Interreg
Baltic Sea Region

Co-funded by
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Small projects: small steps for a big change

Webinar

Webex | 7 December 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?

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Interreg Baltic Sea Region in brief

Marta Ślężak-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
	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

SMALL
17
31
CORE

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…

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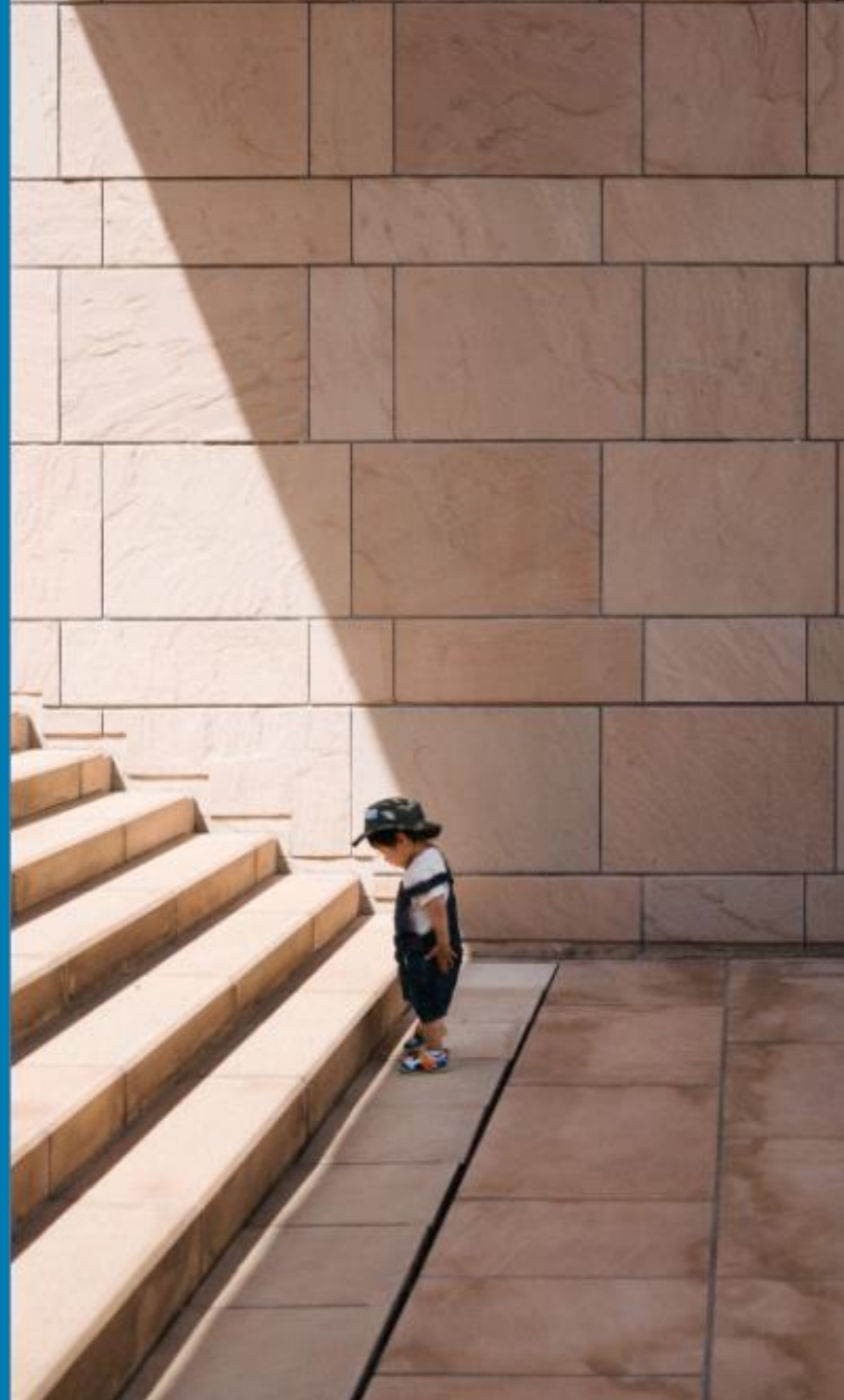
Stories matter…

Where are we at?

- **Start developing your project**
- Partnership
- Work plan
- Indicators
- Support to applicants



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How to start developing your project?

