

Core projects: core changes for the region

Webinar

Webex | 23 November 2022

Interreg
Baltic Sea Region



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Interreg Baltic Sea Region in brief

Marta Ślęzak-Warszycka, Team Leader Project Unit

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**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

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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

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**No pure
research on
potential
solutions**

**No
purely
technological
solutions**

**No
investments
responding purely
to local interests**



Our priorities

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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

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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
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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

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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 D.2.3 of the
Programme Manual



Every project is a story...

Stories matter

Stories matter...



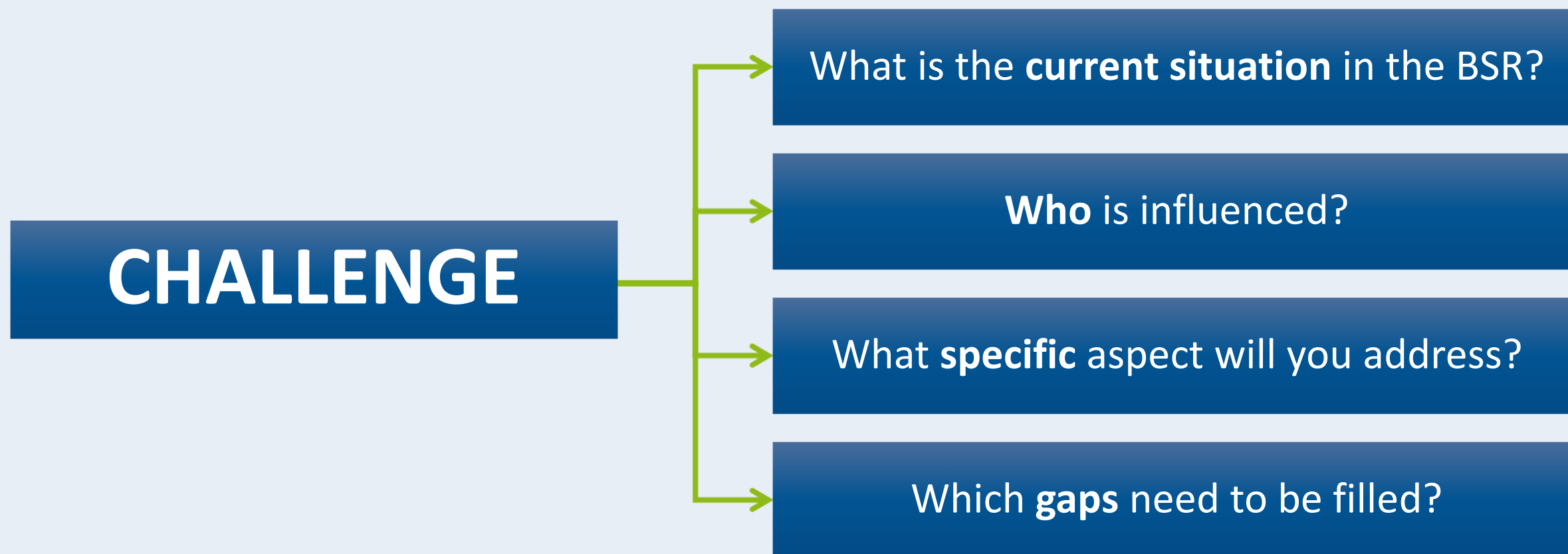
How to start developing your project?



Mateusz Ropiak, Hunter Reinhardt
Project Officers

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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

“Baltic Sea region needs to improve circularity in the food sector”



“Municipalities and businesses lack tools and knowledge to create efficient city ecosystems of the food sharing economy”





