

**Interreg**  
Baltic Sea Region



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# Core projects: core changes for the region

Webinar

Webex | 10 January 2023

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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



<b>Innovative societies</b> PRIORITY 1	1.1 Resilient economies and communities	<b>12</b>
	1.2 Responsive public services	<b>5</b>
<b>Water-smart societies</b> PRIORITY 2	2.1 Sustainable waters	<b>8</b>
	2.2 Blue economy	<b>5</b>
<b>Climate-neutral societies</b> PRIORITY 3	3.1 Circular economy	<b>9</b>
	3.2 Energy transition	<b>7</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.**



## 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



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

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

Everything you need is here: [interreg-baltic.eu/gateway](https://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...



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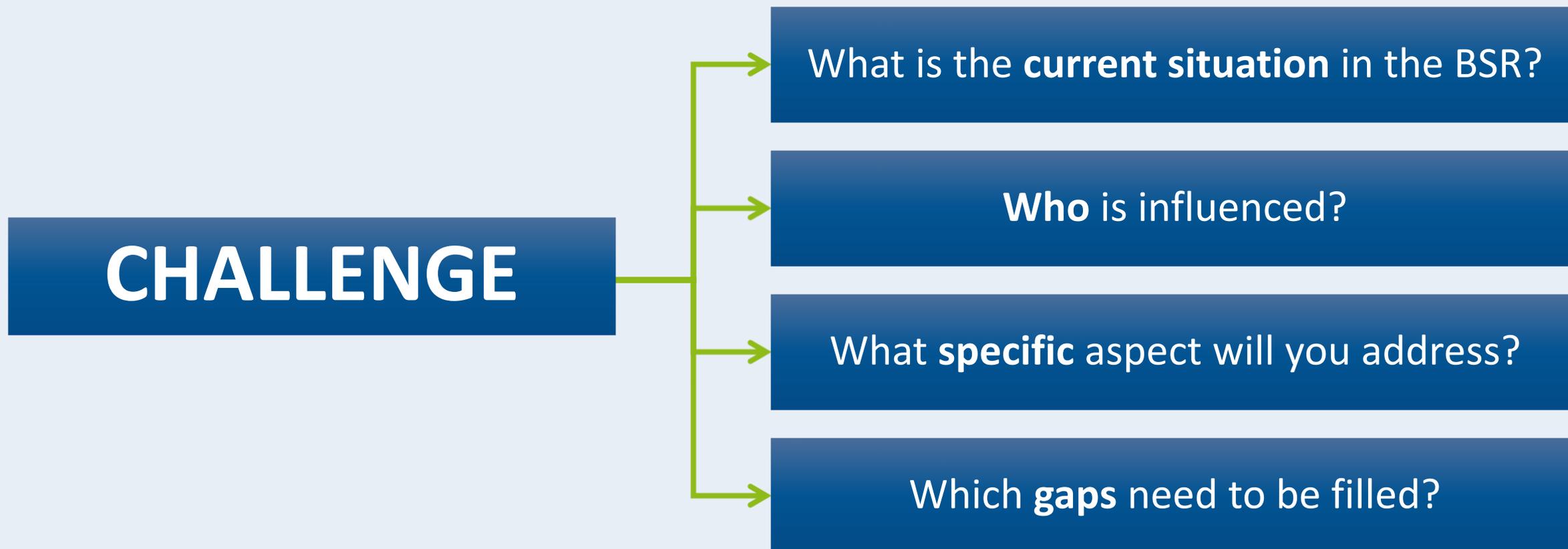
# How to start developing your project?



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”





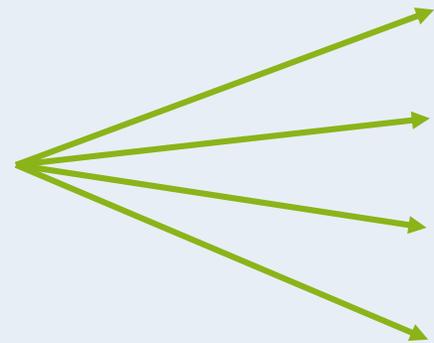
The objective of your project should be to **help your target groups tackle the challenge.**

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.



