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Welcome to the webinar
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Interreg Baltic Sea Region

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Good quality core projects: shaping content

Webinar

Webex | 28 February 2024

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Meet the MA/JS team running this event

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

Webex | 28 February 2024

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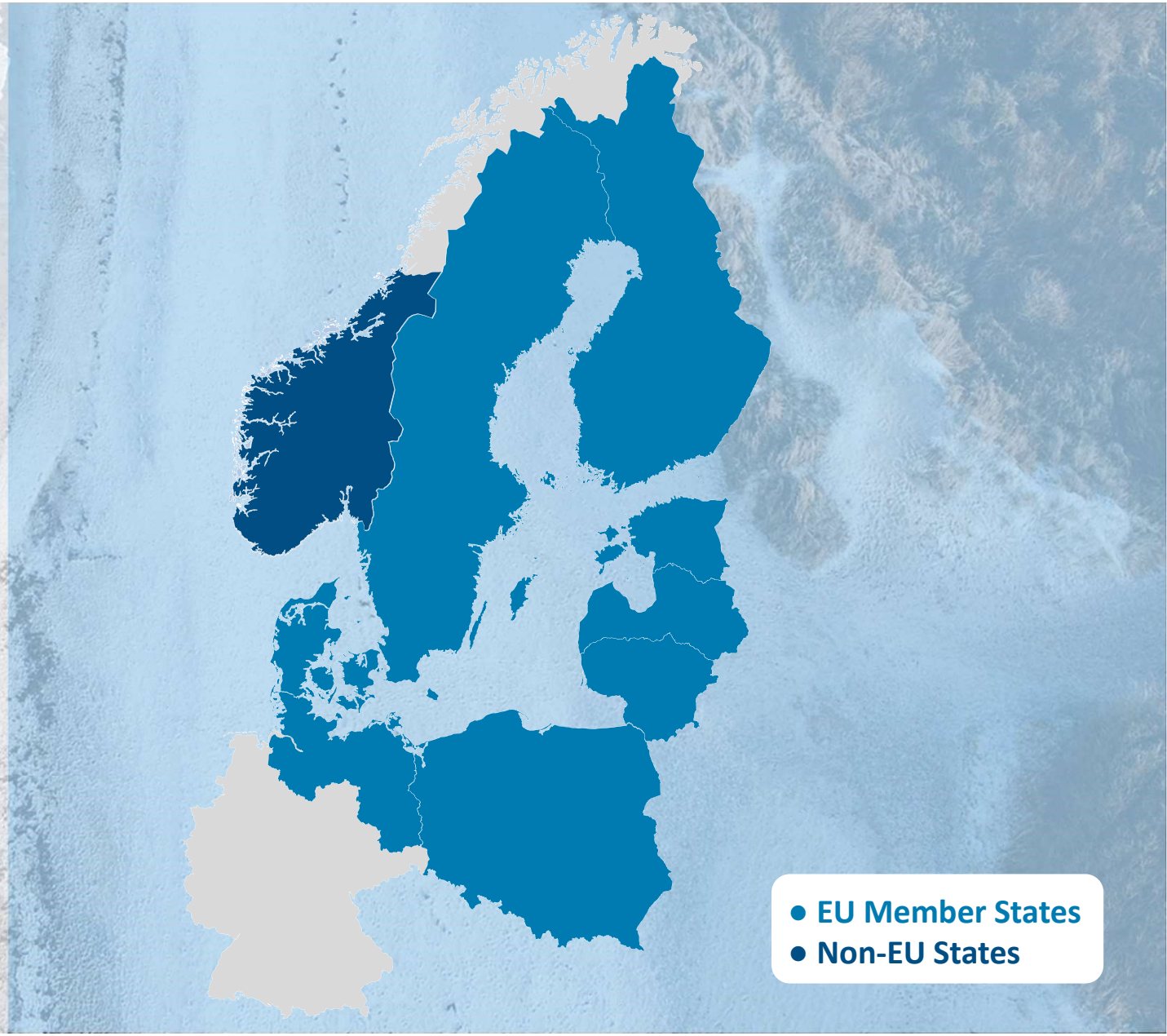
We put into practice innovative, water-smart and climate-neutral solutions through transnational cooperation for the benefit of citizens across the Baltic Sea region.

