

# Welcome to the Lead Partner Seminar of Core Projects



Berlin | 17-18 January 2023



# Agenda Day 1

- 12:00 – 13:00** Registration & lunch
- 13:00 – 13:10** Introduction & welcome
- 13:10 – 13:15** Meet the MA/JS
- 13:15 – 14:30** Who is in the room? What connects you?
- 14:30 – 15:50** Project journey “36 months to success”
- 15:50– 16:20** Coffee break
- 16:20 – 17:00** Communication journey
- 17:00 – 17:05** Short wrap-up
- 17:05 – 17:30** Meet your Officers





**Interreg**  
Baltic Sea Region



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the European Union

# Who is in the room? What connects you?



## Lead Partner Seminar 2023

Berlin | 17-18 January 2023

Orsolya Schulz, Elena Kolosova



# A bit about you

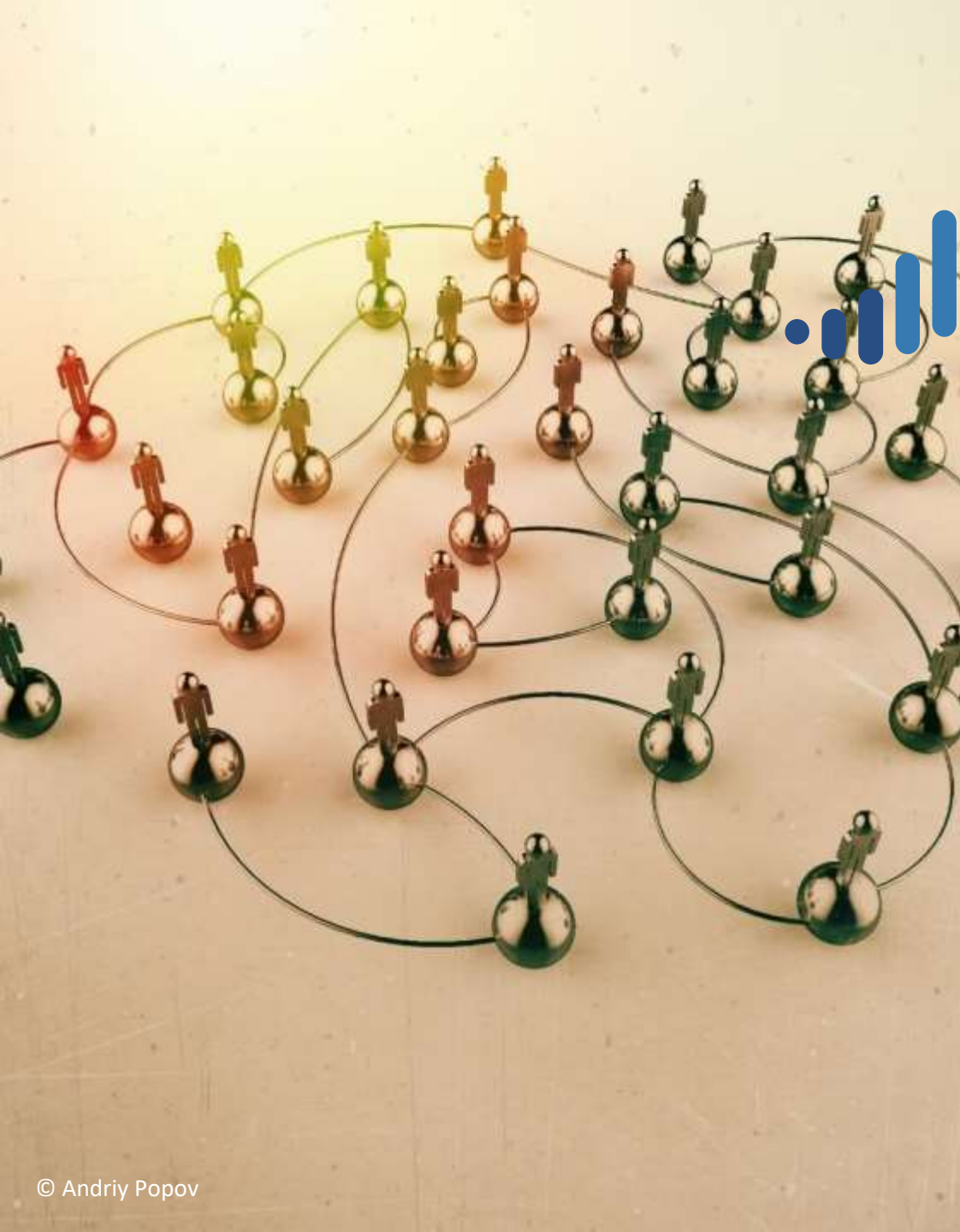
My name is ....