- 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 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”

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”

Local public authorities

**National public authorities**

Small and medium enterprises

**NGOs**



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



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# What makes a good partnership?

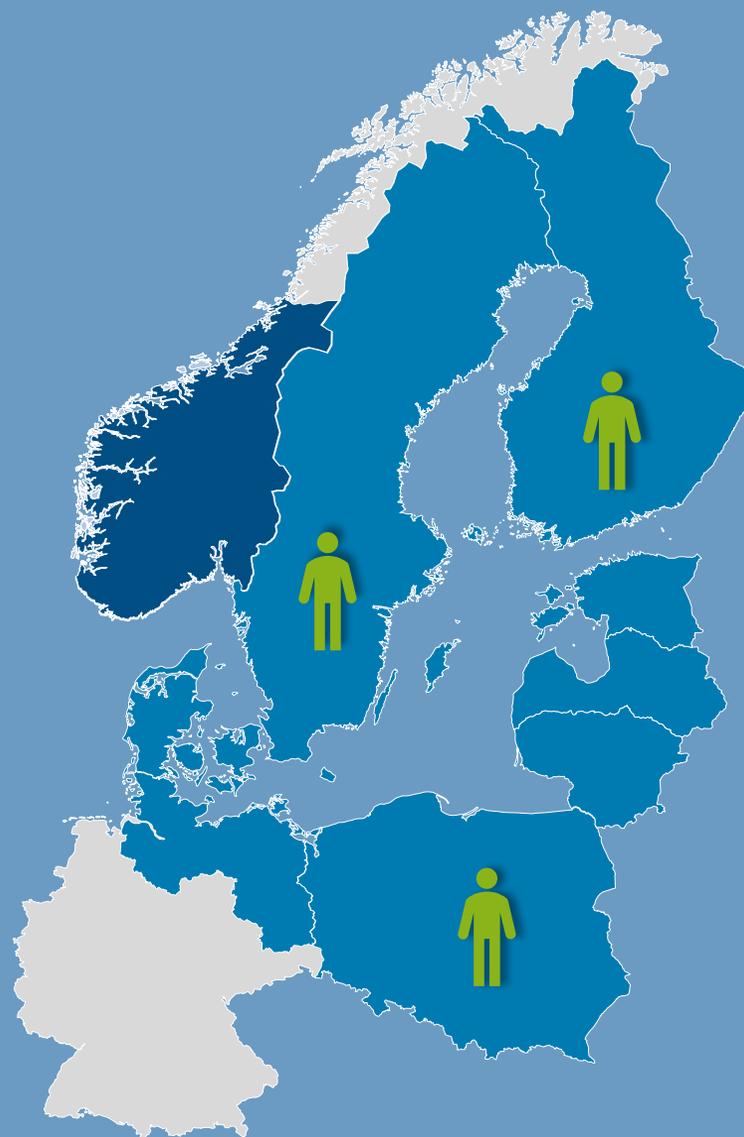
Sebastian Hentsch

Webex | 10 January 2023





**At least**  
**3 project partners**  
**from**  
**3 Programme**  
**countries**



# What? Who? How?

Project  
Partner

Lead  
Partner

Associated  
Organisation



# Some geography

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



- EU Member States
- Non-EU State



# 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



- **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

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



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# 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**