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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INNOVATIVE SOCIETIES
29
PRIORITY 1
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interreg-baltic.eu/projects

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

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Third call for Priority 1 and Priority 3

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INNOVATIVE SOCIETIES
PRIORITY 1
Bringing communities into new directions
Boosting the potential of digitalisation
Something else on your mind? No problem!
Copyright: pixabay

Addressing climate change is a must!

Copyrigt: pexels

Core projects

Core changes for the region.

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

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Funds for projects in this call

ERDF

Connect your project idea **to the macro-region!**

Find contacts at
interreg-baltic.eu/gateway

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

EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

https://www.eusbsr.eu/

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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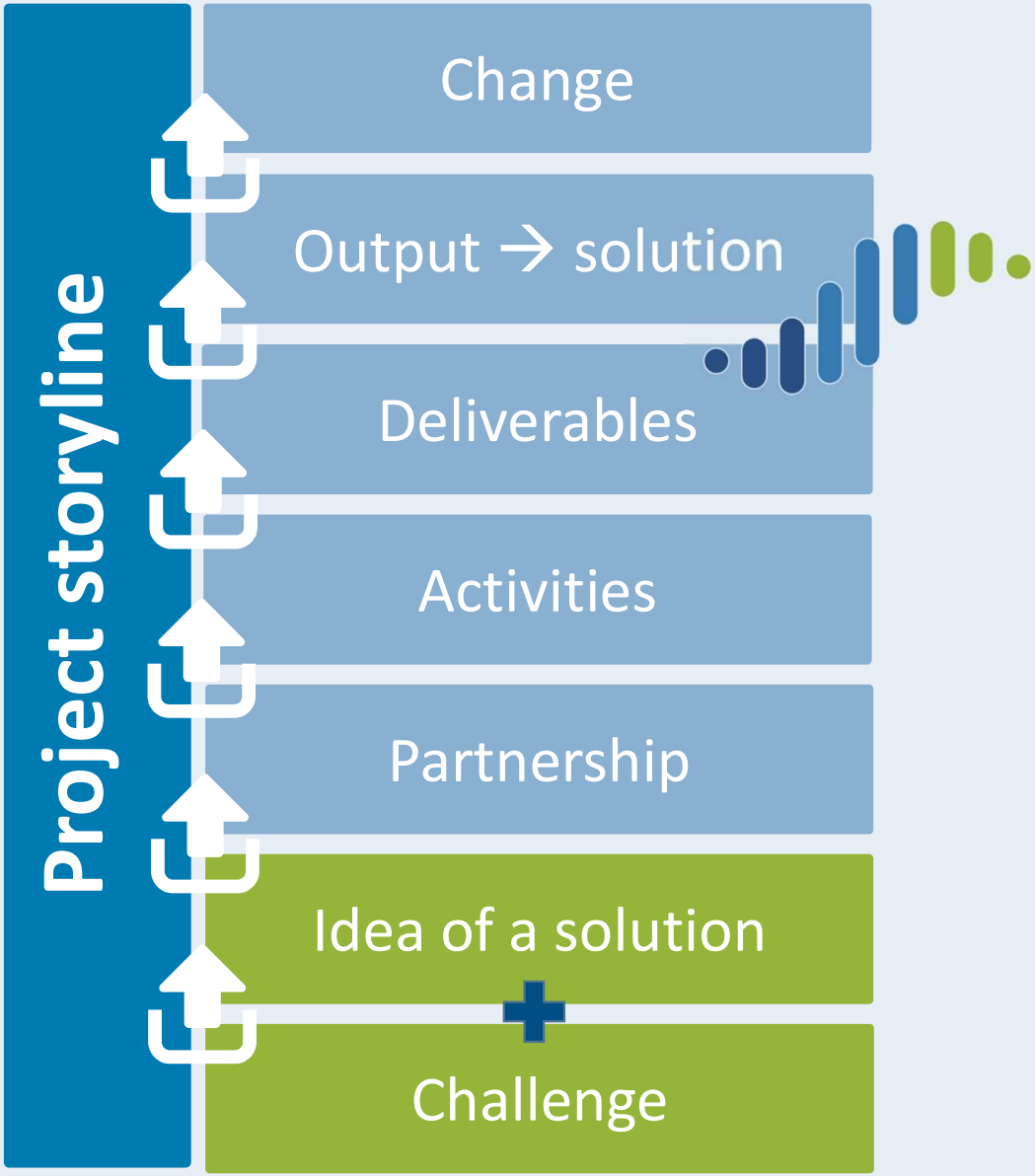
Project storyline
Change
Output → solution
Deliverables
Activities
Partnership
Idea of a solution
Challenge