I come from ... [city and country].

# ...and about your table

One dish you all like is ....





# About your projects and what connects you

## A common topic:

- What do you have in common in the topics of your projects?

## Similar target groups:

- Do you work with similar types of organisations? What are they?

## Common geography:

- Do you have partners from the same cities? What are they?

# Planning together



- **What could you do together by June 2023?**
- **What could you do together by end 2025?**



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# 36 months to success



## Lead Partner Seminar 2023

Berlin | 17-18 January 2023

Ekaterina Latysheva, Elea Nova, Hunter Reinhardt



# 31 projects for core changes



<b>Innovative societies</b> PRIORITY 1	1.1 Resilient economies and communities	<b>8</b>
	1.2 Responsive public services	<b>4</b>
<b>Water-smart societies</b> PRIORITY 2	2.1 Sustainable waters	<b>5</b>
	2.2 Blue economy	<b>3</b>
<b>Climate-neutral societies</b> PRIORITY 3	3.1 Circular economy	<b>5</b>
	3.2 Energy transition	<b>4</b>
	3.3 Smart green mobility	<b>2</b>



# Core projects

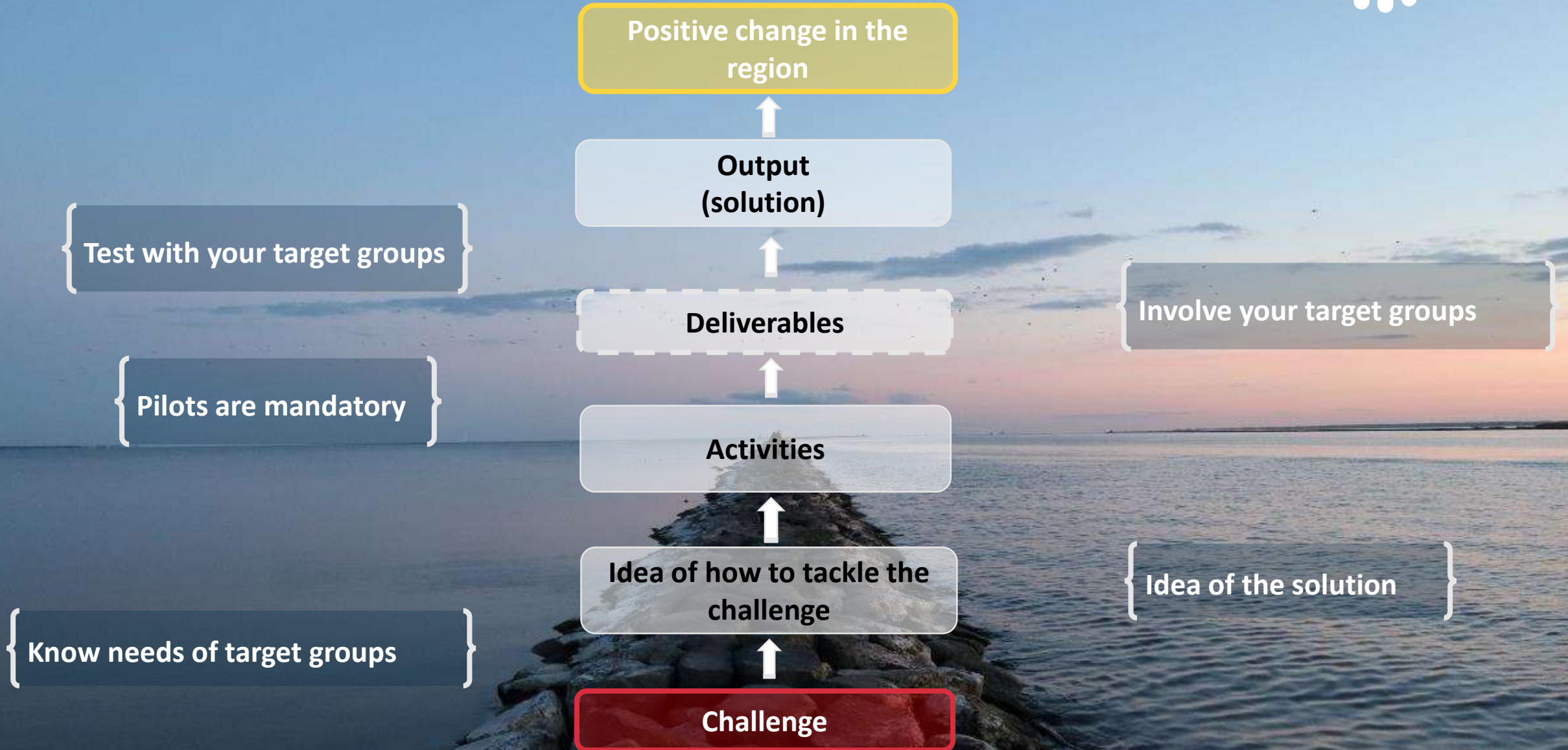
Core changes for the region.