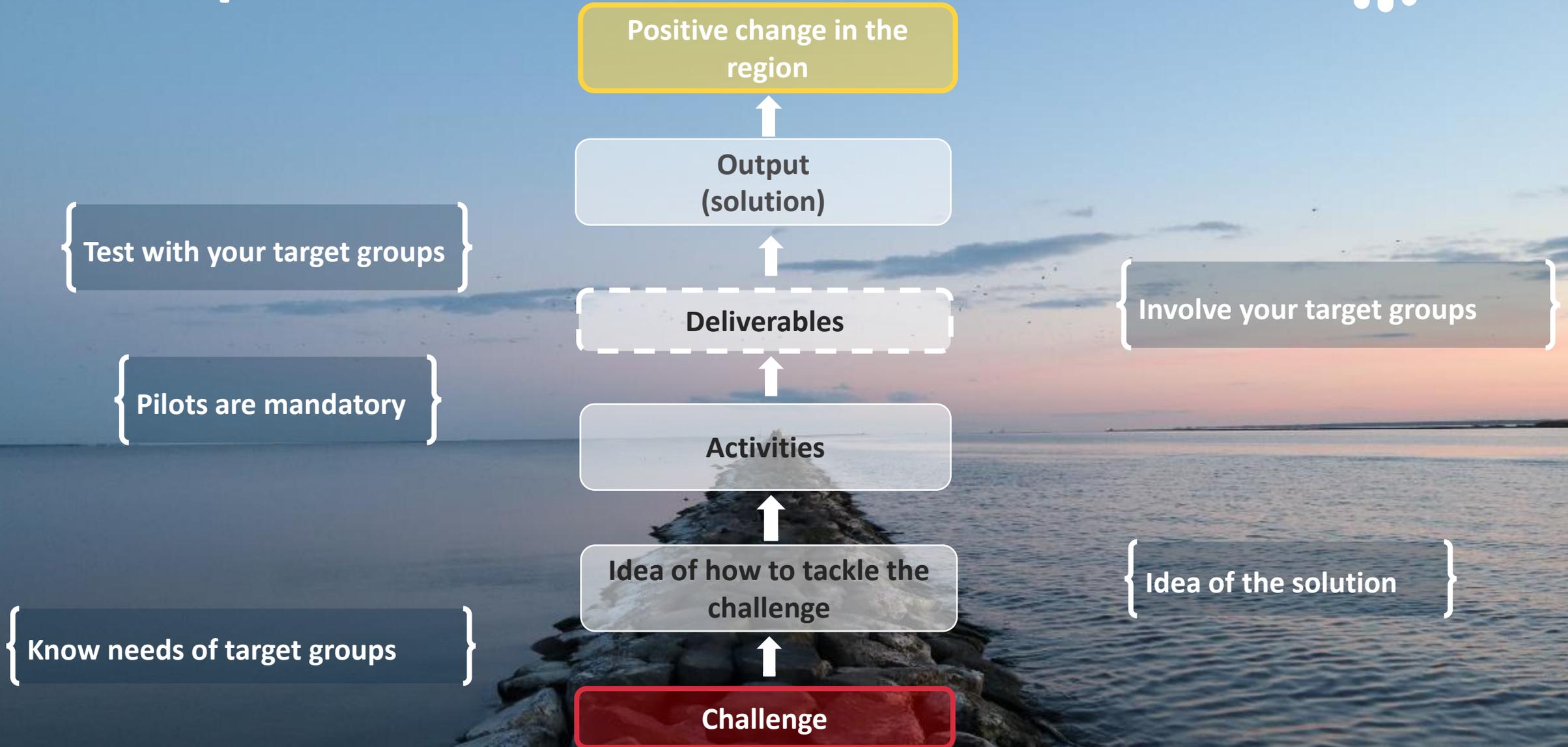
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