Laura Ligazzolo, Hunter Reinhardt

Project Officers

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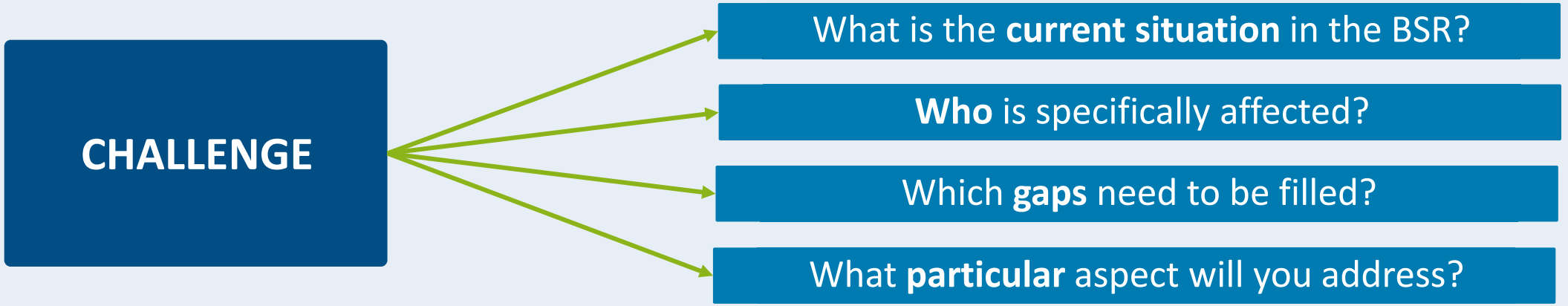
Start with the SPECIFIC challenge



!

Be realistic, specific and focused!

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

!

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**.

- Be in **contact** with them
- Be aware of their **needs**
- Actively **involve** them
- **Respond** to their needs

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
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“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

Infrstrctr/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...

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- 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...

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- 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 enaged 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

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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

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It can be just one!

Building trust for further **cooperation**

Initiating and keeping **networks**

Getting closer to citizens

Responding to unpredictable challenges

Specific aims

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Or more...

Building trust for further cooperation

Initiating and keeping **networks**

Getting closer to citizens

Responding to unpredictable challenges

Specific aims

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... but probably not all.

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?

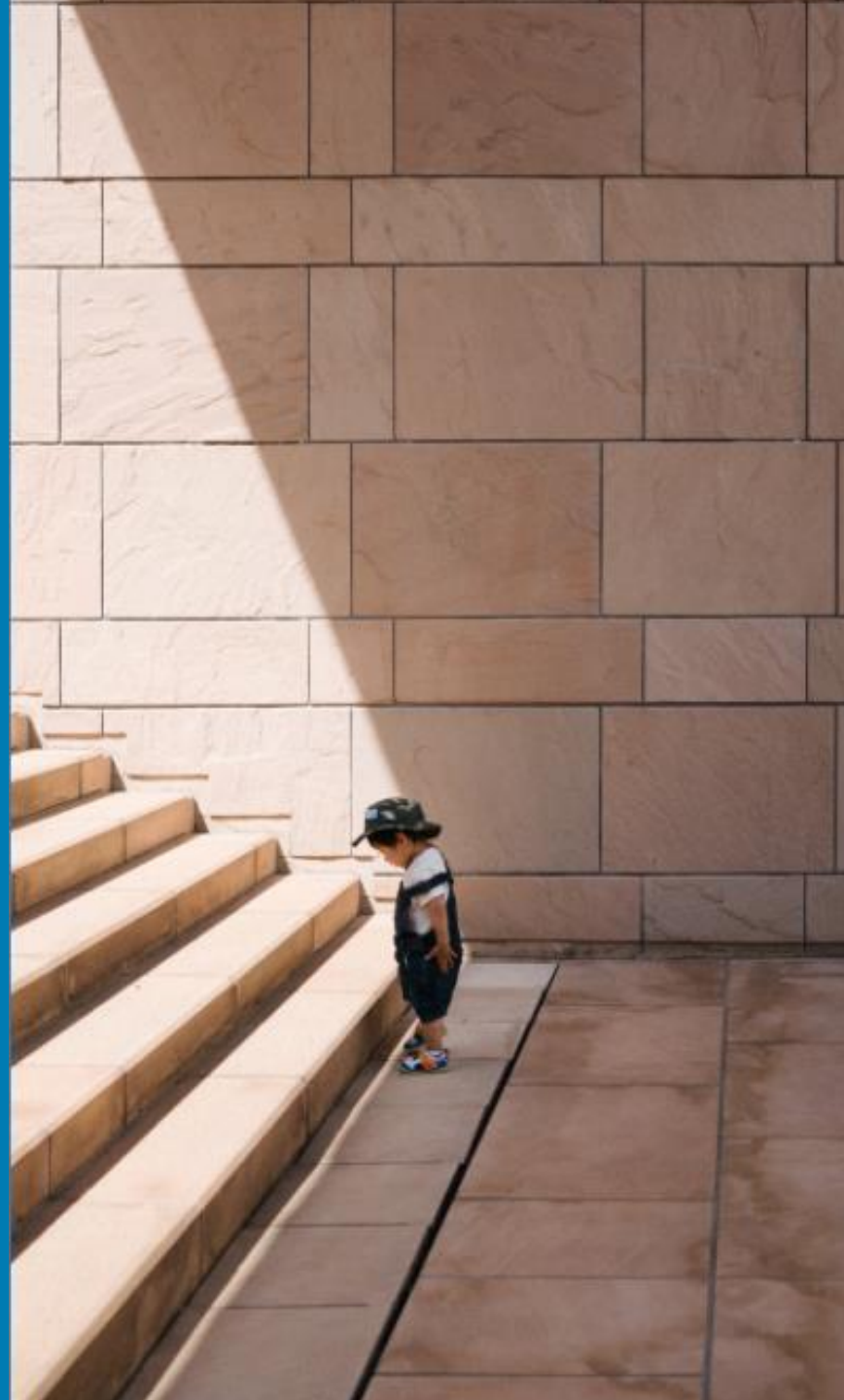
Start developing your project

Partnership

Work plan

Indicators

Support to applicants



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What is a good partnership?