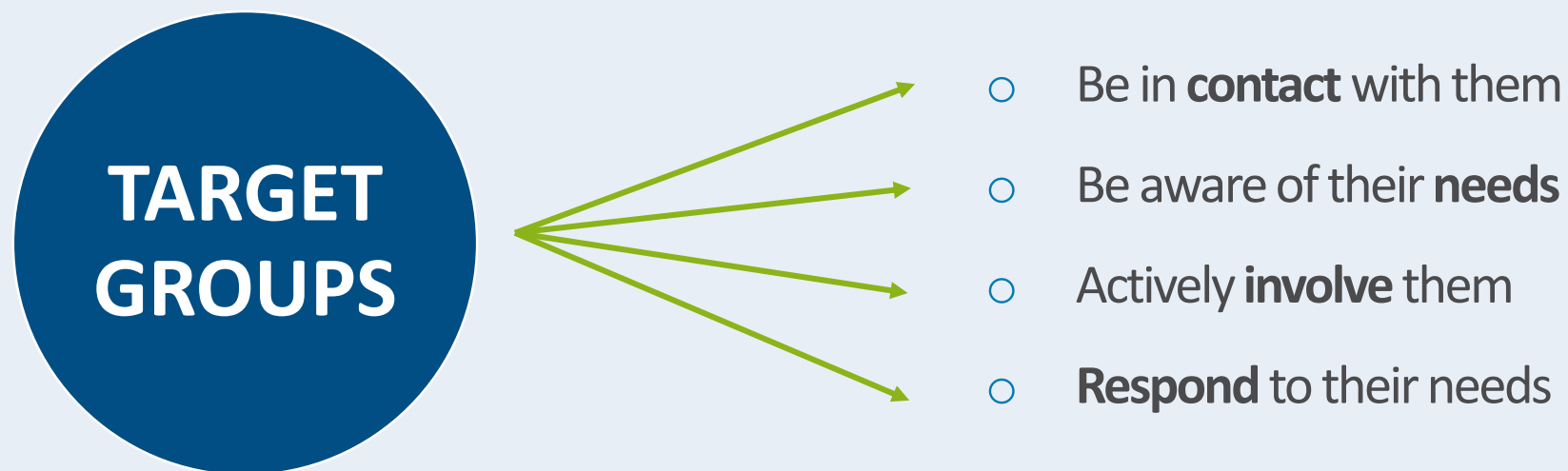
The objective of your project should be to **help your target groups tackle the challenge.**

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 results.

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





“Municipalities and businesses lack tools and knowledge to create efficient city ecosystems of the food sharing economy”

Local public authorities

National public authorities

Small and medium enterprises

NGOs



“Municipalities and businesses lack tools and knowledge to create efficient city ecosystems of the food sharing economy”

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“Municipalities and businesses lack tools and knowledge to create efficient city ecosystems of the food sharing economy”

Local public authorities

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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 determine the obstacles
preventing the sharing economy
initiatives**



My target groups need...

- More capacities to boost sharing economy initiatives helping to reduce the amount of food waste



My target groups need...

- Local authorities need tools for collecting and exchanging food excess at the municipal level, small and medium enterprises need a clear system and better awareness of food-sharing opportunities



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



What makes a good partnership?