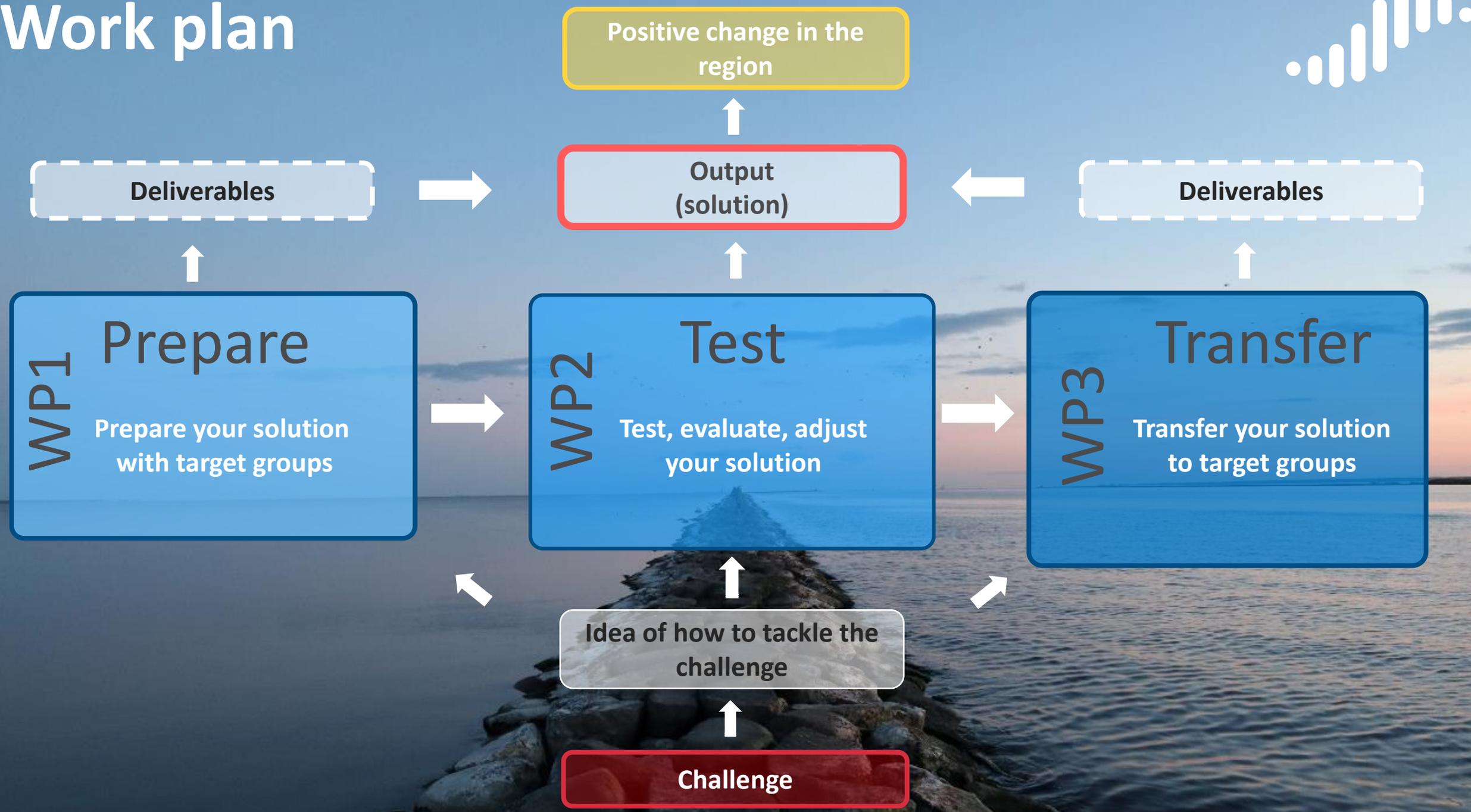
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# Work plan