Copyright: Paulius Andriekus / Unsplash

Start with the SPECIFIC challenge

Copyright: Alana Harris / Unsplash

- 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

Copyright: Alana Harris / Unsplash

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- 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?**

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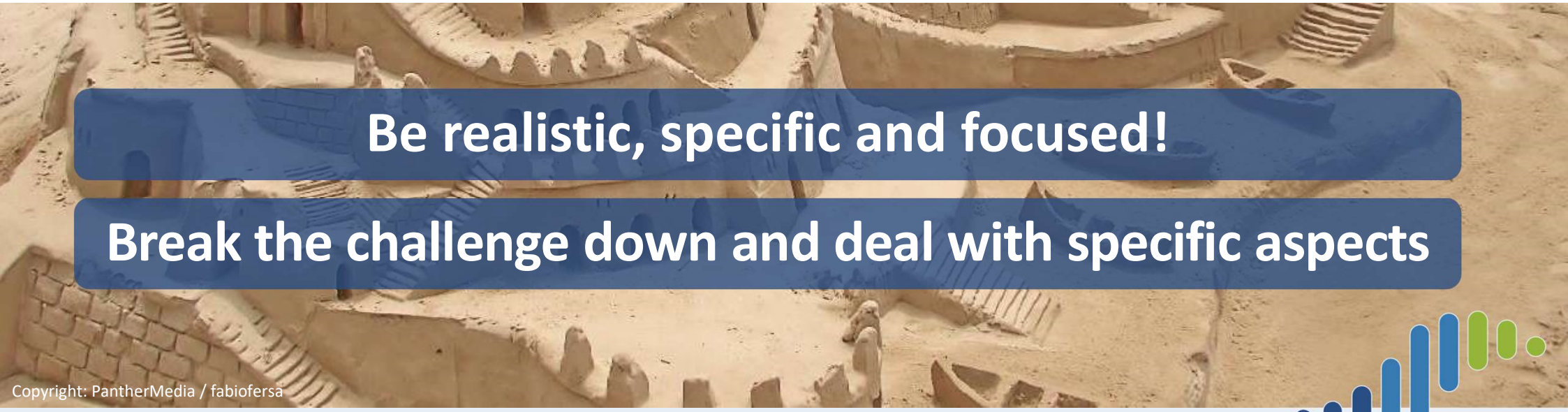