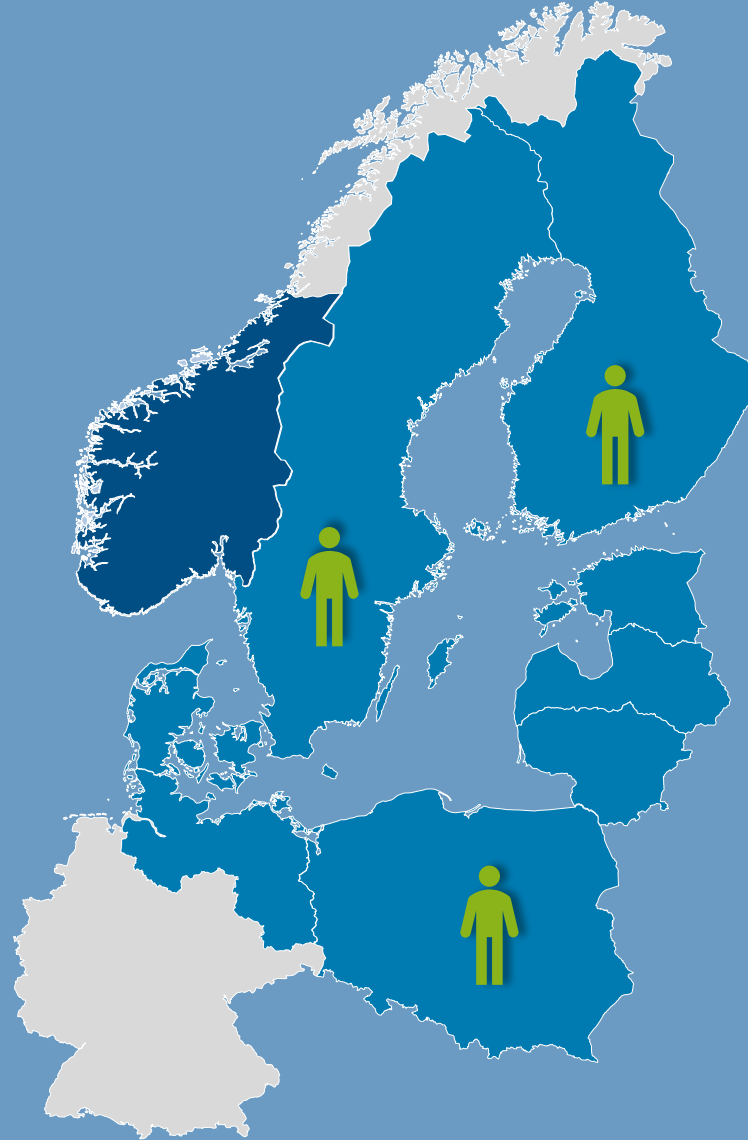
Sebastian Hentsch

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At least
3 project partners
from
3 Programme
countries



What? Who? How?

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Project
Partner

Lead
Partner

Associated
Organisation



Some geography

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



Interreg
Baltic Sea Region



Co-funded by
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- EU Member States
- Non-EU State



Remaining funding

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Co-funded by
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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



Partnership construction

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



Potential partners & actors

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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



What is a good work plan?