Sebastian Hentsch, Project Officer

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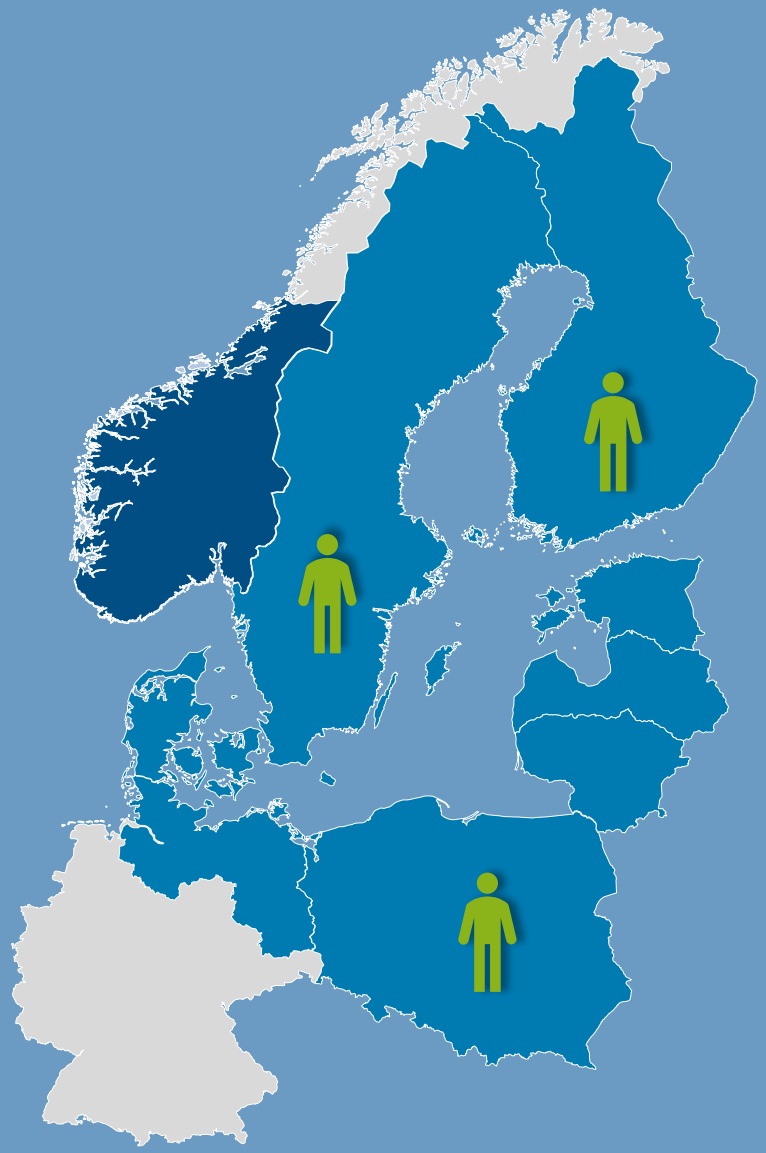
At least
3 project partners
from
3 Programme
countries



What? Who? How?

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Project Partner

Lead Partner

Associated Organisation

Some geography

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

- EU Member States
- Non-EU State

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Remaining funding

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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

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- **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

Where are we at?