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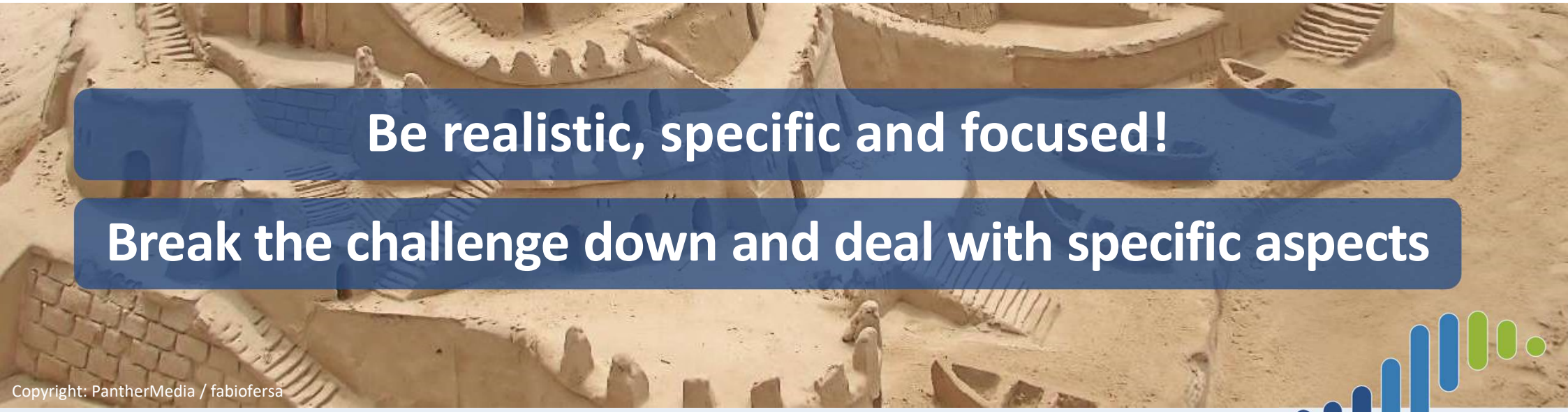
“Danish and Swedish organisations need to improve circularity in the construction sector“



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"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!

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More examples!

"The transport sector needs rapid decarbonisation"

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

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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"

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Help your target groups **tackle the challenge.**

Challenge too broad = not possible to asses the **impact**.

Understand your TARGET GROUPS

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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**

Copyright: pexels

“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

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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**

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Your TARGET GROUPS

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

Be **specific** in identifying the **needs** of the target group

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My target groups need…

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

Copyright:

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

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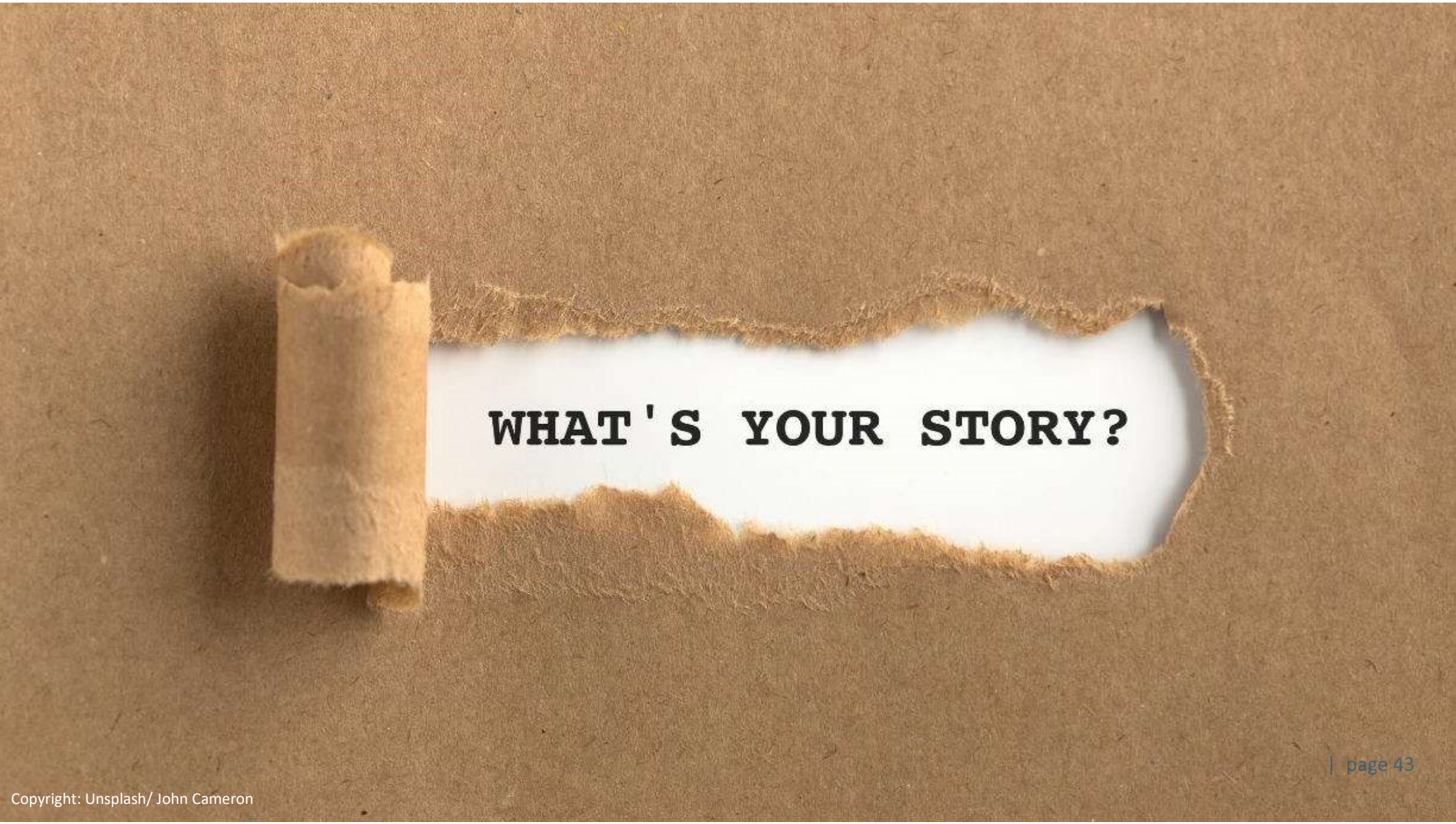
Think TRANSNATIONAL