Agnieszka Lipińska, Project Officer

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**Project is a
story...**

**and the work
plan is its plot**

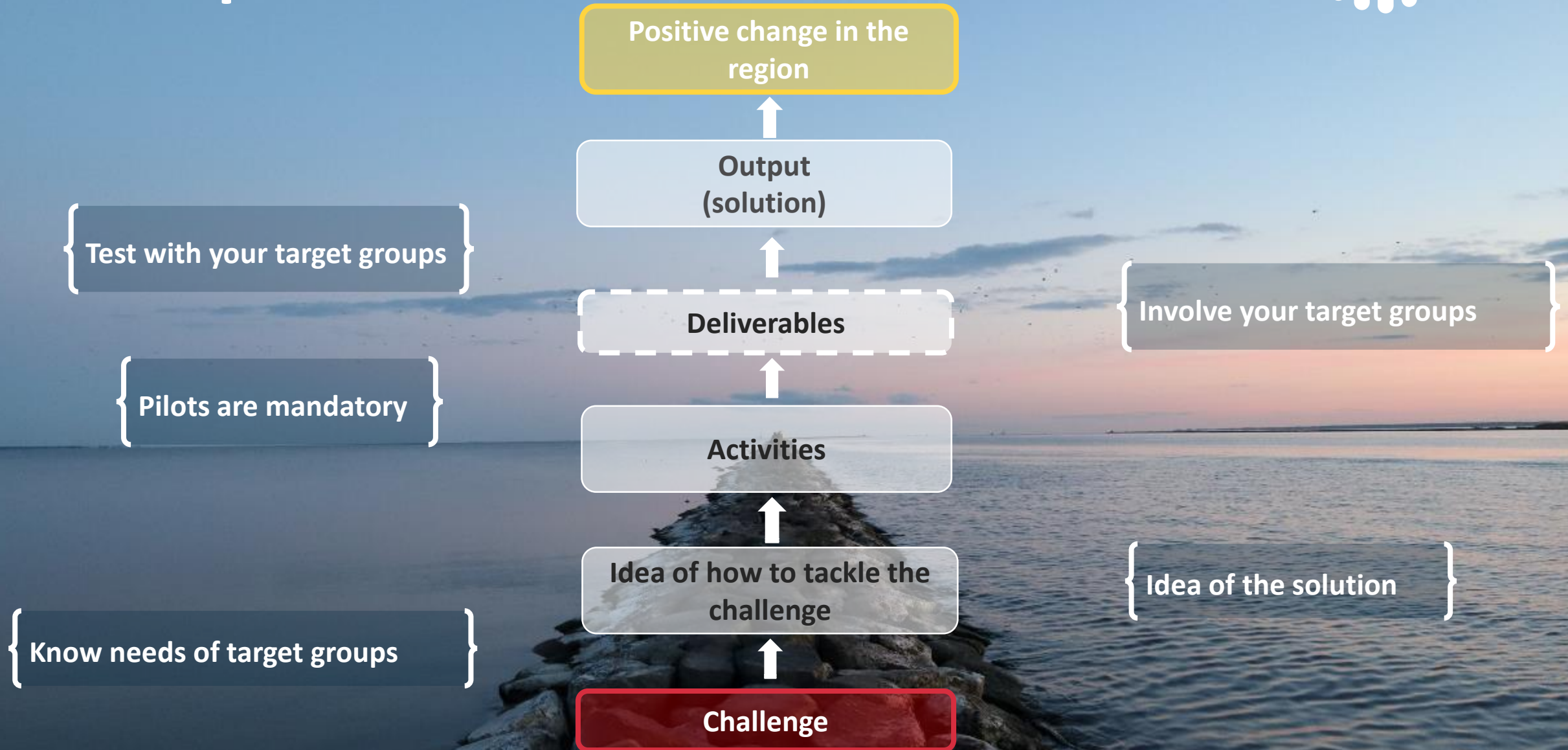
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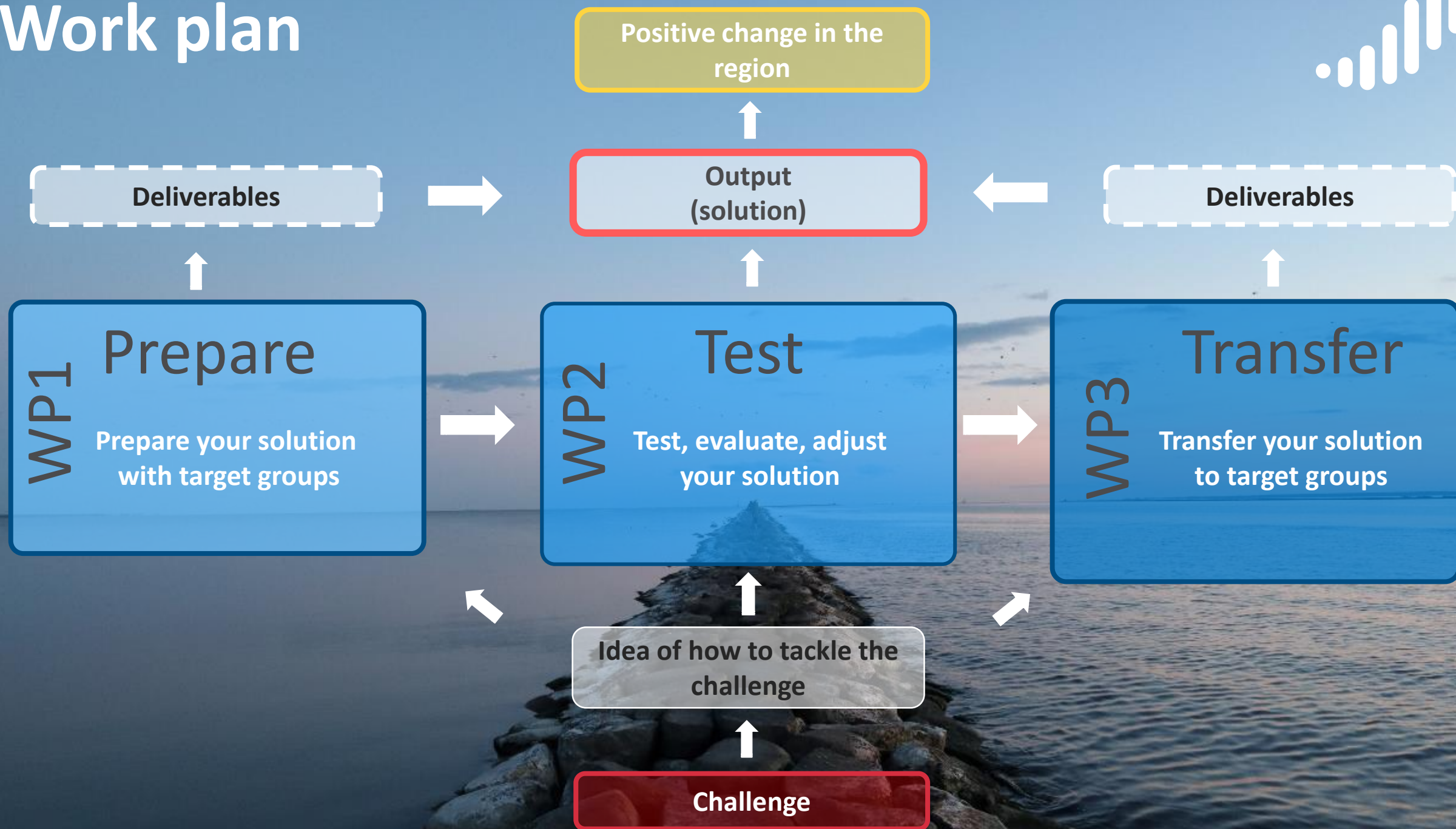
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Work plan



Work plan





Challenge

Give more details...

