

Interreg
Baltic Sea Region



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Good quality core projects: shaping content



Webinar

Webex | 24 January 2024

Agenda

- **Welcome and warm-up**
- **What have we reached so far?**
- **How to start developing your project**
- **What makes a good partnership?**
- **Break and Q&A**
- **What makes a good work plan?**
- **How to measure your success?**
- **Break and Q&A**
- **Application process: key dates and next steps**
- **How can we support you?**



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What have we reached so far?



Ekaterina Latysheva, Project Officer

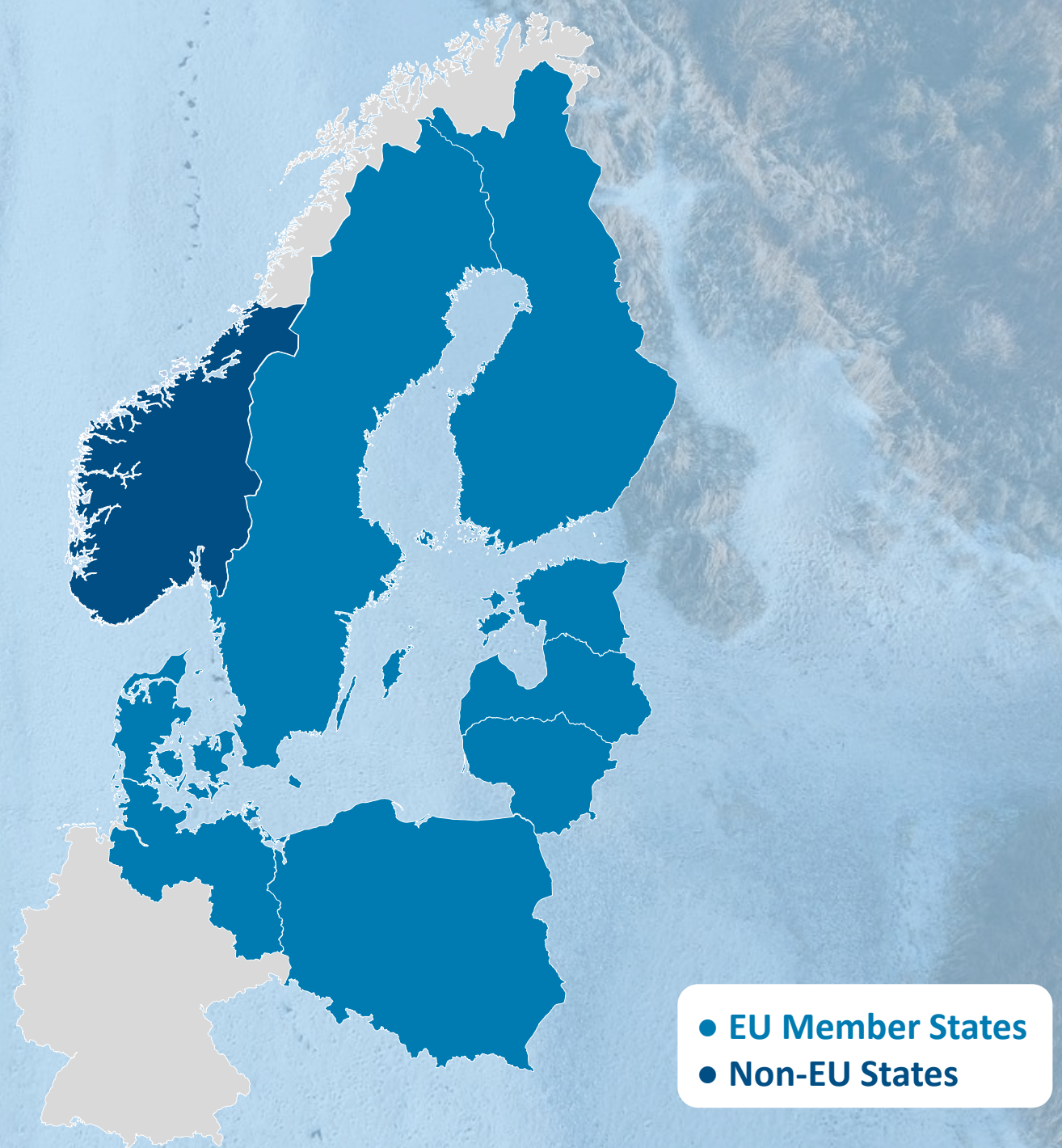
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**We put into practice innovative,
water-smart and climate-neutral solutions
through transnational cooperation
for the benefit of citizens across
the Baltic Sea region.**

Programme area

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



We're on the mission

2021-27
so far:

85

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Distribution of projects per Priority











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interreg-baltic.eu/projects

The background of the slide is a close-up photograph of several darts with silver barrels and black flights, all of which are embedded in the white surface of a dartboard. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of precision and focus.

Our goals

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

Third call for Priority 1 and Priority 3

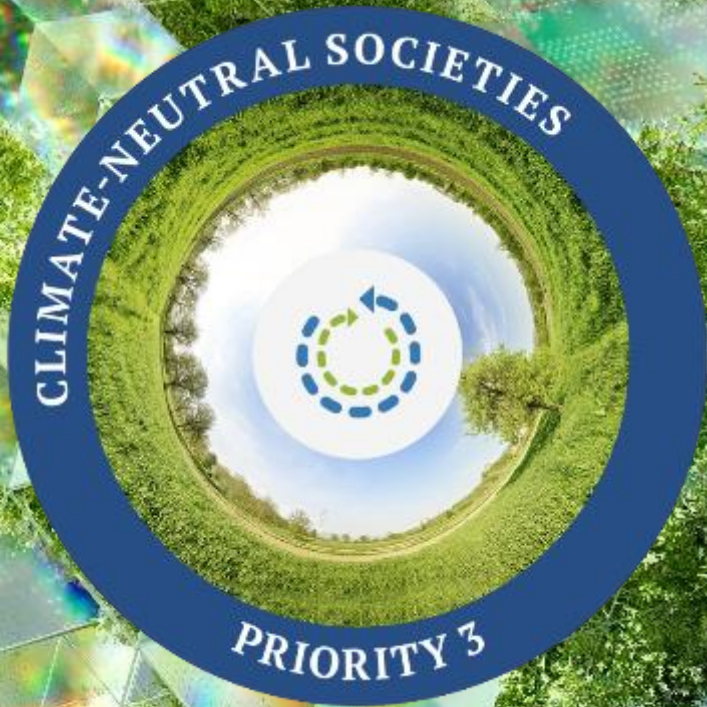




**Bringing communities into
new directions**

**Boosting the potential of
digitalisation**

**Something else on your
mind? No problem!**



**Addressing climate
change is a must!**

Core projects

Core changes for the region.

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





Funds for projects in this call



ERDF

Connect your project idea to the macro-region!

Find contacts at
interreg-baltic.eu/gateway

Talk to the coordinators of the EU Strategy for the Baltic Sea Region.



balticsea-region-strategy.eu

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Call for *great* ideas!

Gateway
for applicants



Timeline

- 17 April 2024 Submit your Project Idea Form
- 17 April 2024 Request access to BAMOS+
- 21 June 2024 Submit your Application via BAMOS+