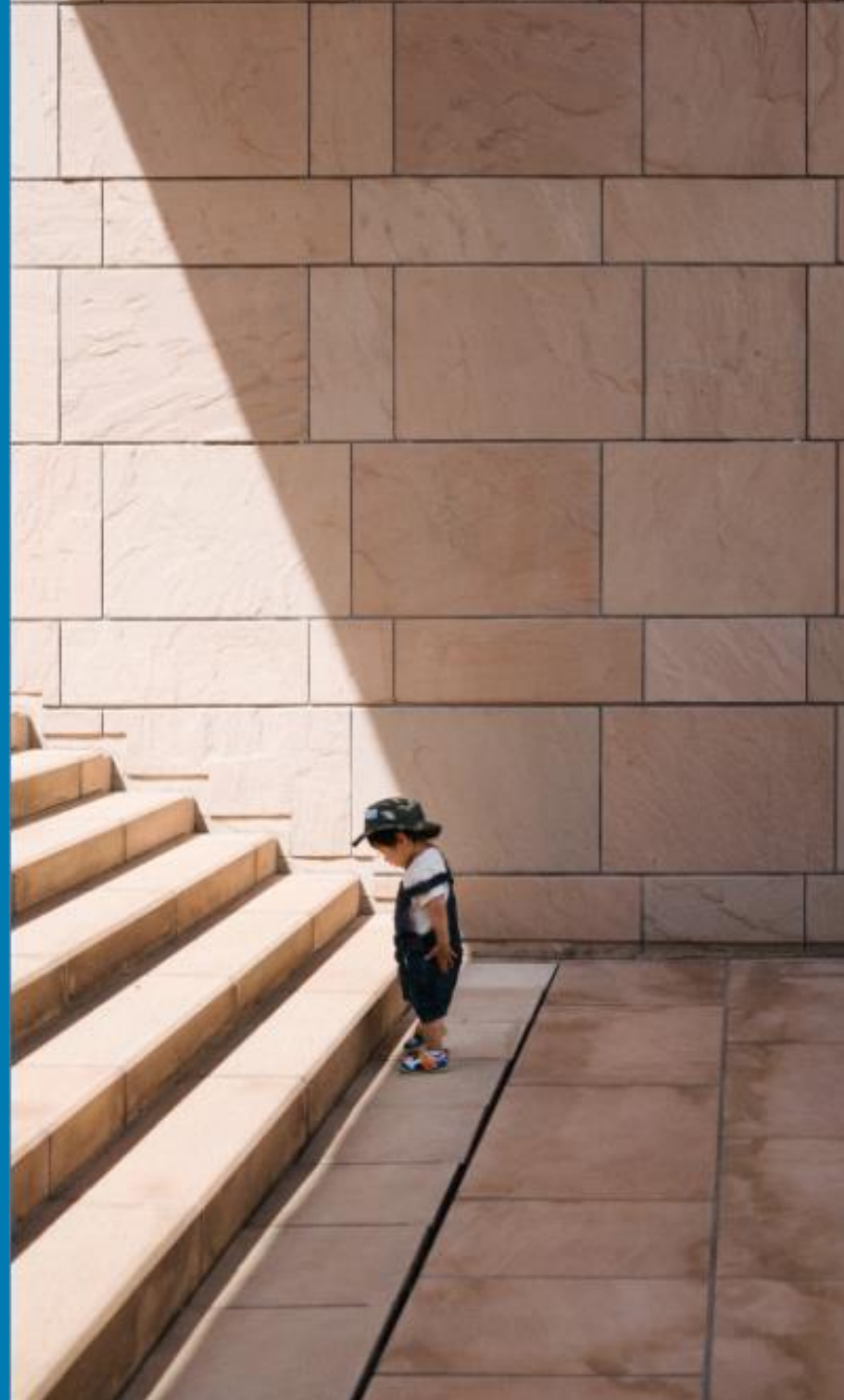
Start developing your project

Partnership

Work plan

Indicators

Support to applicants



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What is a good work plan?

Orsolya Schulz, Project Officer

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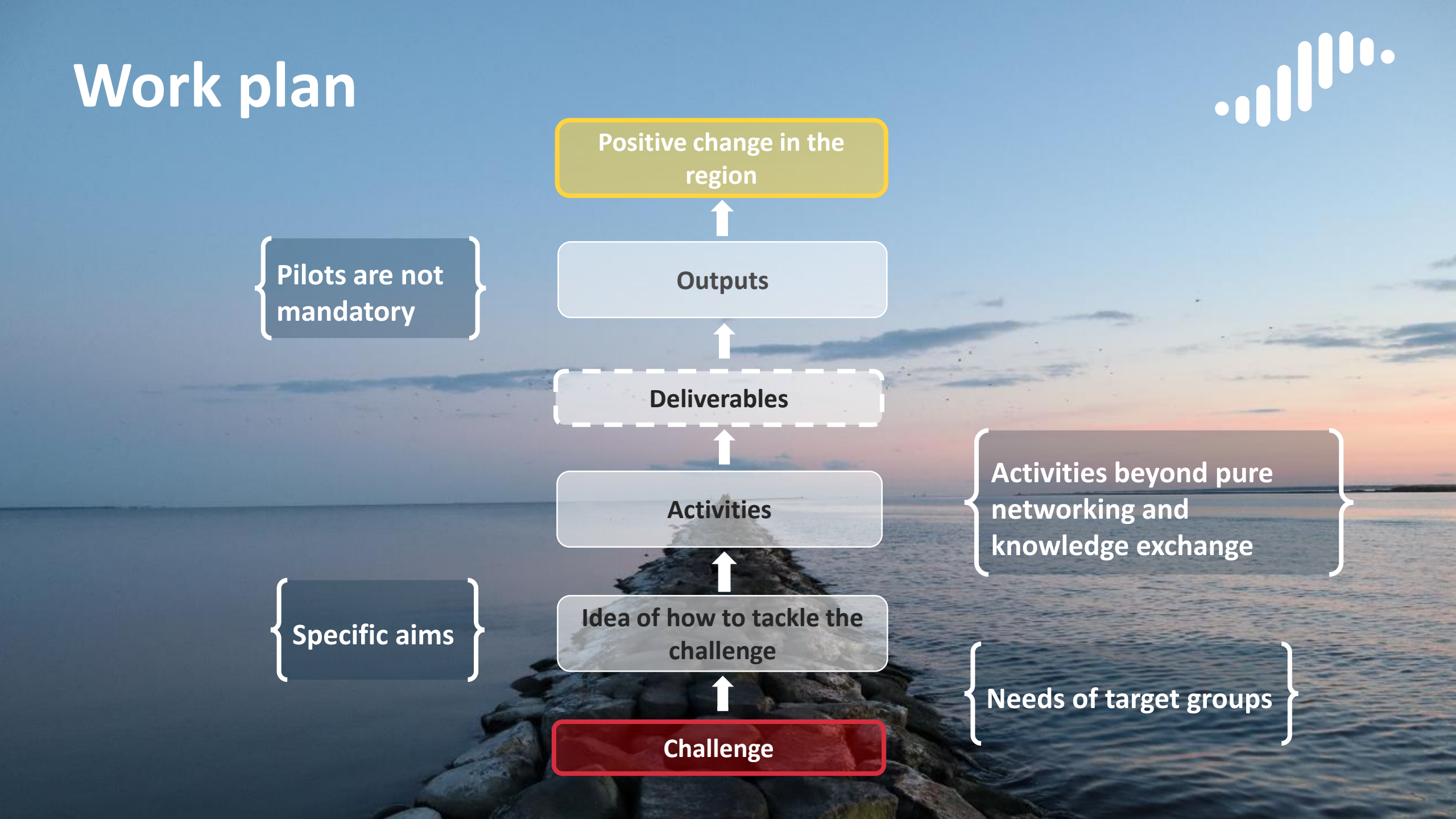
Work plan

