Core projects: core changes for the region

Webinar

Webex | 10 January 2023
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

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

- No pure research on potential solutions
- No purely technological solutions
- No investments responding purely to local interests
Our priorities

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

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.
<table>
<thead>
<tr>
<th>Core projects</th>
<th>Small projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core changes for the region.</td>
<td>Small steps for a big change.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partnership</th>
<th>Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least three organisations from three Programme area countries</td>
<td></td>
</tr>
<tr>
<td>Duration</td>
<td>Duration</td>
</tr>
<tr>
<td>Up to 36 months</td>
<td>Up to 24 months</td>
</tr>
<tr>
<td>Budget</td>
<td>Budget</td>
</tr>
<tr>
<td>No limitation (proportionate)</td>
<td>Up to 500.000 euro</td>
</tr>
</tbody>
</table>
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
Is my project fitting?

Check chapter D.2.3 of the Programme Manual
Every project is a story...

Stories matter
Stories matter...

- Positive change in the region
- Outputs
- Activities
- Idea of how to tackle the challenge
- Challenge
How to start developing your project?

Mateusz Ropiak, Hunter Reinhardt
Project Officers

Webex | 10 January 2023
Start with the SPECIFIC challenge

- What is the **current situation** in the BSR?
- Who is influenced?
- What **specific** aspect will you address?
- Which **gaps** need to be filled?
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”
“Municipalities and businesses lack tools and knowledge to create efficient city ecosystems of the food sharing economy”
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

Webex | 10 January 2023
At least
3 project partners
from
3 Programme
countries
What? Who? How?

- Project Partner
- Lead Partner
- Associated Organisation
Some geography

- Denmark
- Estonia
- Finland
- Germany
- Latvia
- Lithuania
- Poland
- Sweden
- Norway
Remaining funding

Norwegian co-financing: €1.3 million

ERDF co-financing: €121.7 million

Co-financing rate:
- 50% for Norwegian organisations
- 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
What is a good work plan?

Agnieszka Lipińska, Project Officer

Webex | 10 January 2023
Project is a story...

and the work plan is its plot
Work plan

Challenge

Idea of how to tackle the challenge

Activities

Deliverables

Output (solution)

Positive change in the region

Test with your target groups

Pilots are mandatory

Know needs of target groups

Involve your target groups

Idea of the solution
Work plan

Challenge

Idea of how to tackle the challenge

Output (solution)

Positive change in the region

Deliverables

WP1 Prepare
Prepare your solution with target groups

WP2 Test
Test, evaluate, adjust your solution

WP3 Transfer
Transfer your solution to target groups

Deliverables

Idea of how to tackle the challenge

Challenges

Deliverables
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.
1. **Design concept** of how to arrange such a space
2. **Methodological concept** of how to use such a space
Test your solution, evaluate and adjust it!

Congrats! You have the ready-made solution!

Work Package 2

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
Work Package 3

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

Transfer your solution!
Work packages can be planned in parallel

WP1

WP2

WP3
Be clear about content & purpose of outputs

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

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
- 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.
- 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
- 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

Webex | 10 January 2023
Every project is a story...

Stories matter
What do we measure?

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

Partners + associated organisations  Pilots  Organisations  Solutions
How do we measure?

**Indicators**

Pilot actions developed jointly and implemented in projects

Jointly developed solutions

Solutions taken up or up-scaled by organisations

Organisations cooperating

Organisations with increased institutional capacity due to their participation in cooperation activities across borders
How do we measure?

**Indicators**

- Pilot actions developed jointly and implemented in projects
- Jointly developed solutions
- Solutions contributing to solving the challenges identified by the project
- Solutions taken up or up-scaled by organisations
- Solutions that are used by at least one organisation within or outside the project partnership
  - cooperation activities across borders

Pilots developed and implemented by the projects
How do we measure?

Indicators

- Pilot actions developed jointly and implemented in projects
- Jointly developed solutions by organisations with increased institutional capacity due to their participation in cooperation activities across borders
- Solutions taken up or up-scaled by organisations = Partners + Associated Organisations outside the partnership

Organisations cooperating

= Partners + Associated Organisations
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.
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.
How can we support you?

Viktoria Nilsson, Communication Officer

Webex | 10 January 2023
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
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
- How to apply
- Matchmaking platform
Matchmaking platform

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**.
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.