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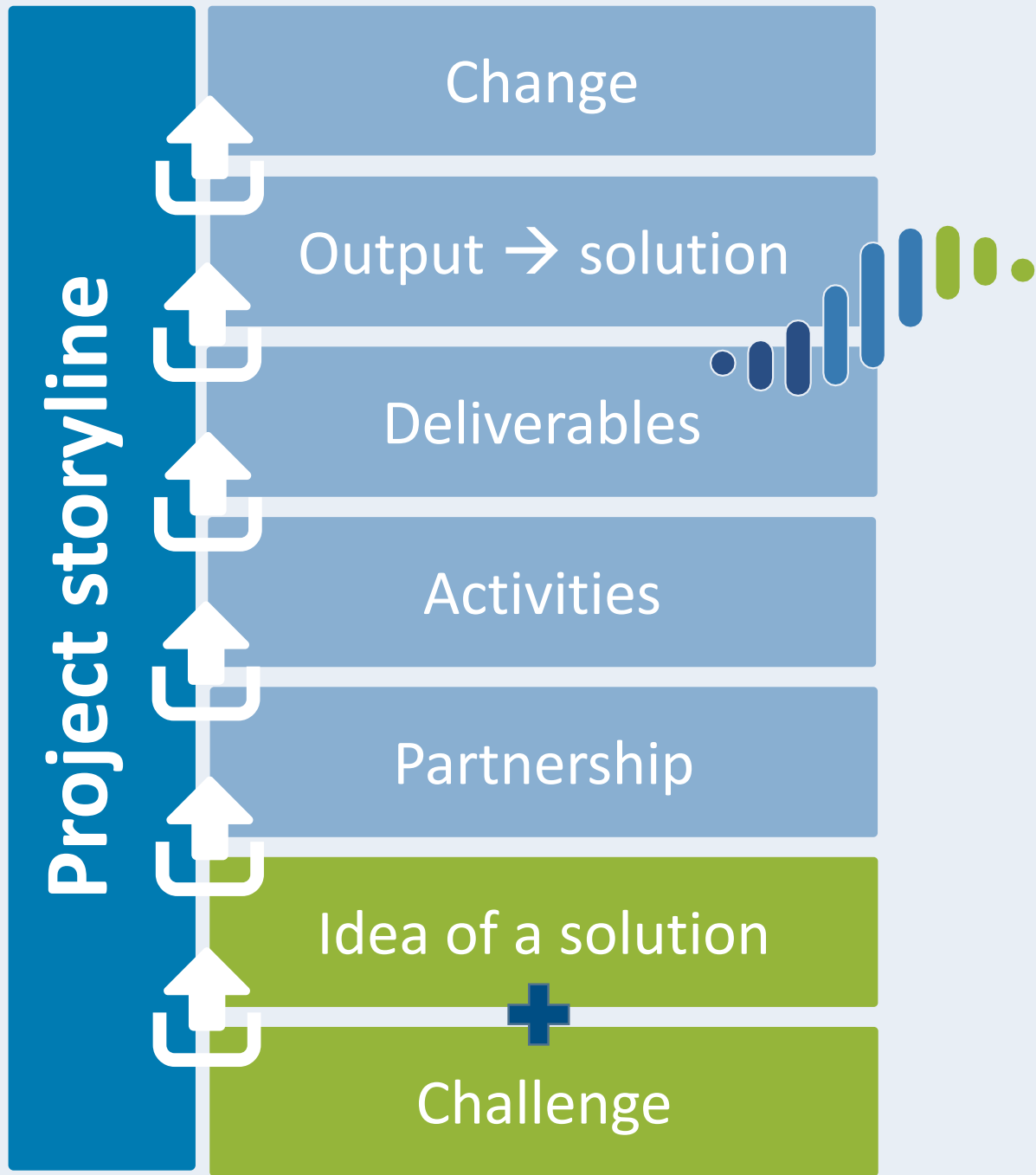
How to start developing your project?



Mateusz Ropiak, Hunter Reinhardt

Project Officers

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Start with the SPECIFIC challenge



What is the current situation in the BSR?



Who is influenced?



What specific aspect will you address?



Which gaps need to be filled?



What is the focus of the call?



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?



What is the focus of the call?



A large, intricate sandcastle built on a sandy beach. The sandcastle features multiple levels, towers, and arches, resembling a medieval fortress. In the foreground, there are two small sand boats. The background shows the ocean waves crashing onto the shore. A blue semi-transparent banner with white text is overlaid on the center of the image.

“Danish and Swedish organisations needs to improve circularity in the construction sector“



Be realistic, specific and focused!

Break the challenge down and deal with specific aspects



“Danish and Swedish organisations need to improve circularity in the construction sector”



Be realistic, specific and focused!

Break the challenge down and deal with specific aspects

“Danish and Swedish organisations need to improve circularity in the construction sector”



“Municipalities and businesses across the Baltic Sea Region* lack tools and knowledge to efficiently revalorise or manage construction and demolition waste”

***could even be more specific in geographic scope!**



More examples!



“The transport sector needs rapid decarbonisation”



“Medium-sized cities often lack resources for cooperating with surrounding communities in planning intermunicipal transport”



More examples!



“Region is not prepared for natural disasters”



“Civil protection agencies have no models to engage citizens in optimising and coordinating effective and swift response to the coastal floods”



Help your target groups
tackle the challenge.

Challenge too broad = not possible
to assess the impact.



Understand your **TARGET GROUPS**



Organisations that are **affected by the challenge** and have the **competencies or mandate to influence it.**



Your TARGET GROUPS

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Be in **contact** with them



Be aware of their **needs**



Actively **involve** them



Respond to their needs



Understand your **TARGET GROUPS**



Not only who is related to the project,
but who has **active role in addressing the challenge**

Competent to address the challenge
and **interested** in using your **project results**.





“Municipalities and businesses across the BSR lack tools and knowledge to efficiently revalorise or manage construction and demolition waste”

Local public authorities

National public authorities

Small and medium enterprises

NGOs





“Municipalities and businesses across the BSR lack tools and knowledge to efficiently revalorise or manage construction and demolition waste”

Local public authorities

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Small and medium enterprises

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“Municipalities and businesses across the BSR lack tools and knowledge to efficiently revalorise or manage construction and demolition waste”

Local public authorities

National public authorities

Small and medium enterprises

NGOs



Your TARGET GROUPS

Be aware of your target groups' needs
at the stage of application!

Be specific in identifying
the needs of the target group



My target groups need...

**...to identify the obstacles
preventing the implementation
of circularity initiatives in the
construction industry**



My target groups need...

**...more capacities to boost
circularity initiatives helping to
reduce the amount of construction
and demolition waste**



My target groups need...

Local authorities need harmonised system for tracking construction and demolition waste flows, small and medium enterprises need a mechanism to match construction and demolition waste producers with possible consumers



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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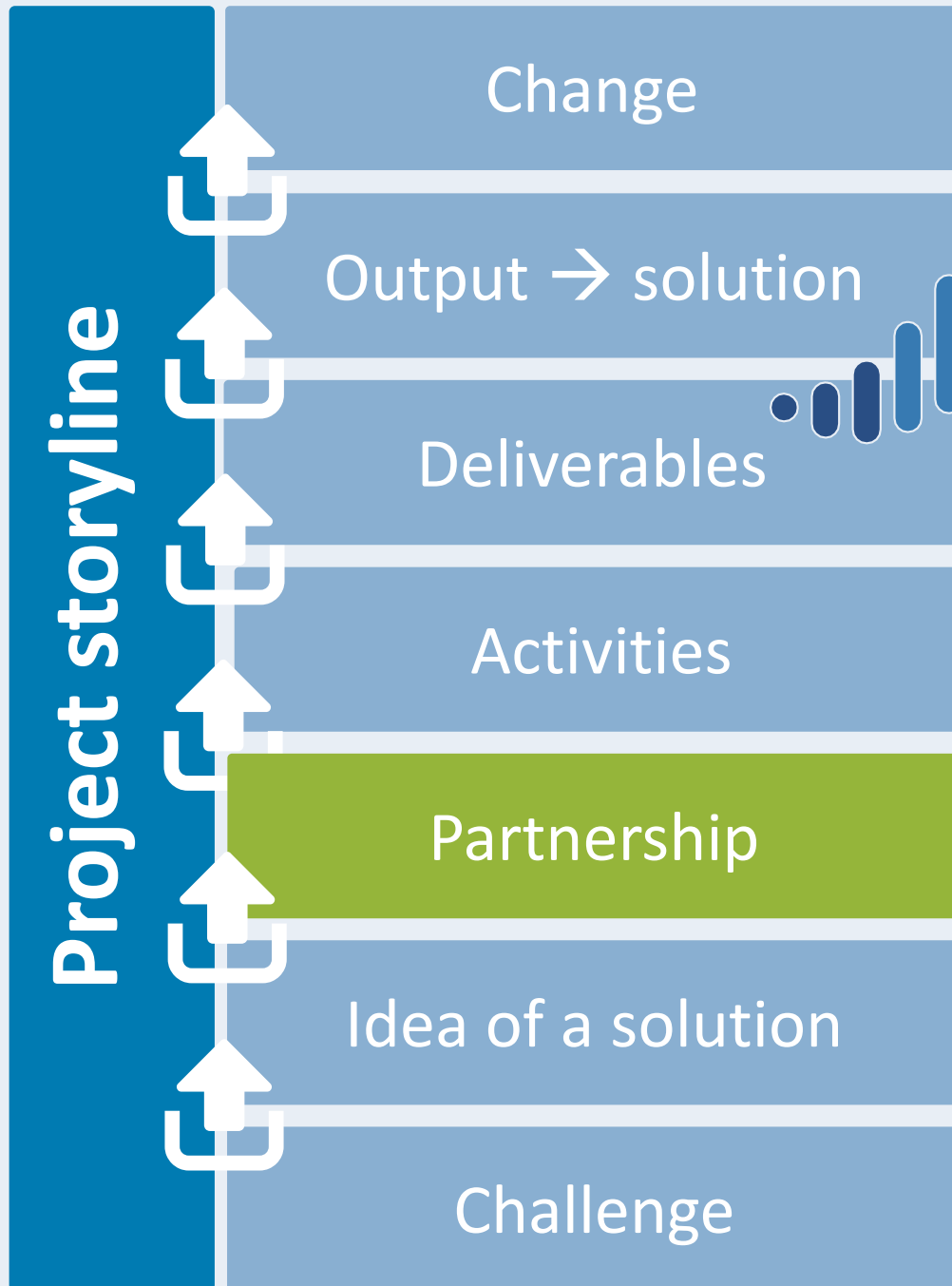
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What makes a good partnership?