What you plan to implement with your project partners and how

Work plan


Positive change in the region
Outputs
Deliverables
Activities
Idea of how to tackle the challenge
Challenge
Pilots are not mandatory
Specific aims
Activities beyond pure networking and knowledge exchange
Needs of target groups

Example

Specific challenge

Medium-sized cities often lack routines 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

Explore what has already been 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?

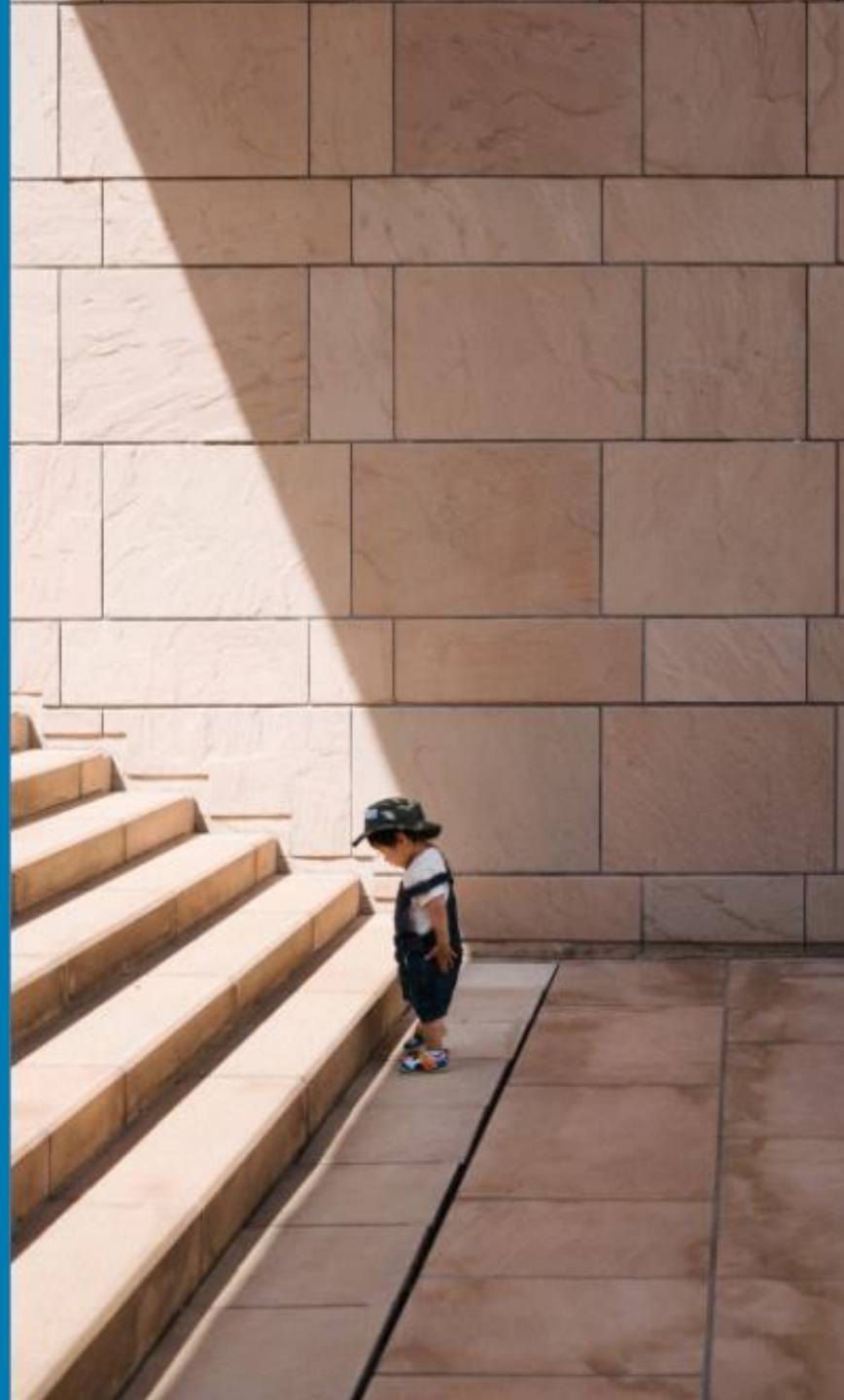
Start developing your project

Partnership

Work plan

Indicators

Support to applicants



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How to measure your success?

Ekaterina Latysheva, Project Officer

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Every project is a story…

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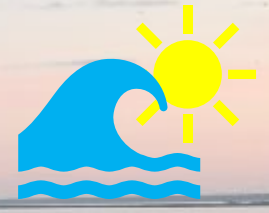
Storyline of Interreg BSR project



Challenge	Idea of how to tackle the challenge	Partnership	Activities	Outputs	Positive change

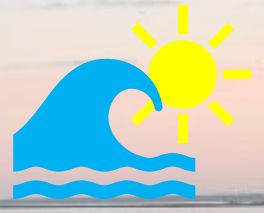
What do we measure?