Local public authorities and NGOs

need practical guidance

on how to create

interactive urban spaces

where children and youth can **overcome
their mental challenges**

in order to build

a stronger society in the future



Theoretically, you
know what a
solution might be...

Give more details...

An easy-to-use
concept on how to create
an interactive, sensory-friendly public
space for children and young people to
rebuild mental strength by
reinforcing their sense of belonging
which could be used by any
local authority.

Work Package 1

Give more details...

Prepare your solution!

Work with your **target groups**
(local public authorities, NGOs supporting youth, organisations responsible for mental health and well-being)
to prepare **components of your solution:**



1. **Design concept** of how to arrange such a space
2. **Methodological concept** of how to use such a space

Work Package 2

**Test your solution,
evaluate and
adjust it!**

Give more details...

- **Prepare** demonstration spaces
- **Invite** experts and various groups of children and youth to test the demo spaces.
- **Evaluate** the results of the testing activities together with your target groups.
- **Adjust** both concepts, if needed



Congrats! You have the ready-made solution!

Work Package 3

**Transfer your
solution!**

Give more details...

- **Establish** a relationship with youth mental health NGOs
- **Sign an agreement** with 5 municipalities to guide them in the implementation of the concept
- **Organise training** for professionals in the social/health departments in municipalities
- **Exhibit your concept** at the EU-wide event on social innovation
- **Build a network** of experts on Linked



Work packages can be planned in parallel



WP1



WP2



WP3

Stay in line with your challenge

Describe steps along the way to deliver your solution

Describe how you involve target groups

Be realistic

in your work plan

Be clear about content & purpose of outputs

Explain how the solution will be used, not “potentially can be used”

Please DO NOT



- Plan activities to analyse the needs of target groups
- Plan activities of purely local interest
- Use terms that mean everything and nothing
- Plan a solution without its specific content
- Plan a solution without its users

Please DO



- Know the needs of target groups before your project!
- Plan activities of purely local interest
- Use terms that mean everything and nothing
- Plan a solution without its specific content
- Plan a solution without its users

Please DO NOT



- Plan activities to analyse the needs of target groups
- **Plan activities of purely local interest**
- Use terms that mean everything and nothing
- Plan a solution without its specific content
- Plan a solution without its users

Please DO



- Plan activities to analyse the needs of target groups
- **Implement locally, think BSRegionally**
- Use terms that mean everything and nothing
- Plan a solution without its specific content
- Plan a solution without its users

Please DO NOT



- Plan activities to analyse the needs of target groups
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- **Use terms that mean everything and nothing**
- Plan a solution without its specific content
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Please DO NOT

We will build critical mass to support penta-helix cooperation of relevant stakeholders in the BSR. Through the planned activities, we will co-create an international network of change agents. We will organise transnational hackathons and testbeds to raise their awareness on how to foster regional blue economy by using different innovative tools.

Please DO NOT



- Plan activities to analyse the needs of target groups
- Plan activities of purely local interest
- Use terms that mean everything and nothing
- **Plan a solution without its specific content**
- Plan a solution without its users

Please DO



- Plan activities to analyse the needs of target groups
- Plan activities of purely local interest
- Use terms that mean everything and nothing
- E.g. plan a toolbox **ONLY** if you know exactly what tools will be part of it
- Plan a solution without its users

Please DO NOT



- Plan activities to analyse the needs of target groups
- Plan activities of purely local interest
- Use terms that mean everything and nothing
- Plan a solution without its specific content
- Plan a solution without its users

Please DO



- Plan activities to analyse the needs of target groups
- Plan activities of purely local interest
- Use terms that mean everything and nothing
- Plan a solution without its specific content
- **Know who need and will use your solution**

How to measure your success?

Ekaterina Latysheva, Project Officer

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Every project is a story...

Stories matter

Storyline of Interreg BSR project



Challenge

Idea of how to
tackle the challenge

Partnership

Activities

Solutions

Positive change

What do we measure?