Sebastian Hentsch, Project Officer

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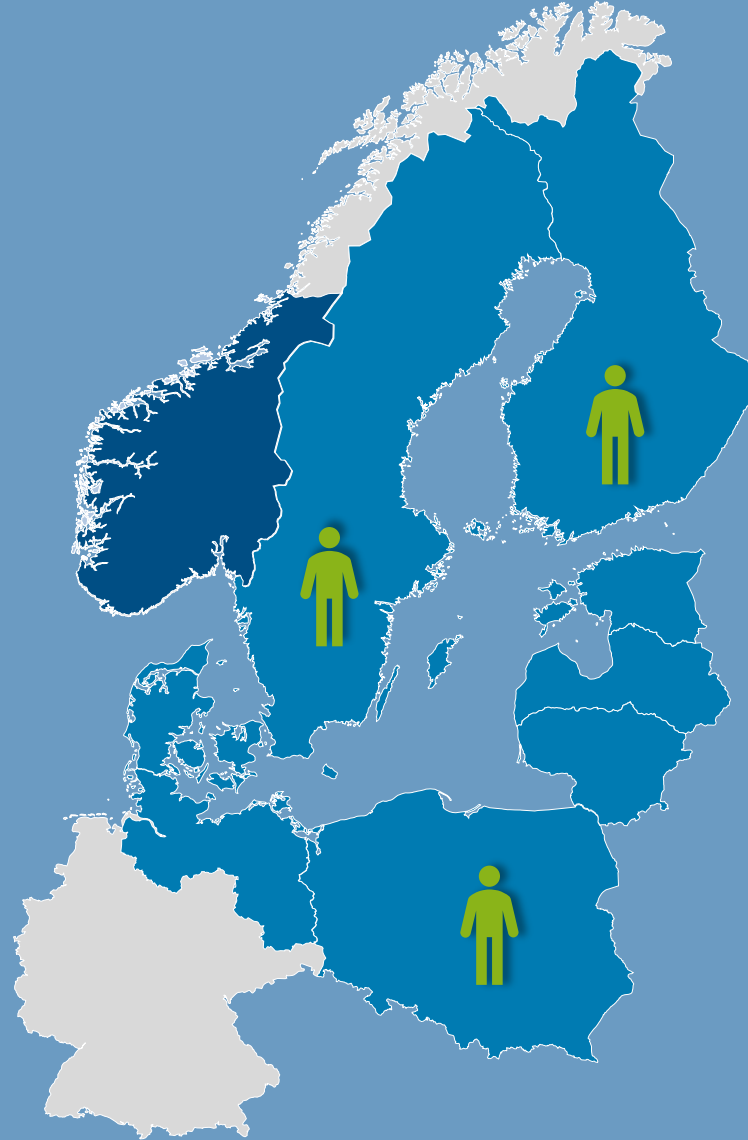


Central aspects

- Rules & guidance
- Different kinds of partners & partnerships
- Focused & specific information
- Yet, **your individual case...**



At least
3 project partners
from
3 Programme
countries



What? Who? How?



Project
Partner

Lead
Partner

Associated
Organisation



The Programme Area...

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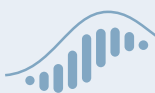


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- ✓ Denmark
- ✓ Estonia
- ✓ Finland
- ✓ Germany
- ✓ Latvia
- ✓ Lithuania
- ✓ Poland
- ✓ Sweden
- ✓ Norway



- EU Member States
- Non-EU State



...and money

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Co-financing
rate

50%

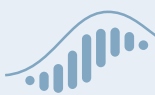
for Norwegian
organisations



Co-financing
rate

80%

for EU
organisations





Ingredients of a great partnership

- Target-group orientation & access
- Competence & capacity for implementation
- Clear roles & involvement
- “Balancing” the composition
- Focus on public authorities & other potentials

Potential partners



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 makes a good work plan?



Agnieszka Lipińska, Senior Project Officer

Orsolya Schulz, Senior Project Officer/Deputy TL

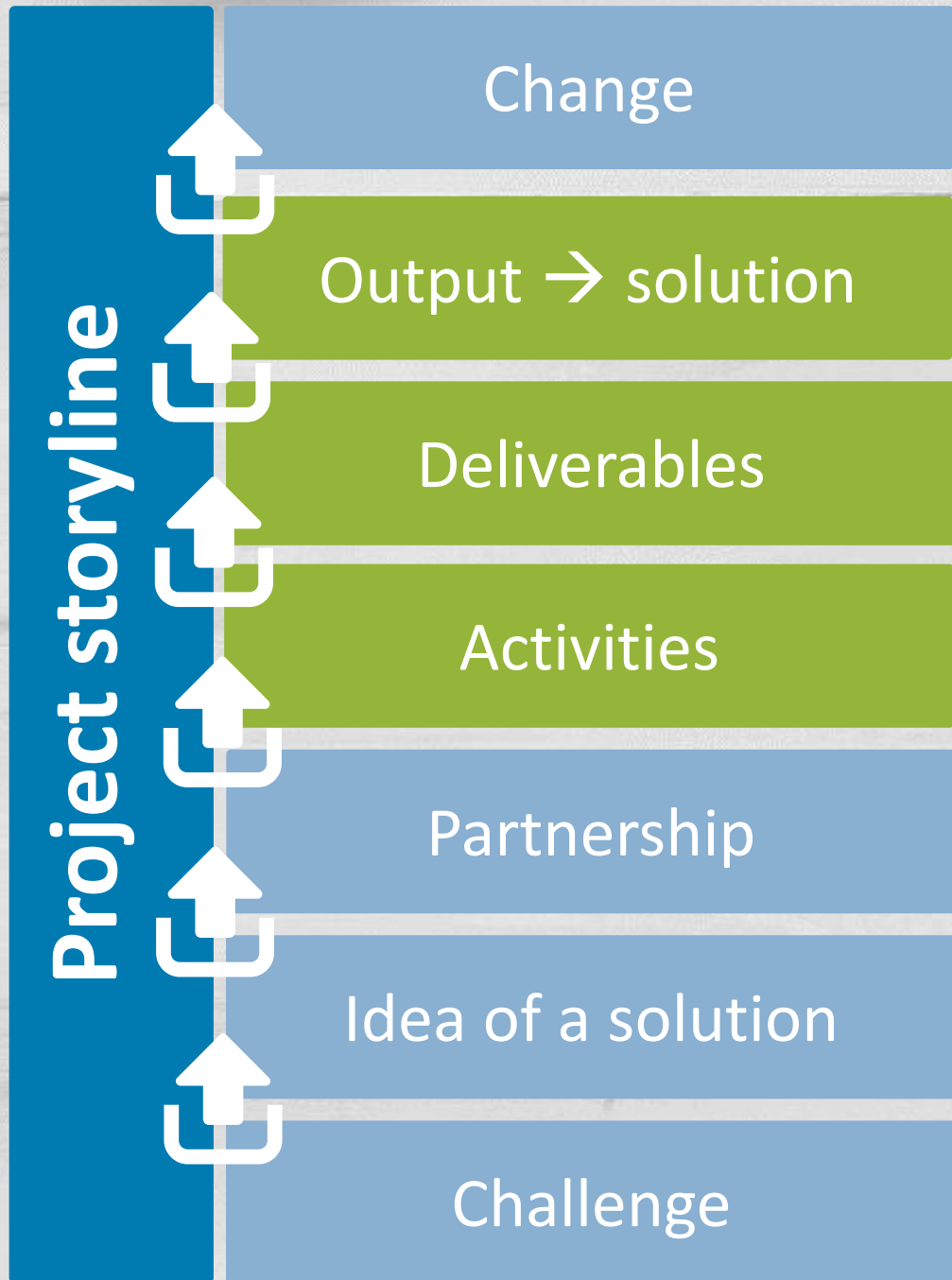
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**Your project
is a story...**



**...and the work
plan is its plot.**



Plan your own storyline efficiently.