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





# Road to success

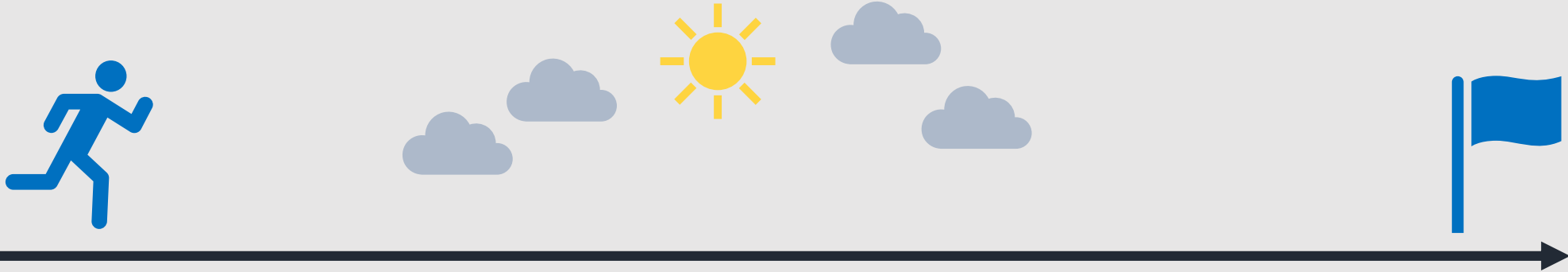




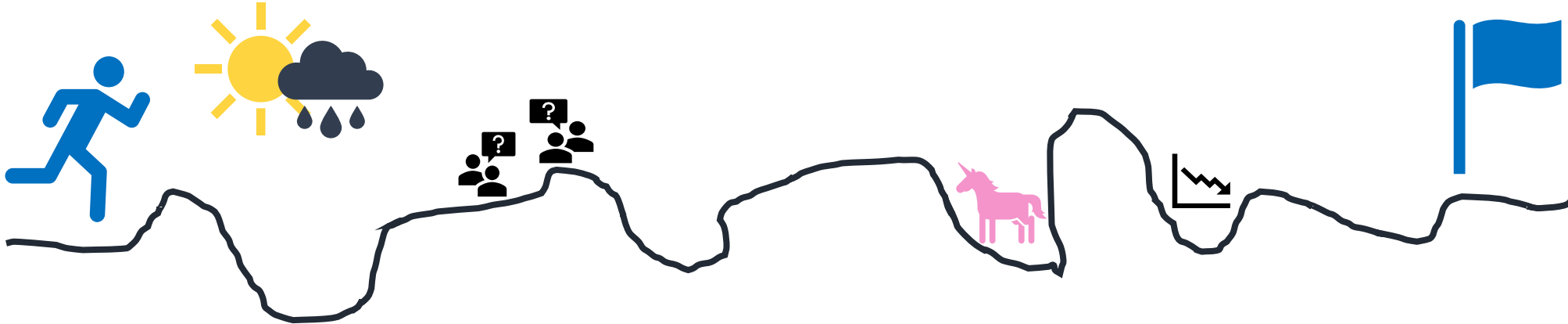
# Roads can be different...