Partners +
associated
organisations

Pilots

Organisations

Solutions



Challenge

Idea of how to
tackle the challenge

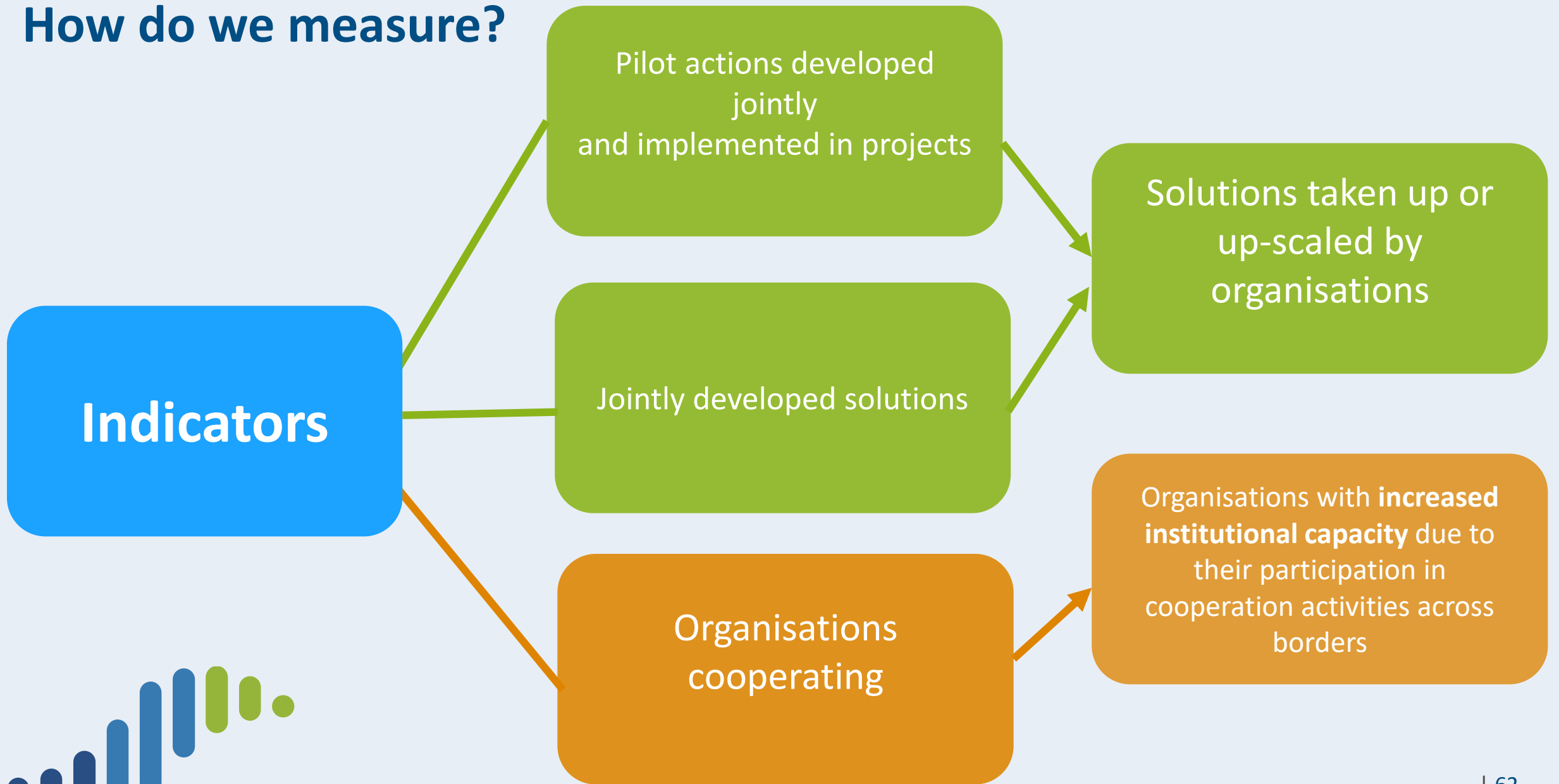
Partnership

Activities

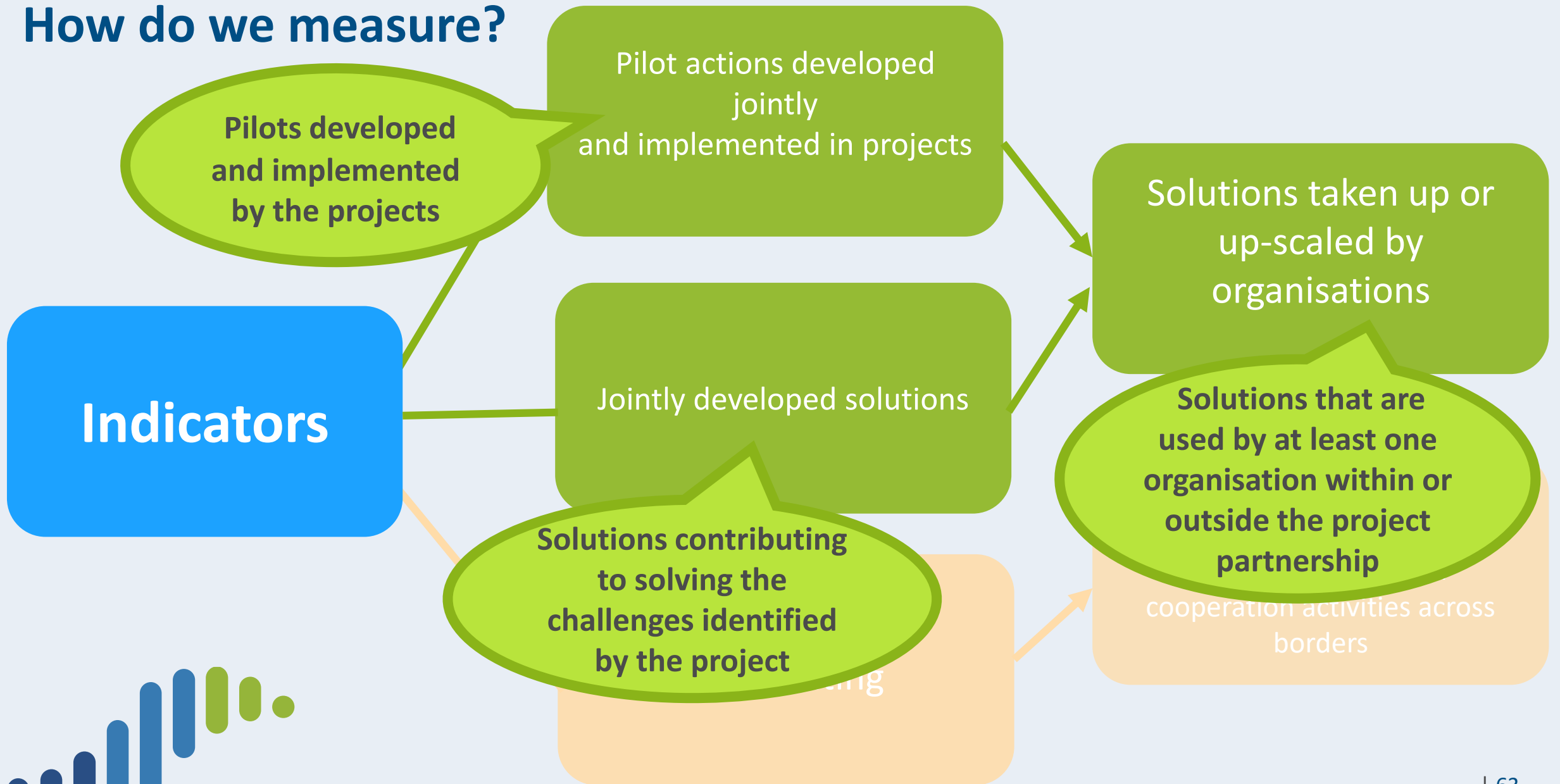
Outputs

Positive change

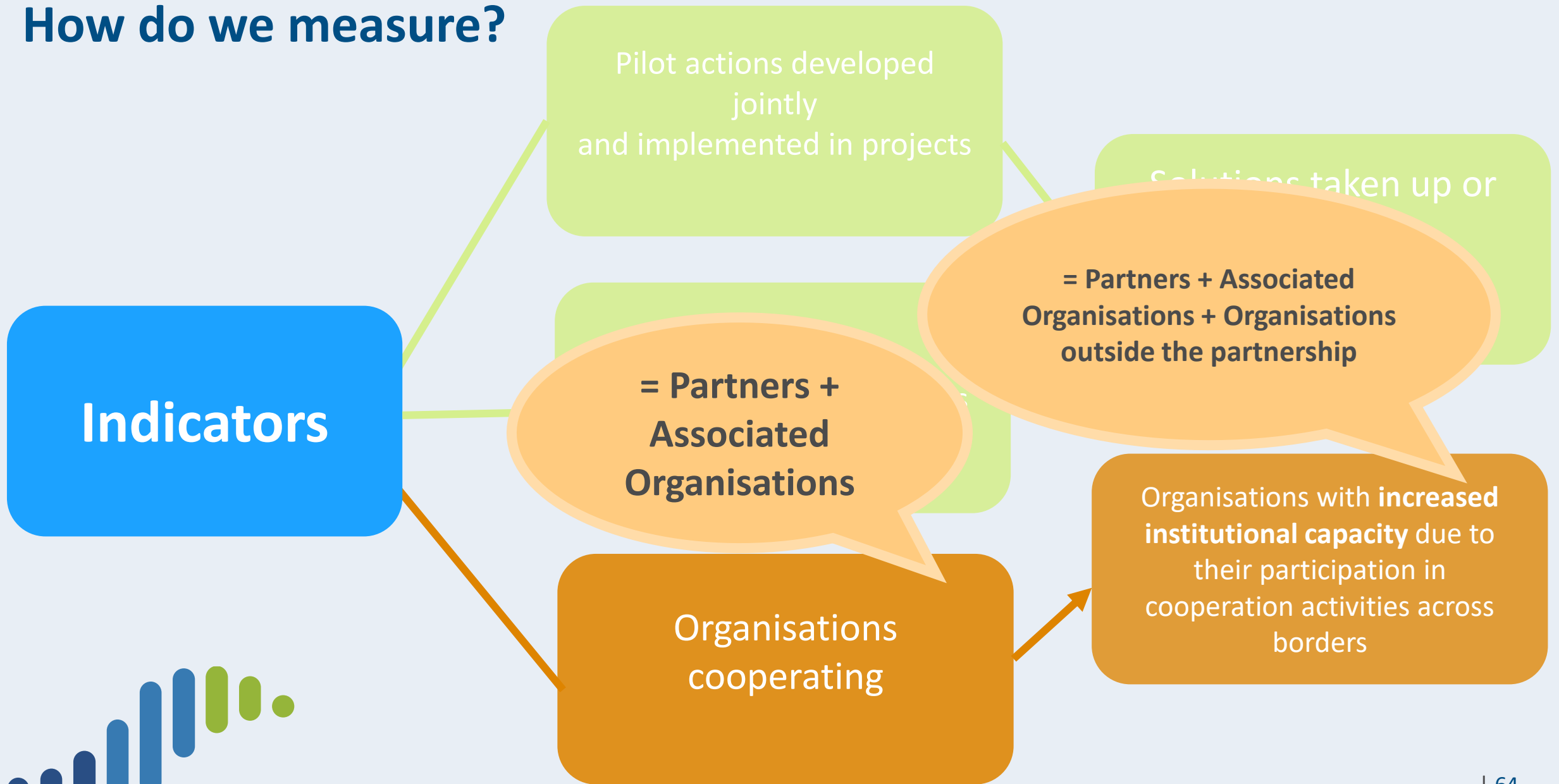
How do we measure?



How do we measure?



How do we measure?



Organisations with increased institutional capacity



Example 1



BlueWaters project aimed at development of
the training programme for wastewater treatment operators
consisting of:

- 1. Online training tool** (Finland, Lithuania and Estonia)
- 2. Best technology app** (Germany, Lithuania, and Latvia).

Example 1



BlueWaters project aimed at development of the training programme for wastewater treatment operators. The online training tool (1st element of the training programme) was piloted in Finland, Lithuania and Estonia. The best technology app (2nd element of the training programme) was tested in Germany, Lithuania, and Latvia. After that, the elements were jointly evaluated, adjusted, and compiled into the training programme.