Have a clear and logical narrative.

Stay coherent in your idea, activities and expected change.



Work plan



**Solution
(output)**



WP1

Prepare

Prepare a concept of your solution with target groups

WP2

Test

Test, evaluate, adjust, prepare the final version of your solution

WP3

Transfer

Transfer your ready-to-use solution to target groups



Idea → *Plan* → *Action*

Work plan



WP1

Prepare

**Prepare a concept
of your solution
with target groups**





Work plan

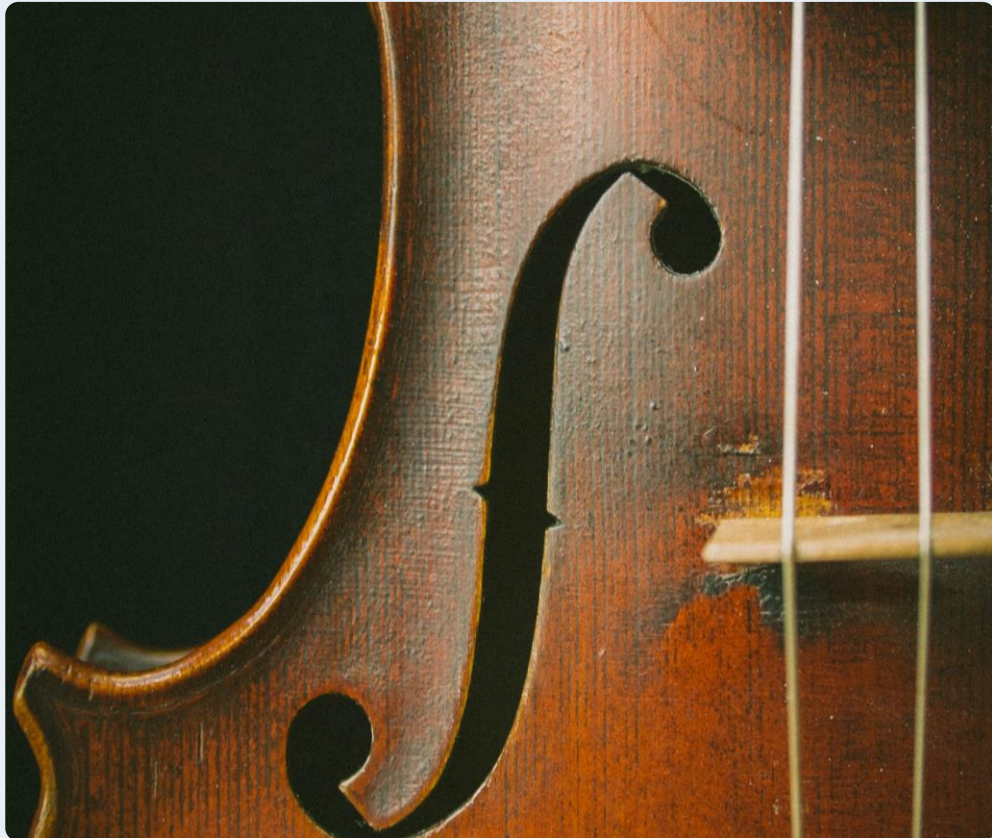
Not for WP1:

- Investigating and collecting the needs of the target groups
- Researching and evaluating the current status and advancements in the field
- Providing generalised descriptions





Work plan



We will perform **extensive market and literature research** to **investigate** what **effective measures** are needed to combat social isolation in the BSR. We will develop a **set of practical tools for all relevant stakeholders** to encourage inclusive social engagement.

Through **various local partners, raising awareness, and organising diverse events**, we will spread the word about the newly created community environment which is open for **use by any interested parties**.



Work plan

In WP1:

- Conceptualise your solution.
- Collaborate with partners and target groups.
- Reflect on pre-project needs.
- Complete the initial solution draft to be tested.



Work plan



Solution
(output)



WP1

Prepare

Prepare a concept of your solution with target groups

WP2

Test

Test, evaluate, adjust, prepare the final version of your solution



Idea → Plan → Action

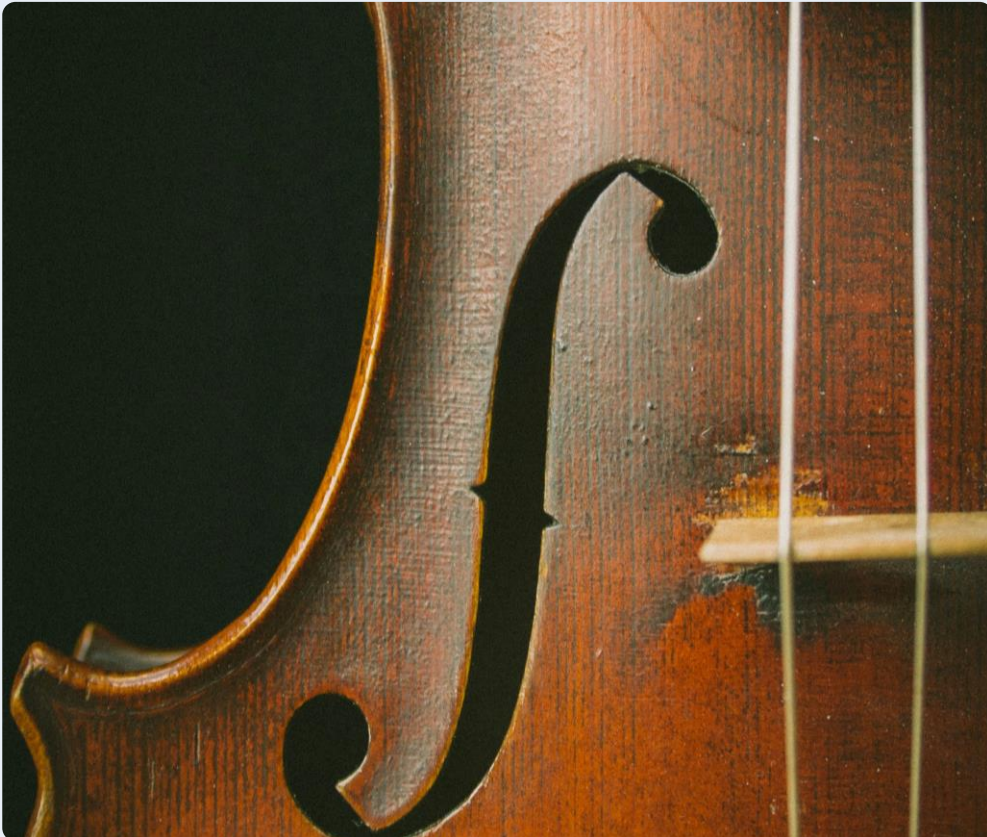


Work plan



Not for WP2:

- Pilots of pure local interest.
- Testing the solutions without its future users.
- Providing generalised descriptions about the process of piloting.





Work plan

In WP2:

- Plan pilots with transnational impact in mind.
- Involve practitioners into the testing.
- Plan exchange with the partners on their experience.
- Reflect on the transnational effect of pilot results.

Work plan



**Solution
(output)**



WP1

Prepare

Prepare a concept of your solution with target groups

WP2

Test

Test, evaluate, adjust, prepare the final version of your solution

WP3

Transfer

Transfer your ready-to-use solution to target groups



Idea → *Plan* → *Action*



Work plan



In WP3:

- Promoting the solution to the general public only
- Planning basic communication activities only
- Providing generalised descriptions





Work plan

In WP3:

- Prioritise pro-active engagement with your target group.
- Prepare the target users for adopting the solution.
- Plan the transfer activities in parallel with WP1 and WP2.