Partners + associated organisations

Pilots

Organisations

Solutions



Challenge

Idea of how to tackle the challenge

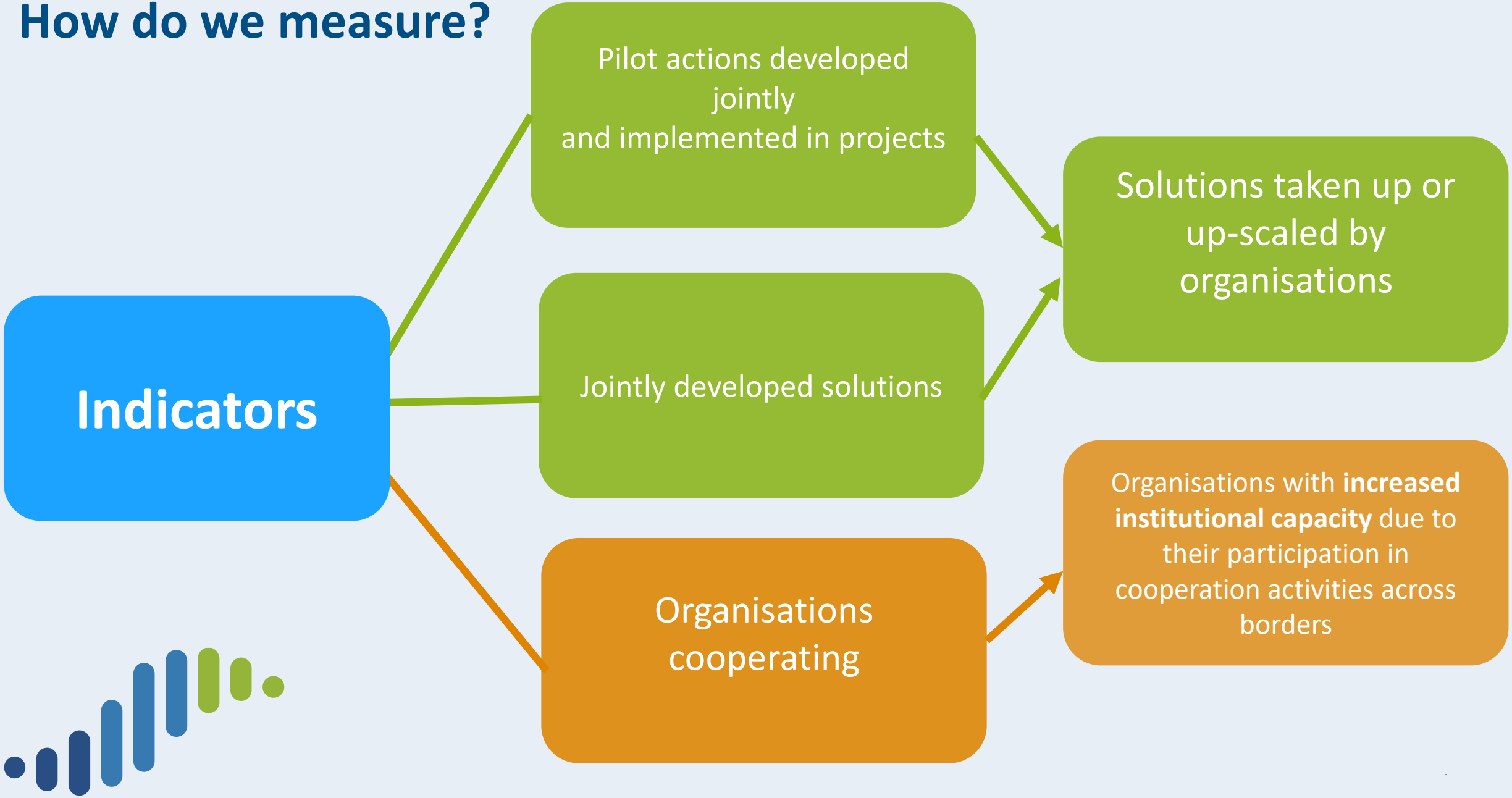