Planned:



In reality:

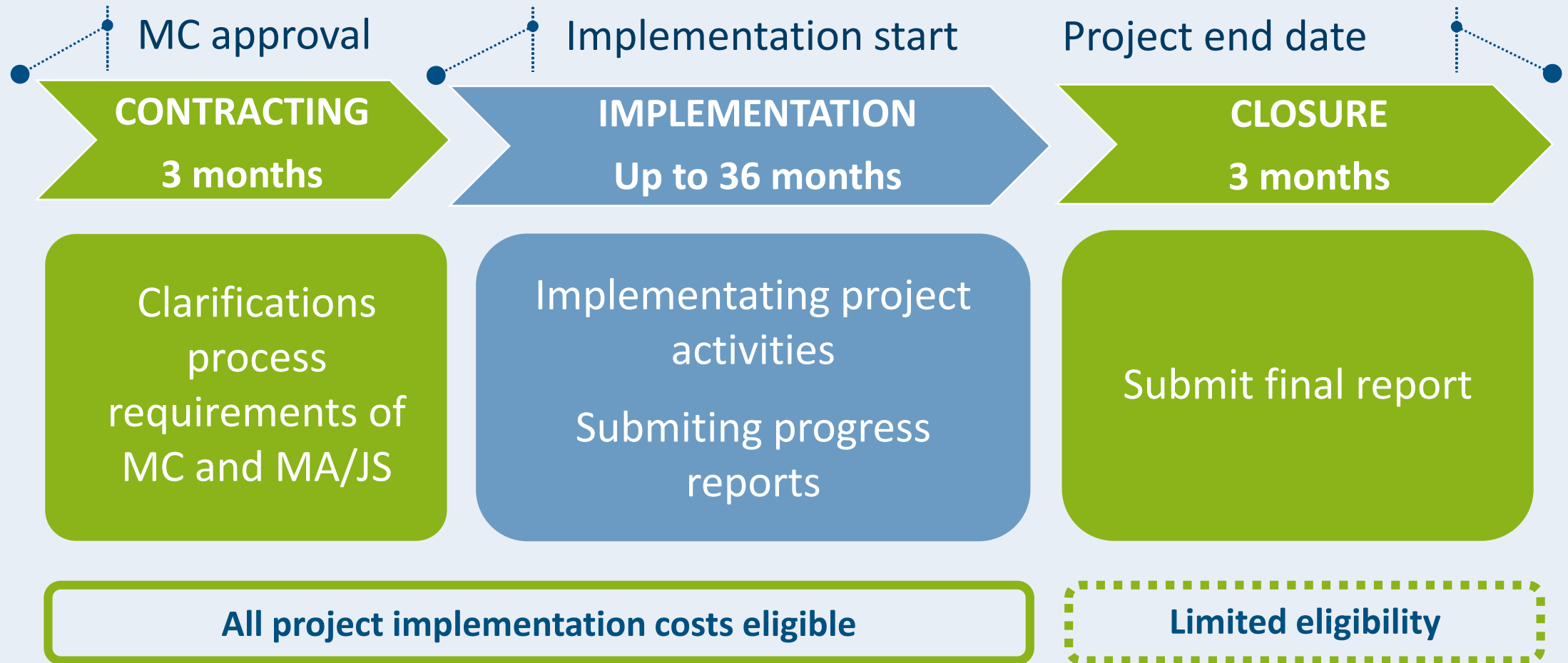


In focus:  
capacities of the target groups and practical solutions

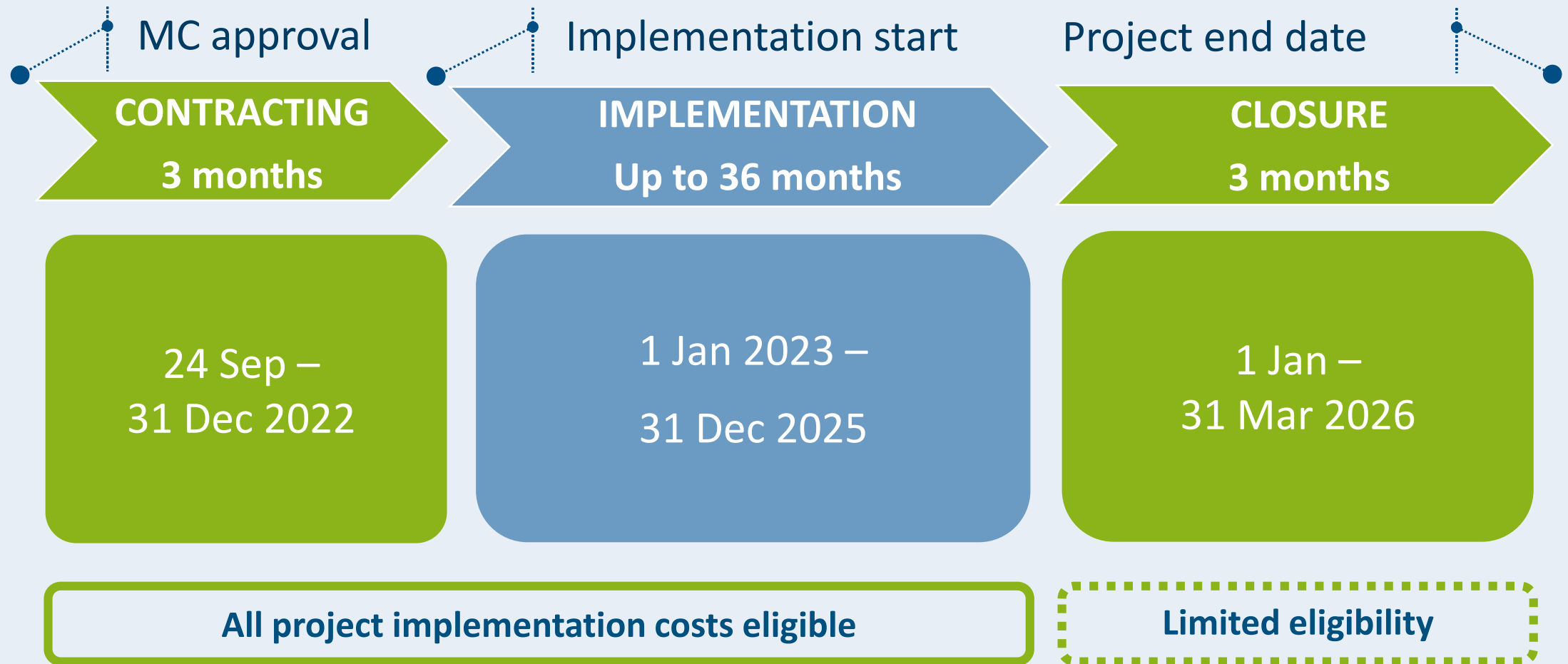




# Project phases



# Project phases





via BAMOS+

Progress report

Activity part



Financial part

Partner reports



# Activity report: work plan

## Implementation in the reporting period

Major steps & their outcomes

Cooperation between partners

Progress towards deliverables & outputs

Involvement of the target groups

**Piloting!**

Any challenges?