Challenge

Possible
direction

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Healthcare providers in the BSR (public, private, non-governmental) need **new comprehensive measures** to cope with the challenges of **social isolation**, considering healthcare, social services, and community engagement to deliver **more responsive and better-tailored services.**

You have an idea of a solution

Possible direction

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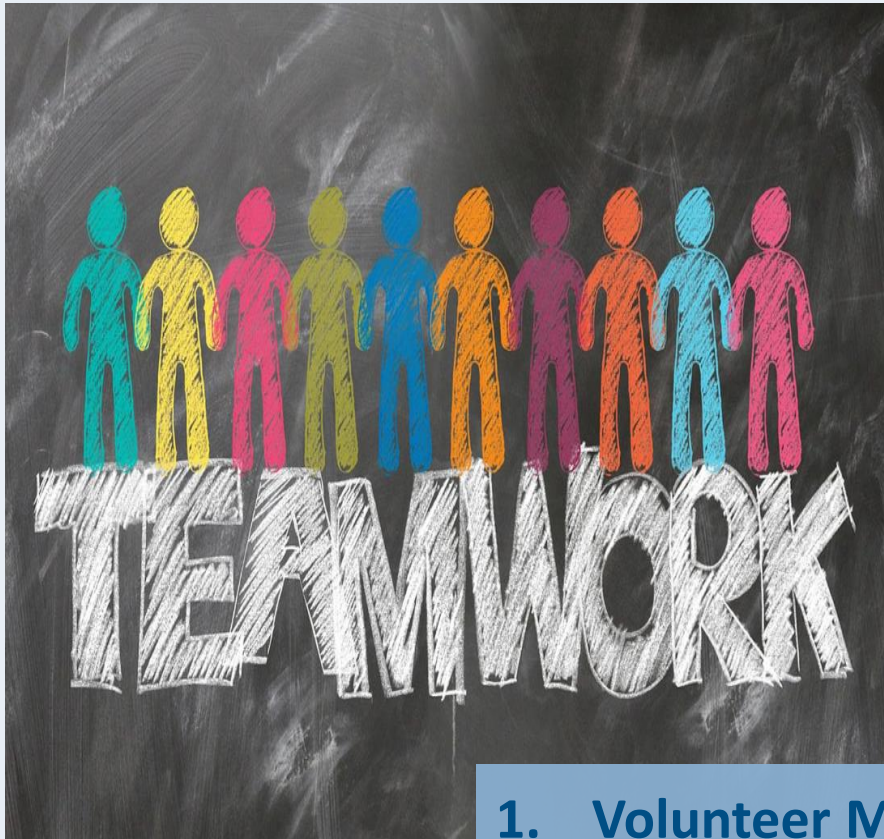


Creating a **Digital Community Care Network** that leverages **cutting-edge technology**. This network connects volunteers with individuals in need to facilitate **care and support** for vulnerable or isolated people. It can be **customised and used** by any healthcare provider in the BSR.

Prepare a concept of your solution

Possible direction

Work with your **target groups** (local public authorities, healthcare providers, interest groups, mental health and well-being NGOs) from different countries to further advance **the concept of your solution** and develop **its components**.



1. **Volunteer Matching System** that connects volunteers with individuals in need
2. **Digital Check-In Point** to monitor the well-being of individuals
3. **Virtual Social Activities Hub** enabling community members to connect

Test, evaluate, adjust and prepare the final version of your solution

Possible
direction



- **Test** parts of your solution together with experts, volunteers, and community members e.g. elderly, single parents.
- **Evaluate** the results of the testing activities together with your target groups.
- **Adjust** particular elements, if needed.
- **Prepare** the final version of your solution.



1. Congrats! Your **Digital Community Care Network** is ready!

Transfer your ready-to-use solution to target groups

Possible direction

- **Establish a relationship** with NGOs and interest groups in the field of mental health and well-being.
- **Sign an agreement** with 10 healthcare providers to join the Community Care Network.
- **Organise training** for professionals in the social/health departments in municipalities.
- **Organise events** for the elderly to instruct them on how to join the Network.
- **Present** your Care Network at the EU-wide event on social innovation.
- **Reach out to PAC Innovation and Health** to spread the word about new services.



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How to measure your success?



Laura Ligazzolo, Programme Manager and Project Officer

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Every project is a story...