# Work plan



The background features a globe with several pushpins of different colors (red, blue, green, yellow) placed on it. A network diagram with interconnected circles is overlaid on the globe. A dark blue horizontal band runs across the middle of the image, containing the text.

# 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 LinkedIn

A high-speed train yard at sunset. Three high-speed trains are on parallel tracks in the foreground. The sky is orange and yellow. In the background, there are more tracks, overhead power lines, and a building with a glass facade. A decorative graphic of vertical bars in blue and green is on the left side of the image.

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
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- 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
- 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**

**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**

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# How to measure your success?

Ekaterina Latysheva, Project Officer

Webex | 10 January 2023

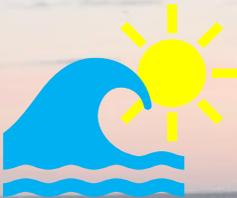




**Every project is a story...**

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

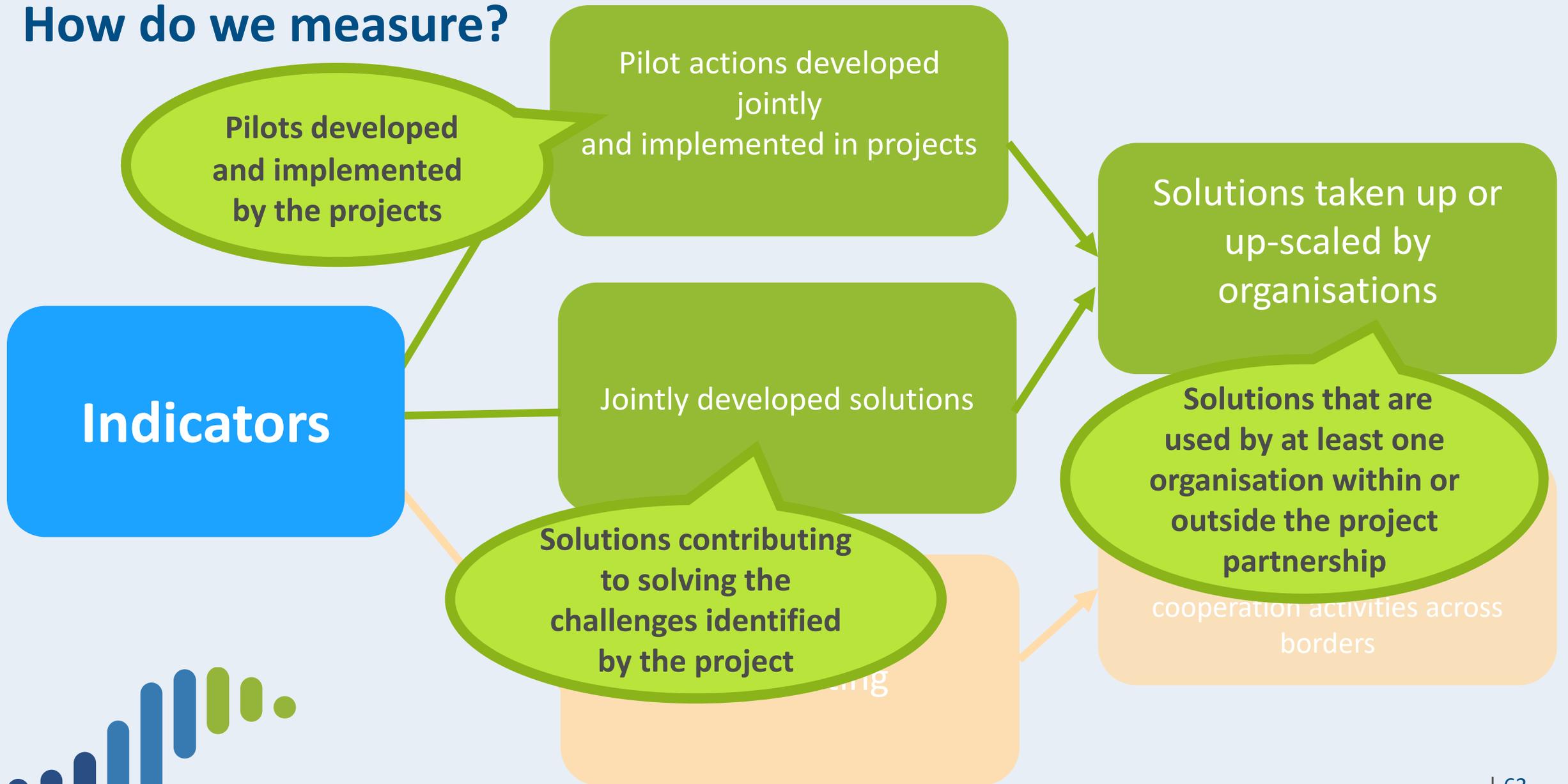
Outputs

Positive change

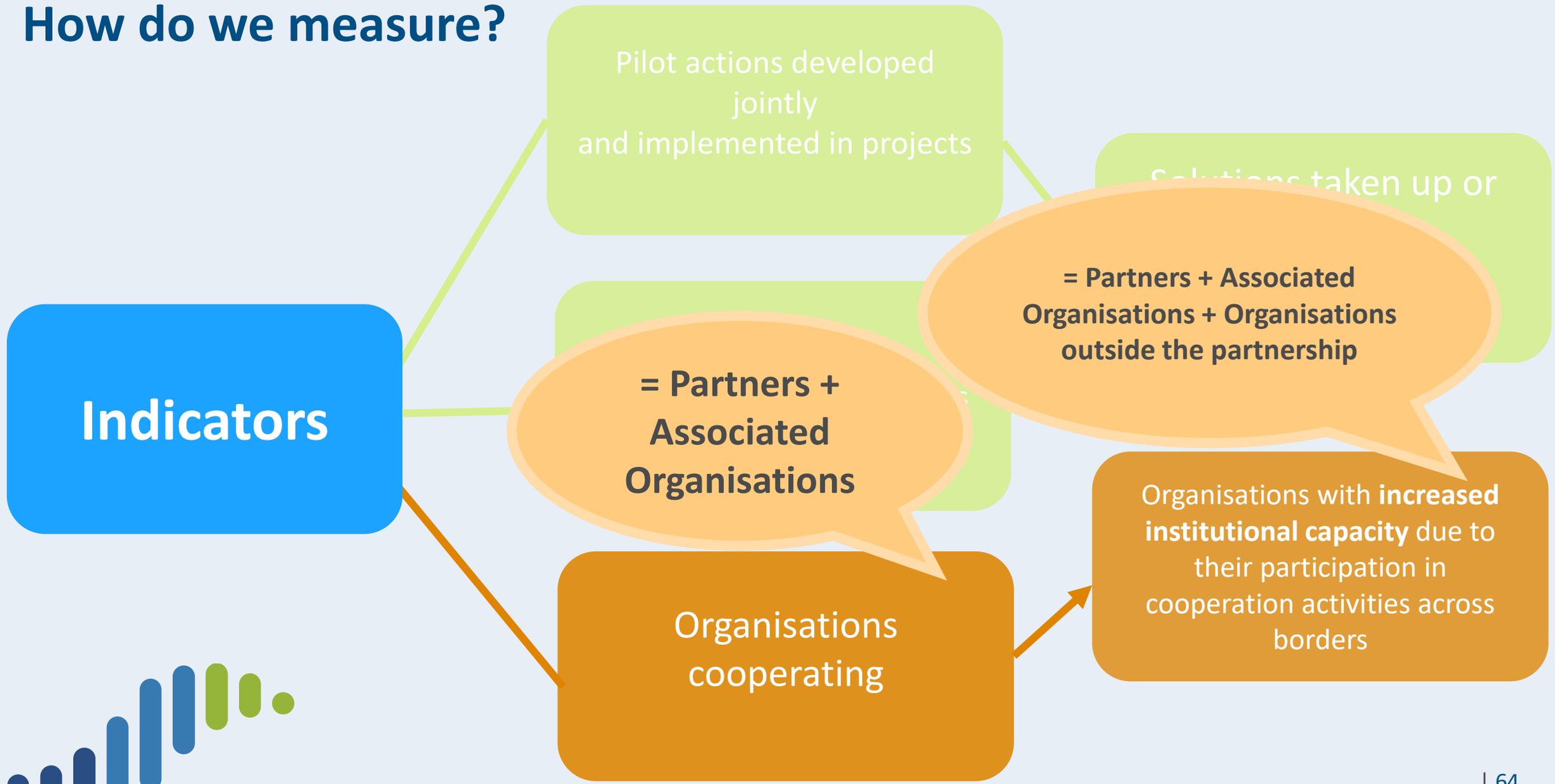
# How do we measure?