# Reporting timeline

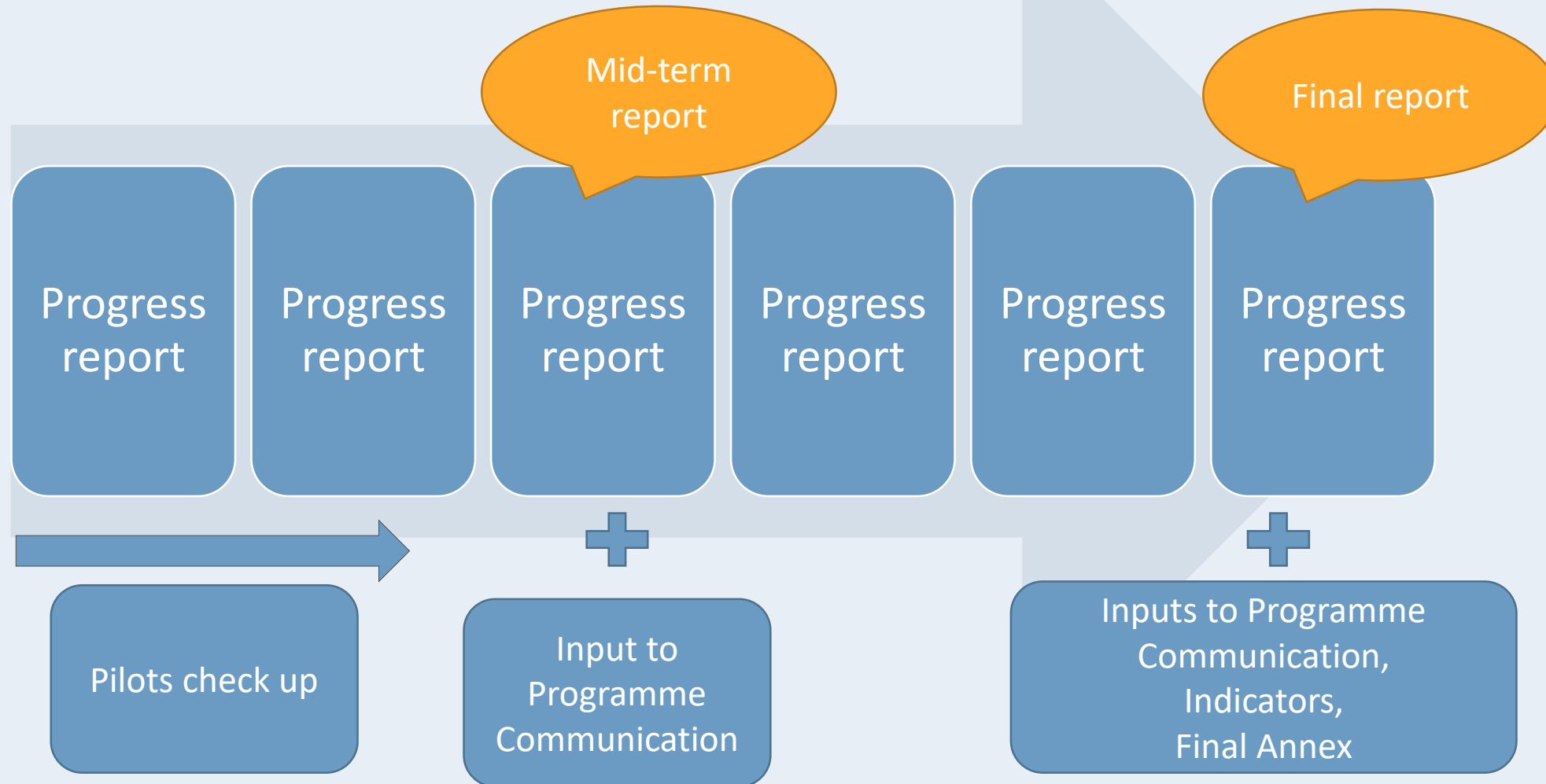
1 month for  
preparation

Progress report	Period from	Period to	Submission deadline
Period 1	22 September 2022	30 June 2023	<b>1 August 2023</b>
Period 2	1 July 2023	31 December 2023	<b>1 February 2024</b>
Period 3	1 January 2024	30 June 2024	<b>1 August 2024</b>
Period 4	1 July 2024	31 Dec 2024	<b>1 Feb 2025</b>
Period 5	1 January 2025	30 June 2025	<b>1 August 2025</b>
Period 6	1 July 2025	31 March 2026	<b>1 April 2026</b>