Partnership

Activities

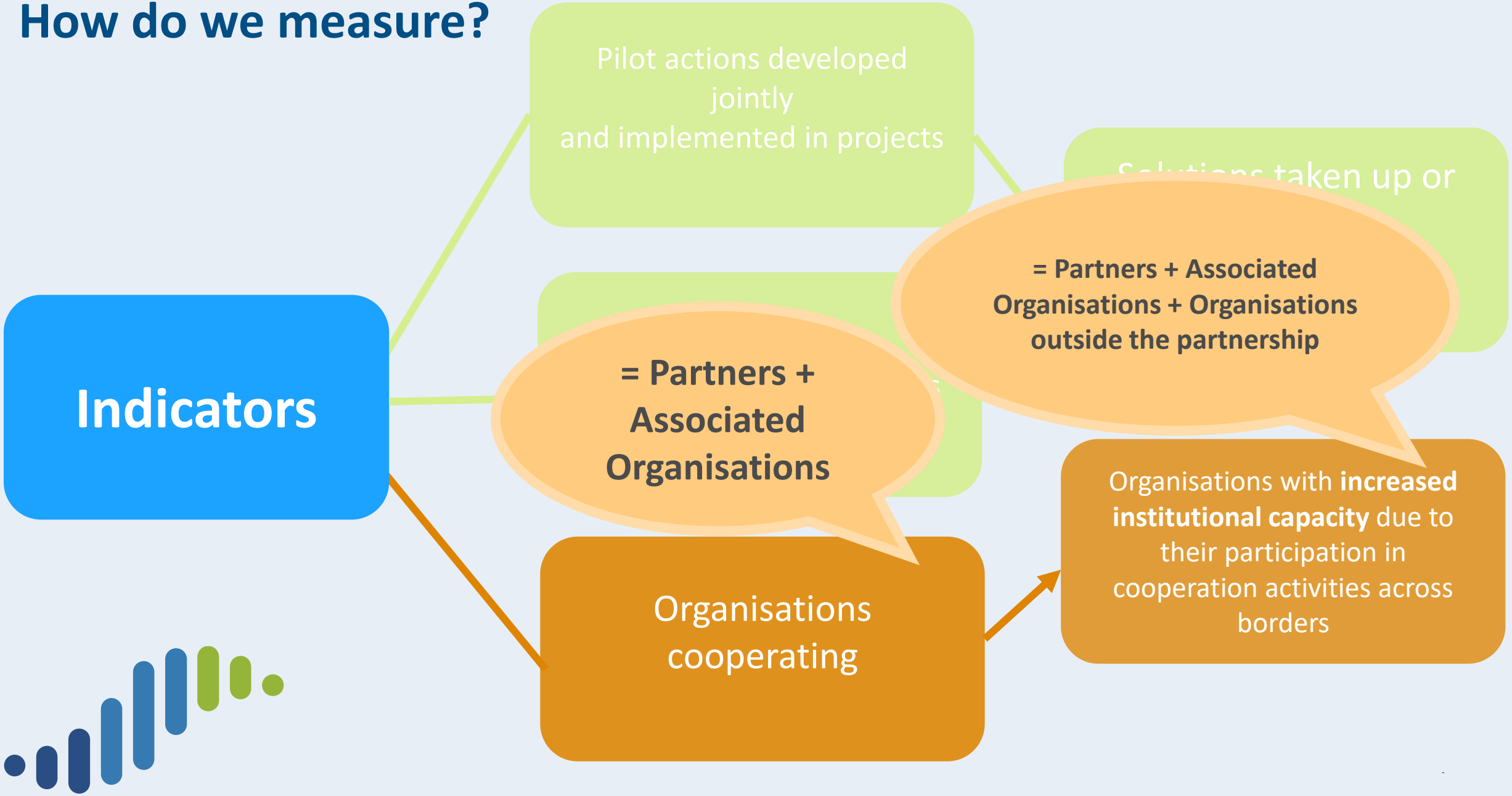
Outputs

Positive change

How do we measure?



How do we measure?