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**!



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What makes a good partnership?

Sebastian Hentsch, Project Officer

Webex | 28 February 2024

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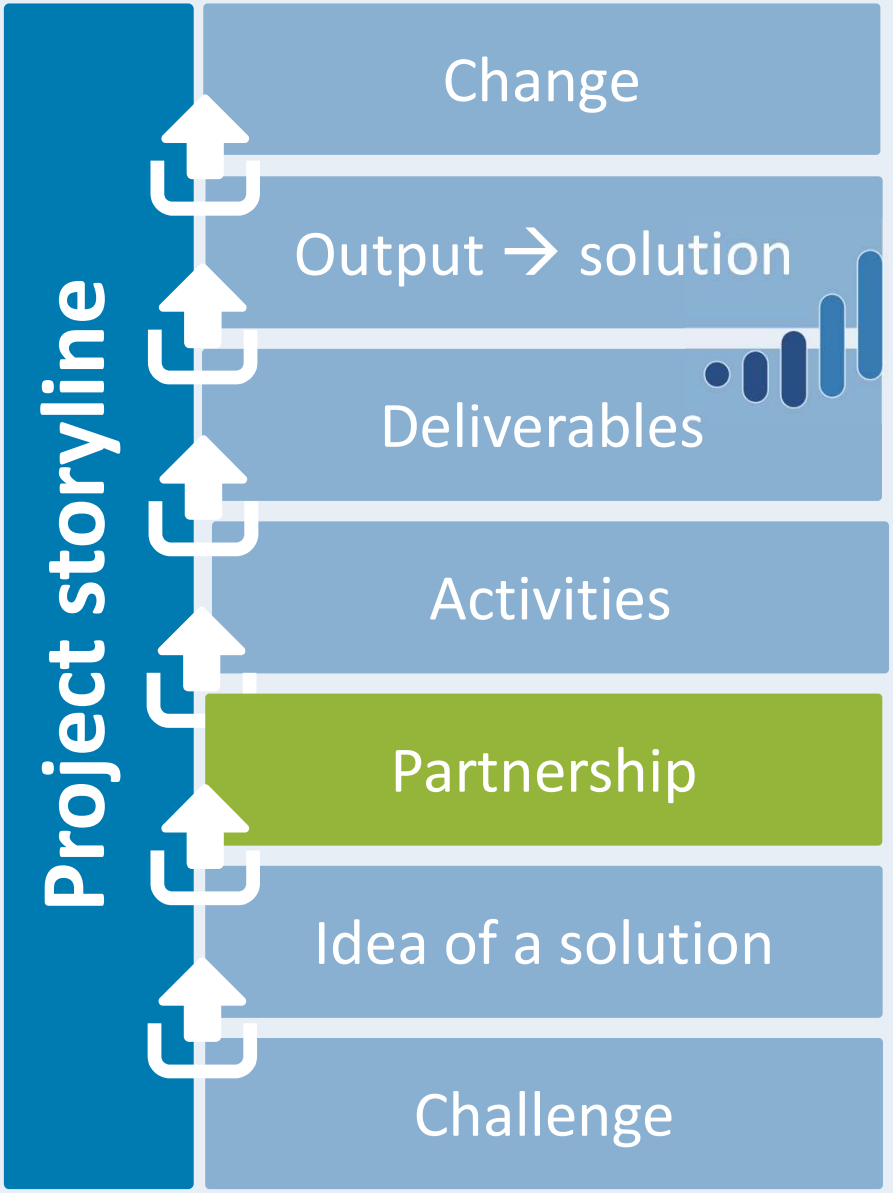