Partnership  
Agreement



# Mid-term and final progress reports







# Final activity report

- + Indicators
- + Final Annex

# Indicators

**RCO 84** Pilot actions developed jointly and implemented in projects

**RCO 116** Jointly developed solutions

**RCO 87** Organisations cooperating

**RCR 104** Solutions taken up or up-scaled by organisations

**PSR 1** Organisations with increased institutional capacity due to their participation in cooperation activities across borders





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# Indicators

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**PSR 1** Organisations with increased institutional capacity due to their participation in cooperation activities across borders





# Final Annex

- **Lessons learned**
- **Horizontal principles**
- **Follow-up**
- **Cooperation with other projects and initiatives**
- **Positive change to the region**



**Produced outputs in use**

**Capacities of target groups increased**

**Core changes for the region made**





# Tutorials on reporting

[interreg-baltic.eu/gateway/tutorials](https://interreg-baltic.eu/gateway/tutorials)

# Programme Manual

[interreg-baltic.eu/gateway/programme-manual](https://interreg-baltic.eu/gateway/programme-manual)

**Let's have a break!**





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# Communication:

Communicating project, support tools & visibility

Lead Partner Seminar 2023

Berlin | 17-18 January 2023

Anna Gałyga, Viktoria Nilsson







# Your project is a journey.

- Challenge
- Objective
- Activities
- Outputs
- Positive change in the region





# Your project is a journey.

But  
what's the missing ingredient?

Communication.





**Your project matters.**







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**You're part of a strong Interreg community.**





# Where to start?

## Your must haves

- ✓ Assign a **communication manager**
- ✓ Plan **internal & external communication**
- ✓ Equip partners with **knowledge** (e.g. visibility) & **tools** (e.g. logo, templates)
- ✓ Think about how **partners** can contribute
- ✓ Use the **project page**





# What else?

Don't forget ;)

- Be where your **target groups** are
- Be active & creative
- **Tell your story.** Always.

**Everyone's a communicator!**



# Examples

Some ideas for start

- A gist of your project: a **project summary**
- **Stories, news & pilot stories**
- **Quotes**

Challenge | Objective | Activities | Outputs | Positive change





# Examples

Some ideas for start

- **Visuals** (pictures, videos ...)
- **Contributions to events**  
(EU and Commission-wide)
- **Publications**

Challenge | Objective | Activities | Outputs | Positive change



PROGRAMME 2021-2027  
PRIORITY CLIMATE-NEUTRAL SOCIETIES  
OBJECTIVE ENERGY TRANSITION  
PROJECT TYPE CORE PROJECT

### Short name of the project short name

Project Teaser  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

### Most current highlight

We are preparing our first trade fair!  
We booked a booth at [www.sovoffik.com/fair2022](#), currently preparing all objects, test cases and printouts we are going to bring with us.

Each day, at 1pm we are in demo mode, make sure to not miss it!

### Project summary Lorem ipsum dolor si met.

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#### DETAILS

Project type  
Core project

Implementation  
May 2016 - April 2019

Status  
Completed

Contribution to EUSBSR  
Policy Area Innovation



Project represented in platforms:  
[BalticandIn](#)

#### TARGET GROUPS

Local public authority  
Large enterprise  
target group  
target group  
target group

#### SOCIAL MEDIA (MASK NAME)

[www.facebook.com/xyz](#)  
[www.instagram.com/xyz](#)

#### NEWSLETTER

[Subscribe here >](#)

#### ADDITIONAL LINKS

[Support us at Redite >](#)  
[Platform for partners >](#)

