **How to apply?**



Webinar INVITATION

interreg-baltic.eu/gateway/#webinars



Webinars

interreg-baltic.eu/gateway/#webinars

23 November 2022

Core projects: core changes for the region



Matchmaking platform

matchmaking.interreg-baltic.eu

- **Community:** more than **900** members
- **Secure** environment
- **Variety** of organisations
- Advanced **searchability**
- **Project ideas** (public, private)
- Create your **own groups** or join **the established groups**.





Stay connected!

interreg-baltic.eu

interreg-baltic.eu/**subscribe-newsletter/**

Facebook.com/InterregBSR

twitter.com/InterregBSR

linkedin.com/company/interregbsr

instagram.com/interreg.bsr

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





Terms of use

This presentation has been developed exclusively for the purposes of the EU funding Programme **Interreg Baltic Sea Region** managed by **Investitionsbank Schleswig-Holstein (IB.SH)**.

You are allowed to use the texts, diagrams and flow charts for developing, managing and promoting Interreg Baltic Sea Region and its projects.

Please note that the **images and photographs contained in this presentation are copyrighted** and subject to the rights of third parties as mentioned in the respective reference below the image. If you plan to use these images/photographs you have the sole responsibility for obtaining appropriate licenses from the respective right holder.