Organisations with increased institutional capacity

Example

GreenBSR project aims to develop an app to connect environmental NGOs, youth organisations and local authorities for a more creative approach towards organising clean-up campaigns.

- **The project‘s consortium unites 5 partners and 5 associated organisations** .
- The app is planned to be tested, evaluated, and further used by **5 NGOs and 5 local authorities 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**. The app is planned to be tested, evaluated, and further used **by 5 NGOs and 5 local authorities outside the partnership. 55 organisations** will be included in the email distribution list.

Organisations cooperating

10

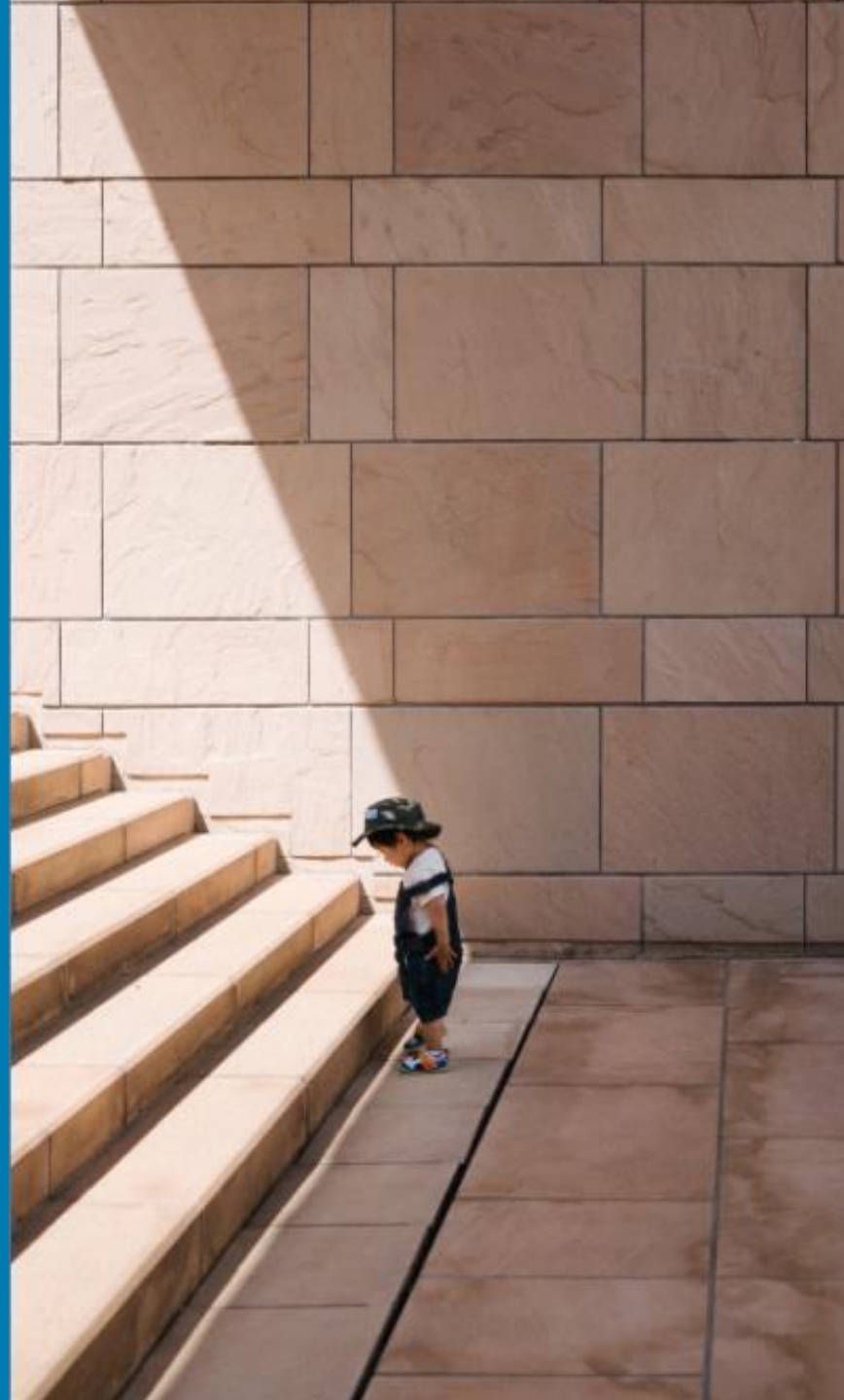
Organisations with increased institutional capacity

20

Be realistic ;)

Where are we at?

- Start developing your project
- Partnership
- Work plan
- Indicators
- **Support to applicants**



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How can we support you?

Viktoria 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!

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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**

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

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?**

Matchmaking platform

matchmaking.interreg-baltic.eu

- **Community:** more than **1000** members
- **Secure** environment
- **Variety** of organisations
- Advanced **searchability**
- **Project ideas** (public, private)
- Create your **own groups** or join **the established groups.**

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Webinars

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10 January 2023

Core projects: core changes for the region

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