Pilot actions
developed jointly
and implemented
in projects



Jointly developed
solutions



Solutions taken
up or up-scaled
by organisations

2

1

1

Example 2



BlueWaters project consortium united:

- **5 partners and 5 associated organisations**

The training programme was tested, evaluated, and further applied by:

- **10 wastewater treatment plants** **outside** the partnership

The email distribution list included:

- **55 external organisations**

Example 2



The project's consortium united 5 partners and 5 associated organisations. In the course of project activities, the training programme for WWTP operators was tested and evaluated by 10 more organisations outside the partnership. 55 organisations were included in the email distribution list.

Organisations
cooperating



10

Organisations with
increased institutional
capacity



20

Be realistic
;)

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How can we support you?

Viktorija Nilsson, Communication Officer

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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

Connect your project idea to the macro-region!

Find contacts at
interreg-baltic.eu/gateway

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EU Strategy for the Baltic Sea Region

balticsea-region-strategy.eu

Programme manual: chapter B.3

Programme portal: interreg-baltic.eu/about/eusbsr/

→ Discuss your idea with **policy area coordinators!**

balticsea-region-strategy.eu/contacts/eusbsr-actors



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

7 December 2022

Small projects: small steps for a big change

10 January 2023

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**.



Project library

interreg-baltic.eu/projects





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

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twitter.com/InterregBSR

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instagram.com/interreg.bsr

youtube.com/user/BSRprogramme

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

Investitionsbank Schleswig-Holstein

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