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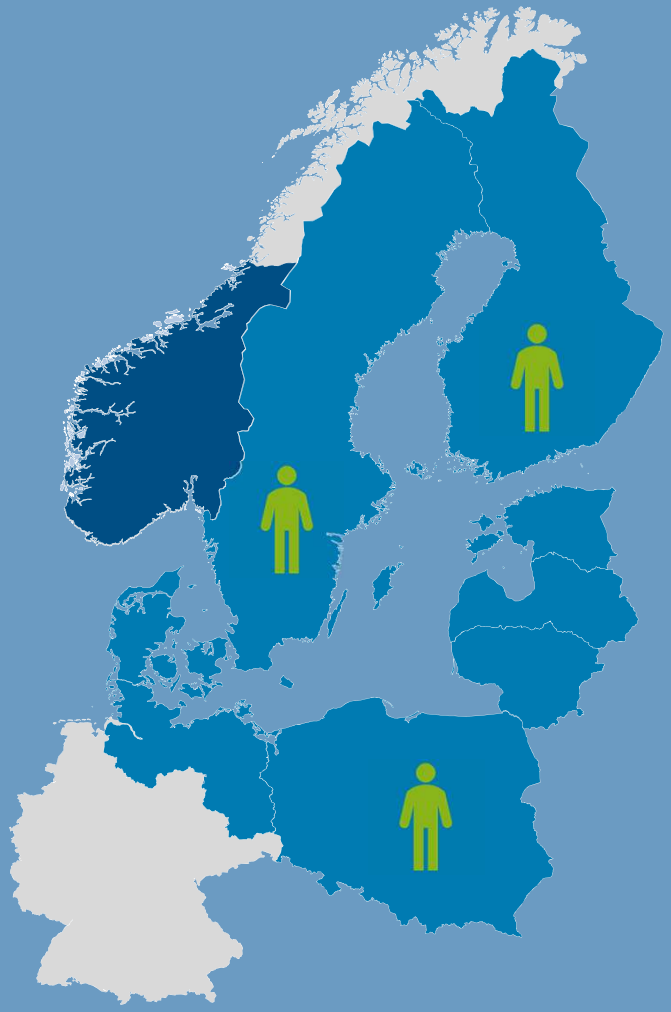
Central aspects

- 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?

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Project Partner

Lead Partner

Associated Organisation

The Programme Area...

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

- EU Member States
- Non-EU State

Interreg Baltic Sea Region

Co-funded by the European Union

...and money

Interreg
Baltic Sea Region

Co-funded by
the European Union

Co-financing rate

50%

for Norwegian organisations

Co-financing rate

80%

for EU organisations

Interreg Baltic Sea Region

Co-funded by the European Union

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

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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

https://bsrprogramme.wufoo.com/forms/m5fro0r029dinx/

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Baltic Sea Region
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the European Union
What makes a good work plan?
Agnieszka Lipińska, Senior Project Officer
Orsolya Schulz, Senior Project Officer/Deputy TL
Webex | 28 February 2024
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Your project is a story…

…and the work plan is its plot.