Stories matter

Project storyline



Challenge



Project storyline



Idea

Challenge



Project storyline



Partnership

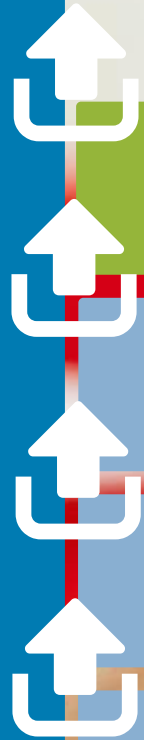
Idea

Challenge

TOGETHER



Project storyline



Activities

Partnership

Idea

Challenge

DOING

Do

DONE



Project storyline



Output → solution

Deliverables

Activities

Partnership

Idea

Challenge



Project storyline



Challenge

Idea

Partnership

Activities

Deliverables

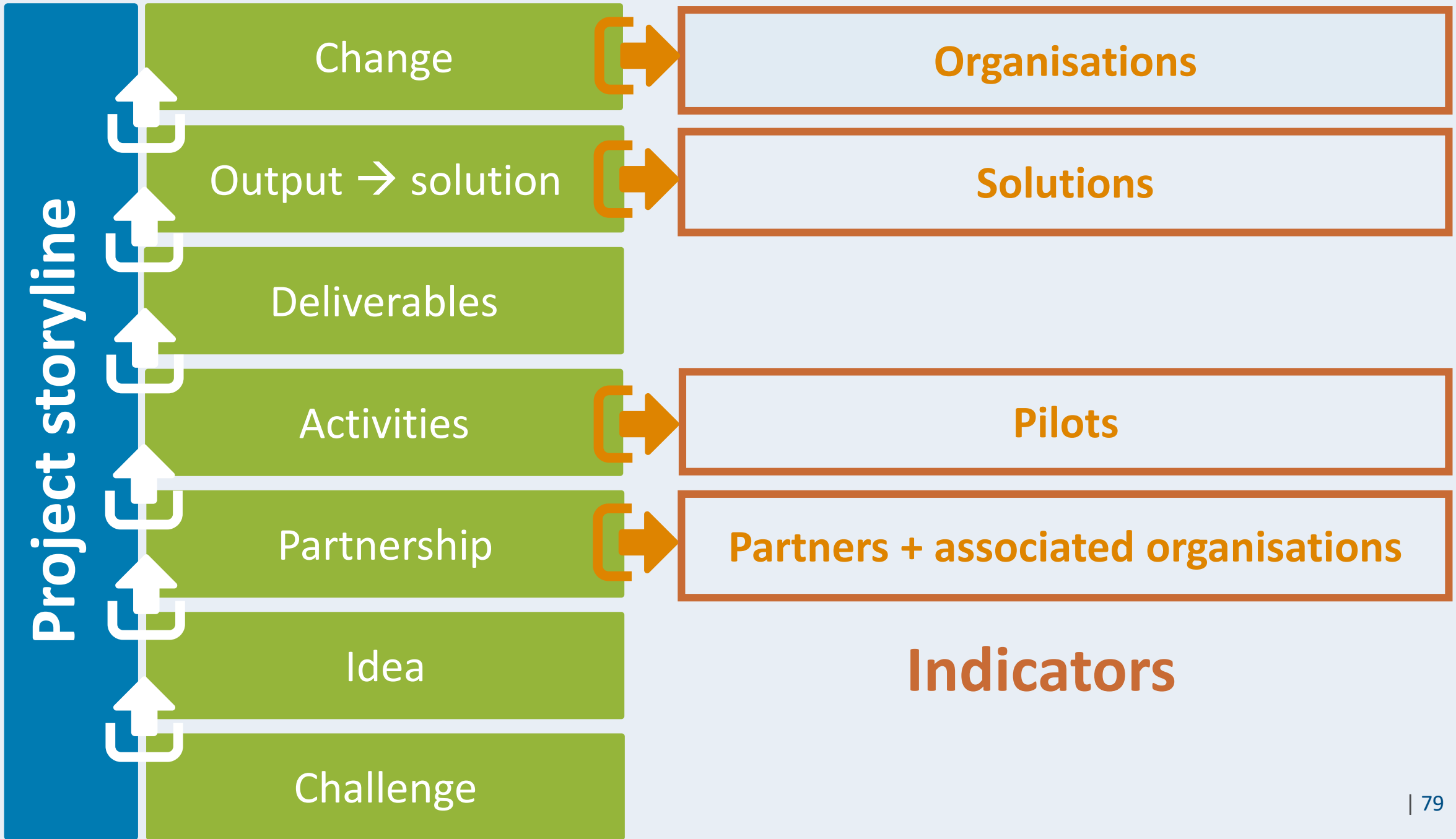
Output → solution

Change



Indicators

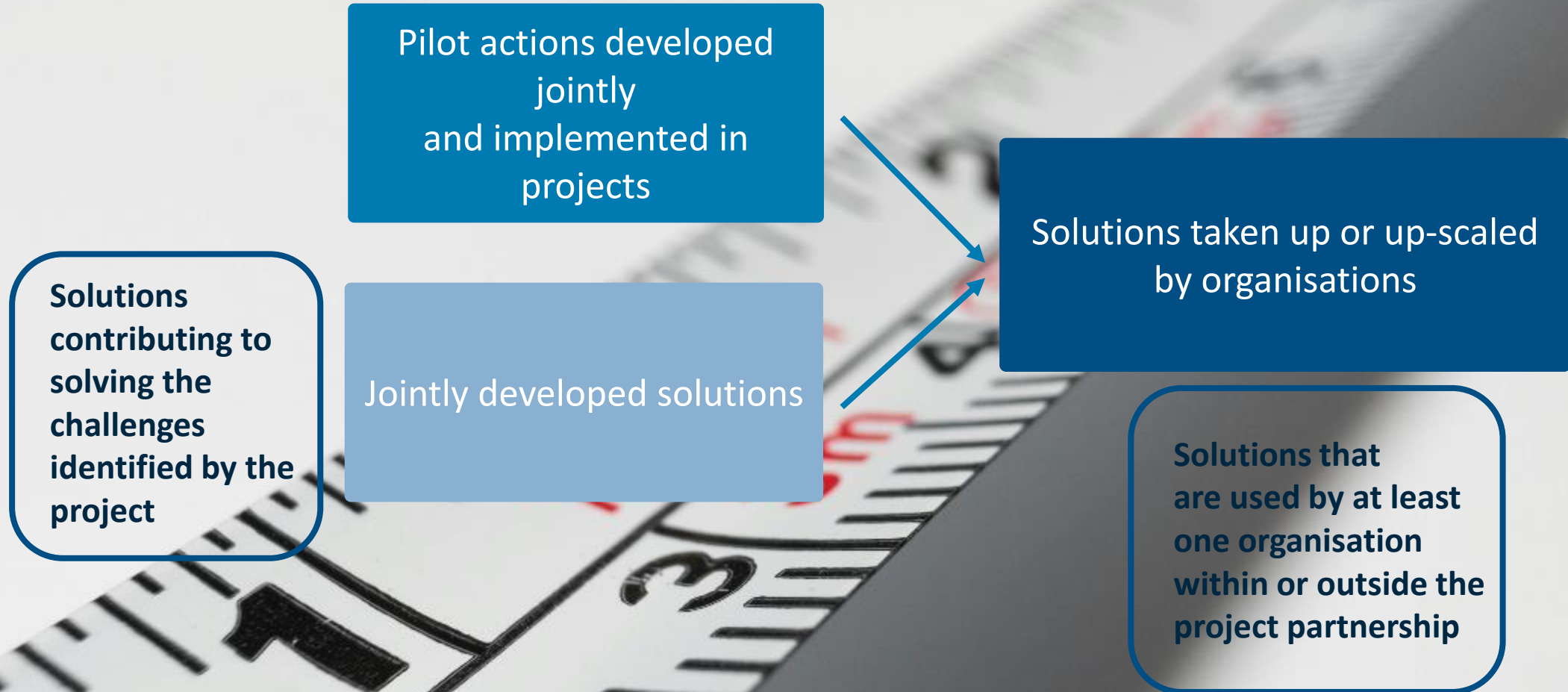




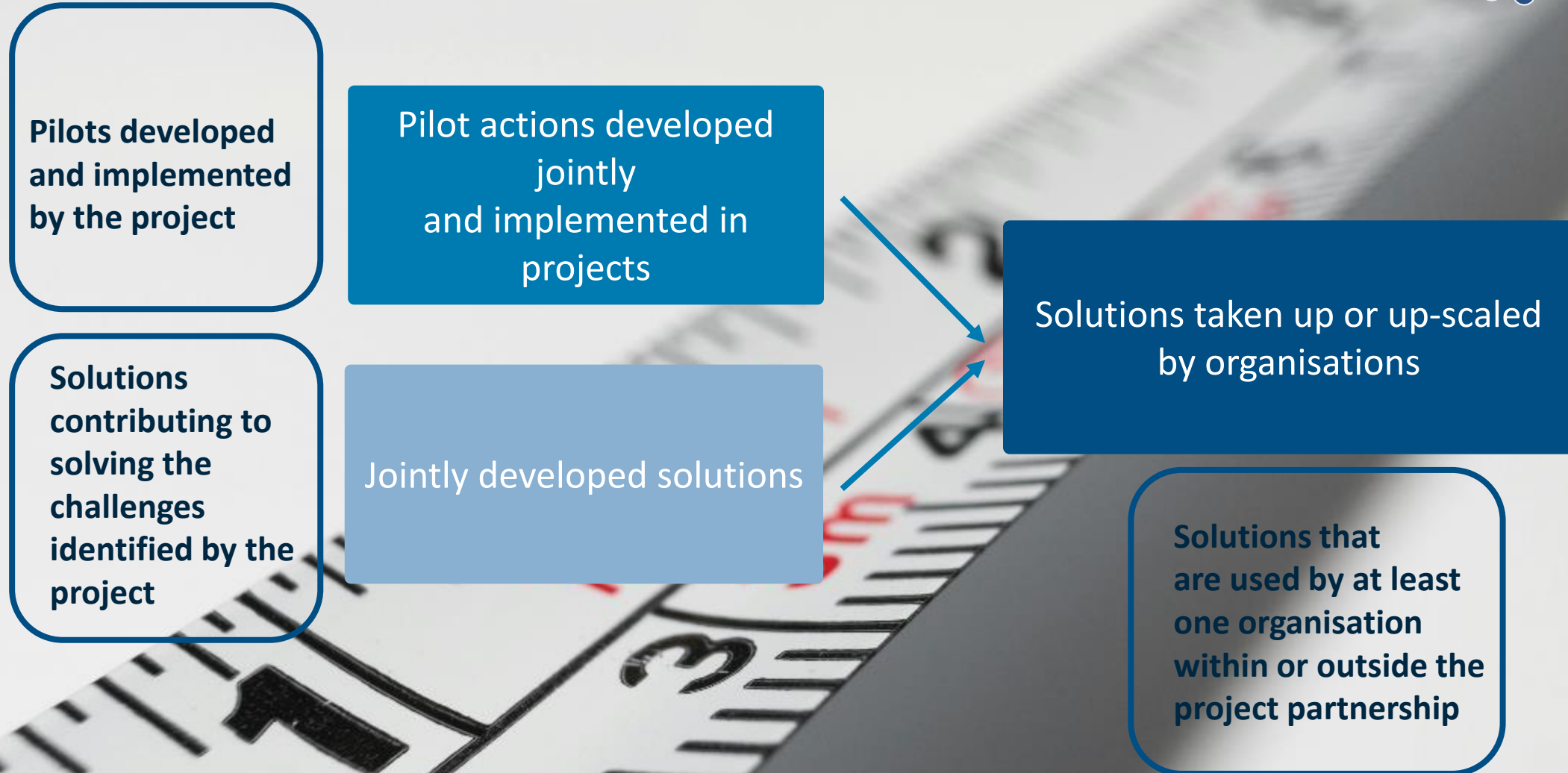
Indicators. How to measure?



Indicators. How to measure?



Indicators. How to measure?



Indicators. How to measure?



Project partners
+
associated
organisations

Organisations cooperating

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



Indicators. How to measure?



Indicators. How to measure?