#### PROJECT TAGS

Innovation Blue Economy Government Water Resilience Waste water Objectives ERDF innovation Blue Economy Water Resilience Waste water



# How?

## Use your project page!

- Project description
- News & pilot activities
- Events
- Pictures; galleries; videos
- Publications
- Quotes, highlights & achievements





# How?

## Make your input to Programme communication

- **Work on your products** whenever it fits you
- Publish on your **project page**
- Report about it: **twice**  
(with mid-term & final progress report)



interreg  
Baltic Sea Region  
Co-funded by  
the European Union  
Project Acronym

FULL NAME OF PROJECT, FULL NAME OF PROJECT, FULL NAME  
OF PROJECT, FULL NAME OF PROJECT, FULL NAME, FULL NAME  
OF PROJECT

Short name of project

About News Solutions

PROGRAMME 2021-2027  
PRIORITY CLIMATE-NEUTRAL SOCIETIES  
OBJECTIVE ENERGY TRANSITION  
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Project Teaser  
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est. Lorem ipsum dolor sit amet.

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# Support to projects

## Project pages

- Basic information included from **BAMOS+**
- **Onboarding** in January
- **Guidance** in the backend (instruction videos, user manual, and more)
- **Support** at [support@interreg-baltic.eu](mailto:support@interreg-baltic.eu)



# Support to projects

## Project logo



Your project is unique and affiliated to the Programme's visual brand!

Any questions?

[communication@interreg-baltic.eu](mailto:communication@interreg-baltic.eu)





# Support to projects

We apply individual approach to the...

- **Project pages** hosted on the Programme portal
- **Project logos**

You will receive a package upon contracting.





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Baltic Sea Region



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Project name  
Short name

© Copyright of image

Project page

## Title

Write in max 2-3 sentences what is your project about: how your project is helping whom and how – and what they can do thanks to you. Make sure you are understood: use plain English and avoid jargon. You may also highlight support from the funds.

This #MadeWithInterreg project helps drive the transition to a green and resilient Baltic Sea region.

Organisations from the following countries cooperate together to make that happen:

Germany, Poland, Latvia, Lithuania

### Duration

02/2023 – 05/2026

### Total budget

1 679 000 €

### EU funding

1 279 000 €

### Norwegian funding

1 279 000 €



# Support to projects

## Poster & Office templates

**Poster:** display at least one of a minimum size A3 at your partner's location

**Office templates:** Word, Excel, PPT

<https://interreg-baltic.eu/toolkit/comms-visibility/>

INTERREG  
BAL TIC SEA REGION  
Project Design Guide  
2021-27

Version #1.0  
November 2022



# Support to projects

## Project Design Guide

- Useful guidance and reference
- Info about a project logo and project page
- Samples for inspiration
- Templates
- Colours and fonts

<https://interreg-baltic.eu/toolkit/comms-visibility/>





# Support to projects

More to explore!

- **Comms community** on Facebook
- **Project toolkit** on the Programme portal
- **Programme Manual** (online & pdf)
- **Video tutorials**
- **Other info materials**



# Visibility rules

What's the reasoning?

- **Acknowledge** the received **support**
- Boost the **awareness of benefits**
- Increase the **visibility of the EU** on the ground







# Visibility rules

Where to apply?

In **all** co-financed visibility, transparency and communication activities!





# Visibility rules

## How to comply?

- **Project logo**
- **Statement** on Interreg support
- **Posters** at partner's locations

+ special rules for equipment/investments





# Visibility rules

## Why to comply?

- **Checks** during project implementation
- **Financial** consequences
- **Time** loss (clarifications take time!)

# Visibility rules

## More information

- **Programme Manual**  
<https://interreg-baltic.eu/toolkit/programme-manual-2021-2027/>
- **Project toolkit** on the Programme portal  
<https://interreg-baltic.eu/toolkit/comms-visibility/>
- **Regulations & guidance documents**  
<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:L:2021:231:TOC>







# Stay in touch!

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

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





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