Photo by Janson A

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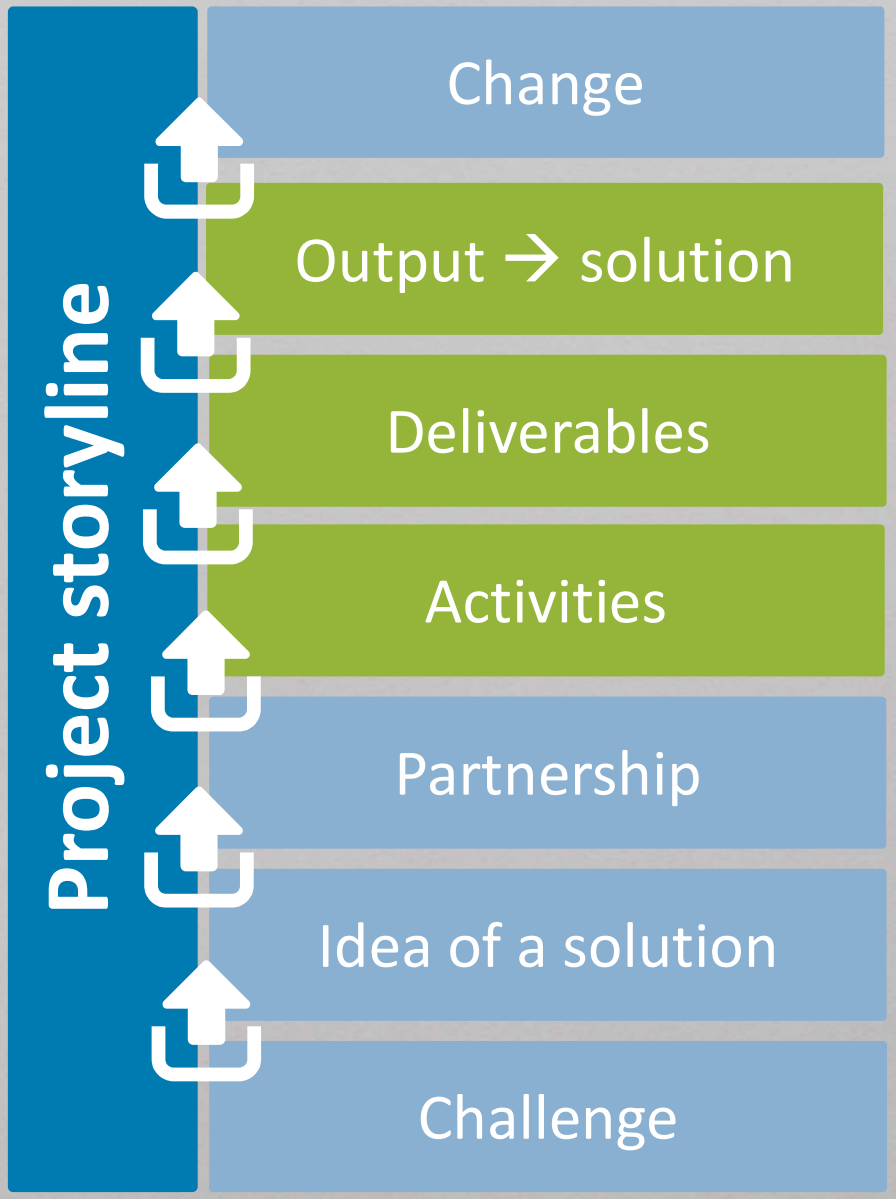

Plan your own storyline efficiently.

Have a clear and logical narrative.

Stay coherent in your idea, activities and expected change.

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Work plan

Solution
(output)

WP1 Prepare

Prepare
a detailed 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

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Work plan

WP1

Prepare

Prepare
a detailed concept
of your solution
with target groups

Idea ➡ Plan ➡ Action

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Avoid!

Work plan

Copyright: unsplash.com/Johanna Vogt

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

Avoid!

Work plan

Copyright: unsplash.com/Johanna Vogt

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.**

Good tip!

Work plan

Copyright: unsplash.com/Johanna Vogt

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 detailed concept
of your solution
with target groups

WP2

Test

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

Idea → Plan → Action

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Avoid!