Indicators



Example:

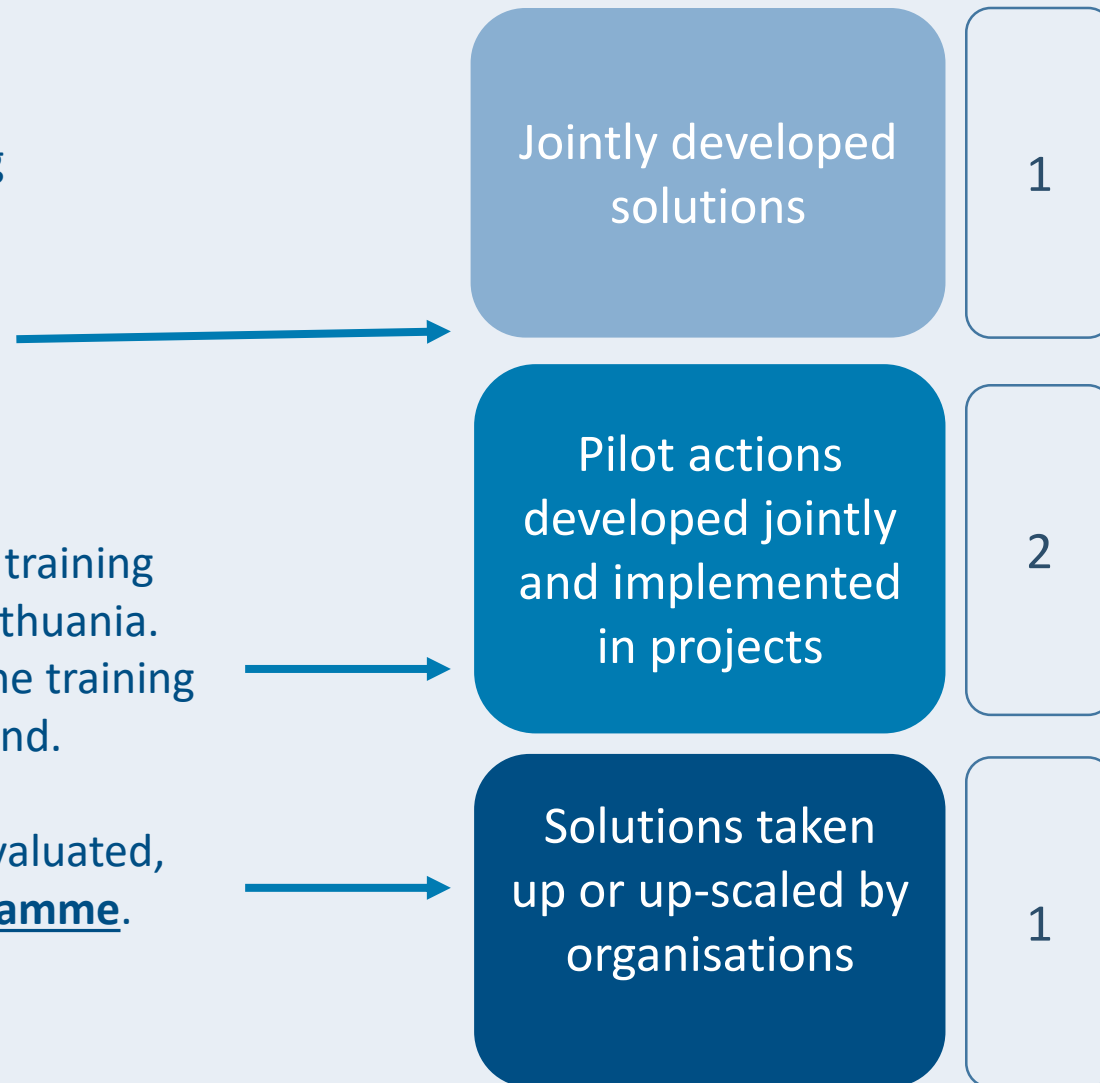
SmartES project aimed at developing a training programme for municipal authorities.

This training programme consists of:

1. an online training tool
2. a best technology app

The online training tool (1st component of the training programme) was tested in Germany, Poland, Lithuania. The best technology app (2nd component of the training programme) was tested in Poland, Latvia, Finland.

After that, the two components were jointly evaluated, adjusted, and compiled into the training programme.



Example:

In SmartES project 8 PPs come together with 5 AOs in the consortium.



The training programme was tested, evaluated and then taken up by 10 municipal authorities outside the partnership.



In the process of developing the training, the PPs consulted 50 municipal authorities; about 80 organisations receive the monthly newsletter of the project.





Indicators guidance at:
<https://interreg-baltic.eu/toolkit/>

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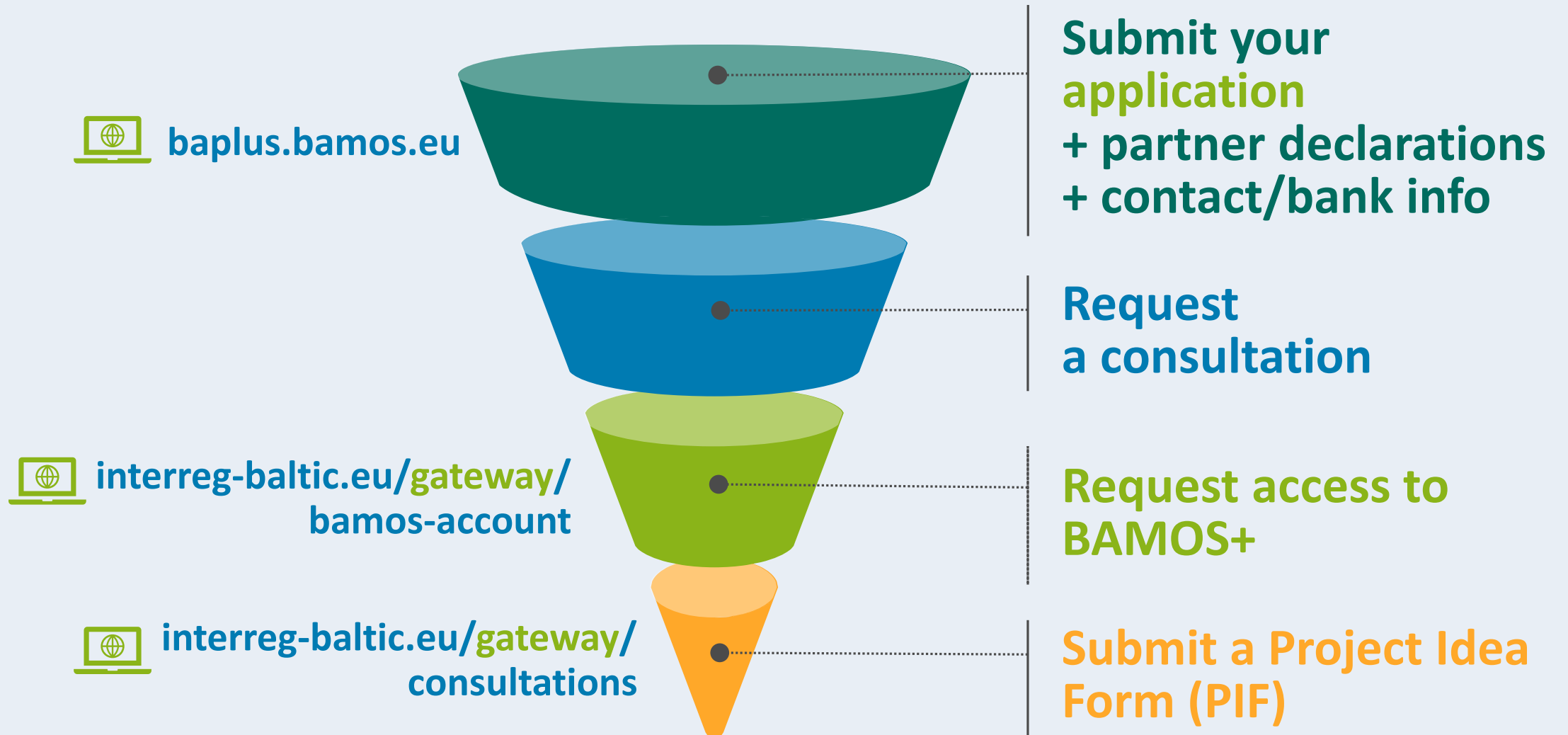
How to apply?