# How do we measure?



# How do we measure?



**Indicators**

Pilot actions developed jointly and implemented in projects

Solutions taken up or

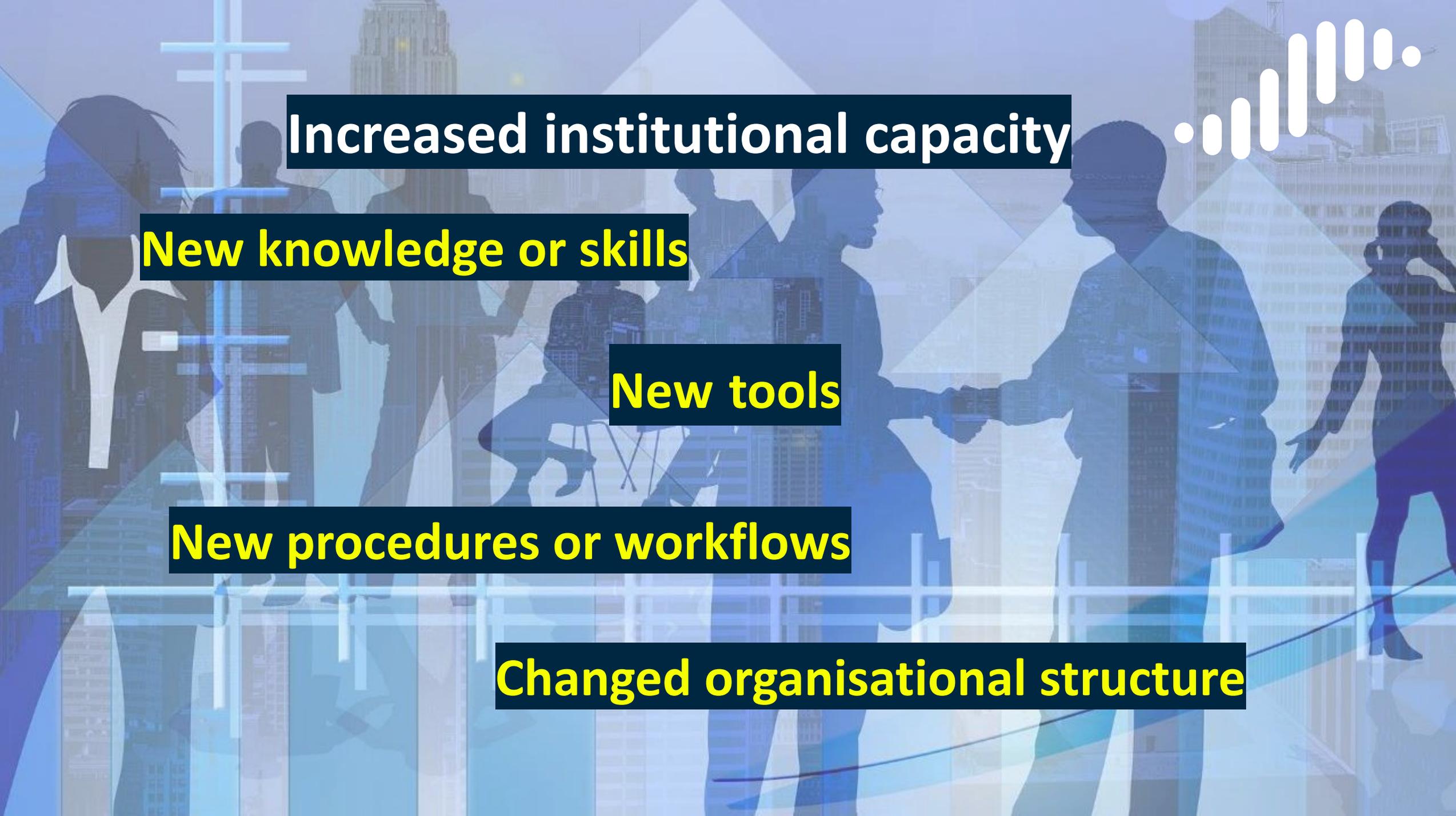
**= Partners + Associated Organisations + Organisations outside the partnership**

**= Partners + Associated Organisations**

Organisations cooperating

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



The background features a blue-toned cityscape with silhouettes of business professionals in various poses: some shaking hands, some talking on mobile phones, and others in motion. A white bar chart with five bars of increasing height is located in the top right corner. The text is overlaid on this background in white and yellow boxes.

**Increased institutional capacity**

**New knowledge or skills**

**New tools**

**New procedures or workflows**

**Changed organisational structure**

## 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



Organisations with increased institutional capacity



10

20

Be realistic ;)

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# How can we support you?

Viktorija Nilsson, Communication Officer

Webex | 10 January 2023



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

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## EU Strategy for the Baltic Sea Region

[balticsea-region-strategy.eu](https://balticsea-region-strategy.eu)

Programme manual: chapter B.3

Programme portal: [interreg-baltic.eu/about/eusbsr/](https://interreg-baltic.eu/about/eusbsr/)

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

[balticsea-region-strategy.eu/contacts/eusbsr-actors](https://balticsea-region-strategy.eu/contacts/eusbsr-actors)



Tutorial

# Tutorials

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

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



# Matchmaking platform

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

- **Community:** more than **1115** 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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[interreg-baltic.eu/projects](https://interreg-baltic.eu/projects)



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**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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