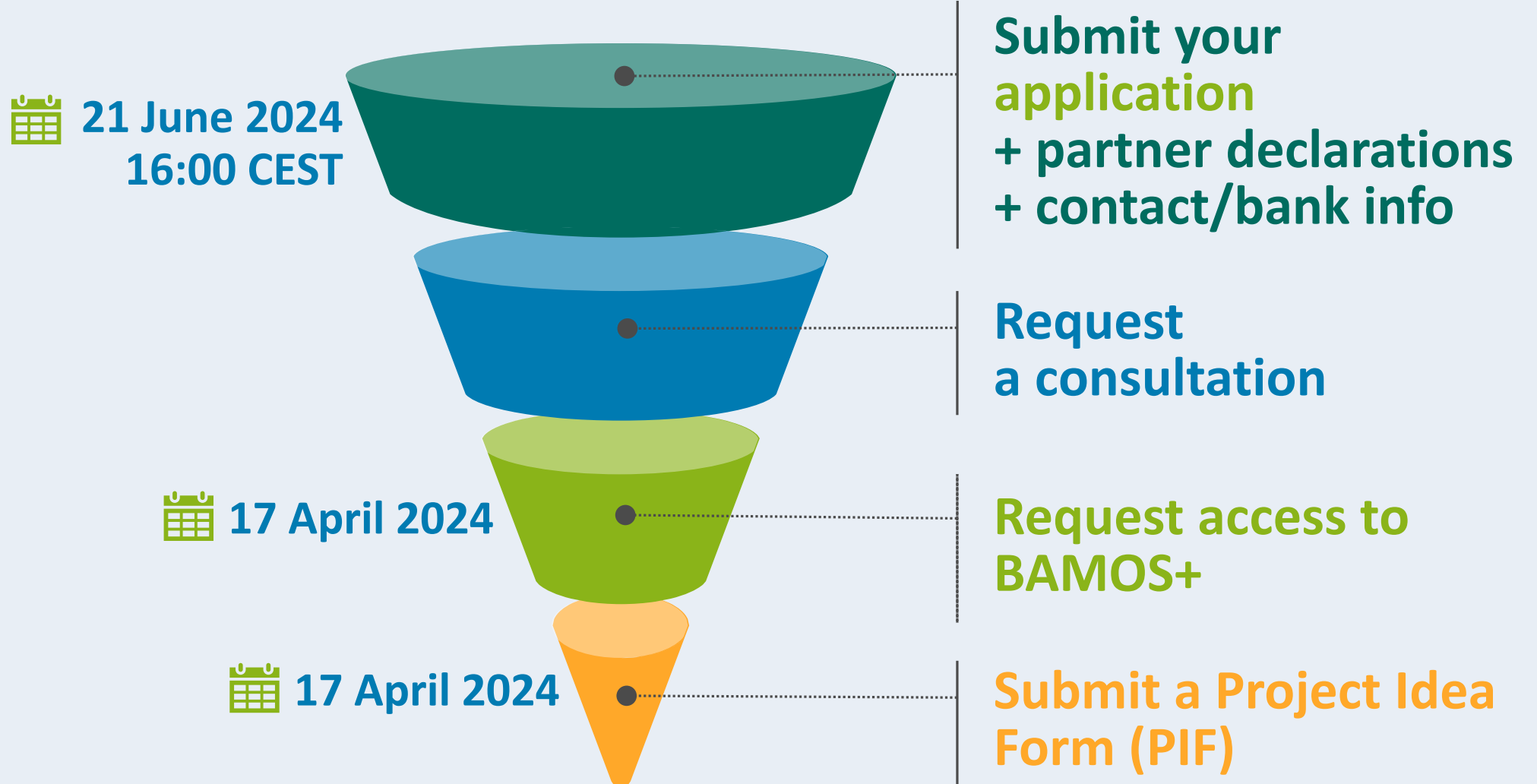
Orsolya Schulz, Senior Project Officer/ Deputy Team Leader

WebEx | 23 January 2024

Application process



Application process



Next steps



Start of project
implementation

21 June 2024

Assessment
by MA/JS

13-14 Nov 2024
**Monitoring
Committee**
selects projects

**Approval
& rejection
letters** sent

**Clarification
in BAMOS+**
Note: we will
contact you



**Admissibility
check**
Note: we may
contact you

**Monitoring
Committee**
analyses
projects

**Results
published at**
interreg-baltic.eu


Contracting
starts

Contracting
Ends (approx.
3 months)



Wrap-up

Information:

 Gateway
for applicants



 Matchmaking
platform



Deadlines:

 Submit PIF **17 April 2024**

 Request access
to BAMOS+ **17 April 2024**

 Submit
application
(& co.) **21 June 2024
16:00 CEST**



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How do we support you?



Anna Gałyga, Senior Communication Officer/ Deputy Team Leader

WebEx | 17 January 2024



Your gateway

Your support package

- **Documents** you need to get access to BAMOS+ and to apply for funding;
- Application **process & timelines**;
- **Consultations**;
- **Guidance materials** (Programme Manual; info materials; video tutorials);
- Upcoming **webinars**.



Checkpoints

Good to know



Condense info for newcomers at interreg-baltic.eu/funding



Checklist to make sure you fit at interreg-baltic.eu/funding/checklist



Video tutorials

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

- On Programme **objectives**;
- On **the budget** and simplified cost options;
- On **good quality** core projects;
- On **how to apply** (*coming soon*);
- On **matchmaking** platform.



Webinars on the way

- **31 January** Info event for Latvian applicants
- **8 February** Info event for Polish applicants
- **20 February** Info event for German applicants





Webinars on the way

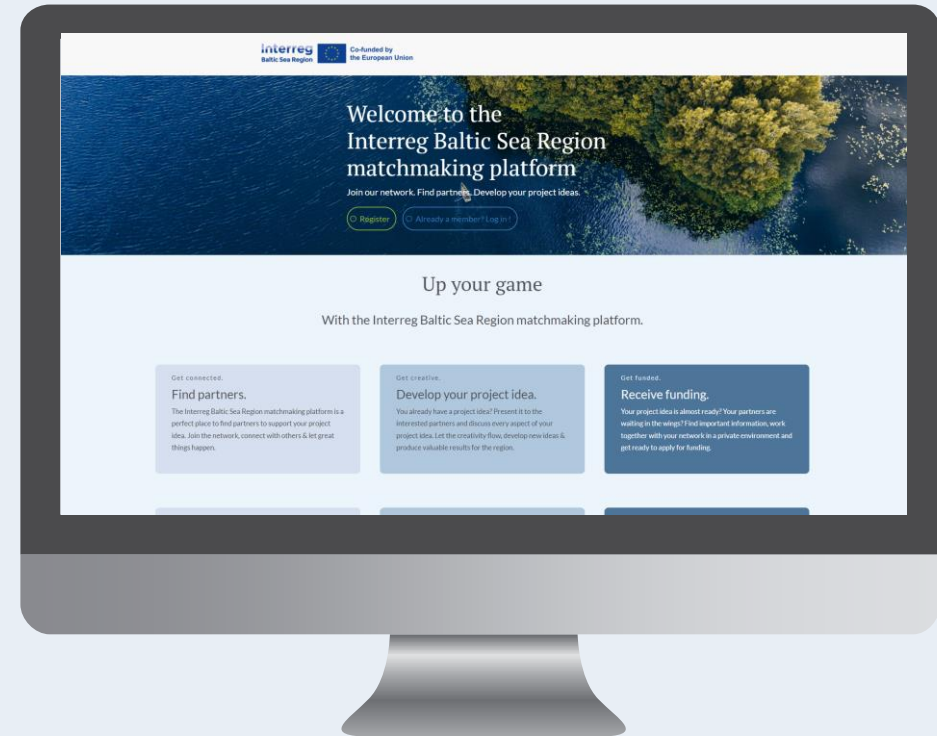
- > **21 February** Thematic webinar (repeated)
- > **27 February** UBC talks
- > **28 and 29 February** Webinar on good quality projects: shaping content & planning finances (repeated)



Matchmaking platform

Join the community

- Secure environment & **strong community** of ca. 1400 people;
- Platform to **search for and connect with** relevant partners;
- **Project idea groups** for joint development of project applications;
- Flexible setting of visibility & access.




 matchmaking.interreg-baltic.eu



Wrap-up

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for applicants



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platform



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