Work plan

Interreg Baltic Sea Region

Co-funded by the European Union

Not for WP2:

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

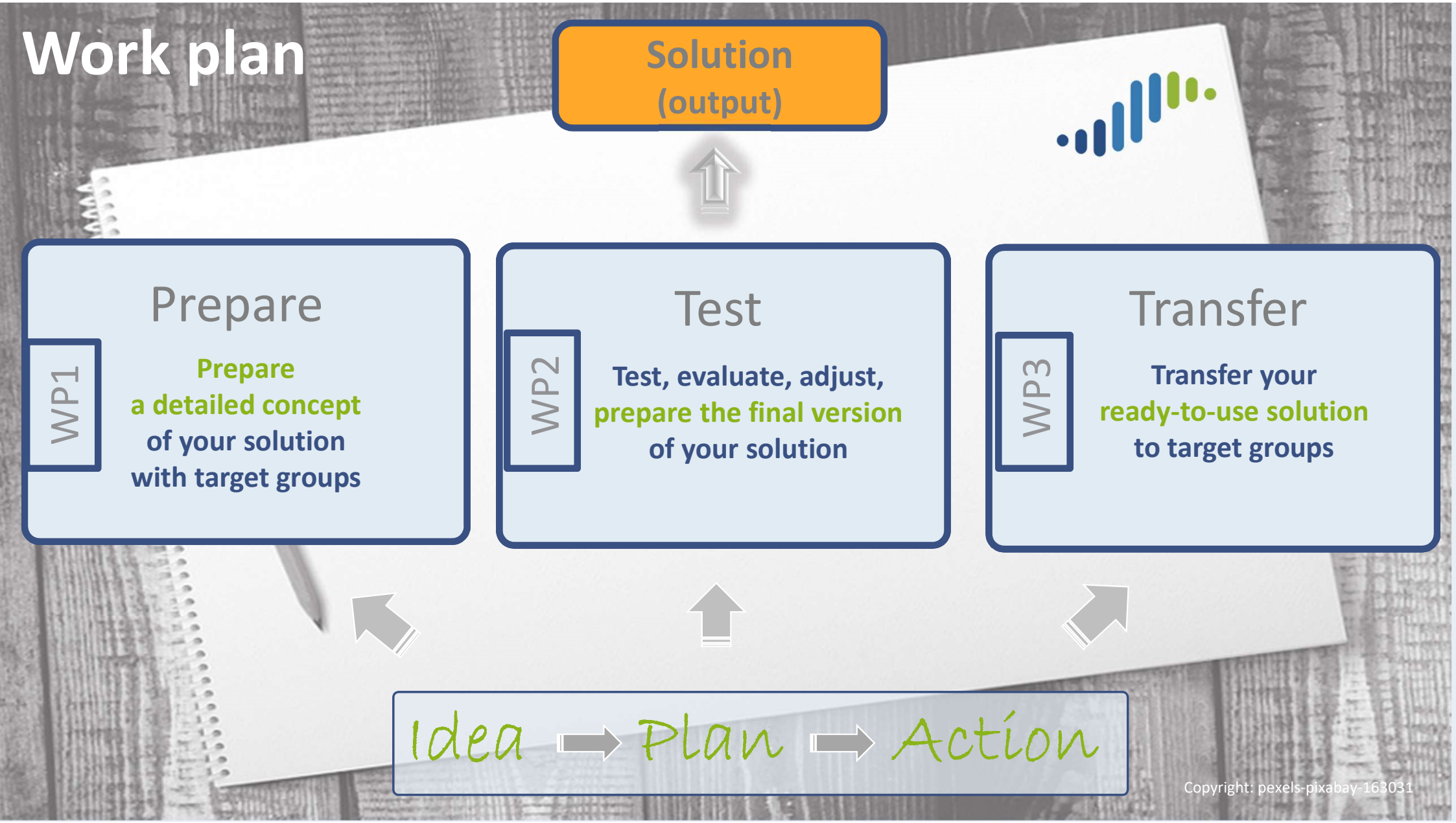
Good tip!

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



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Avoid!

Work plan

In WP3:

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

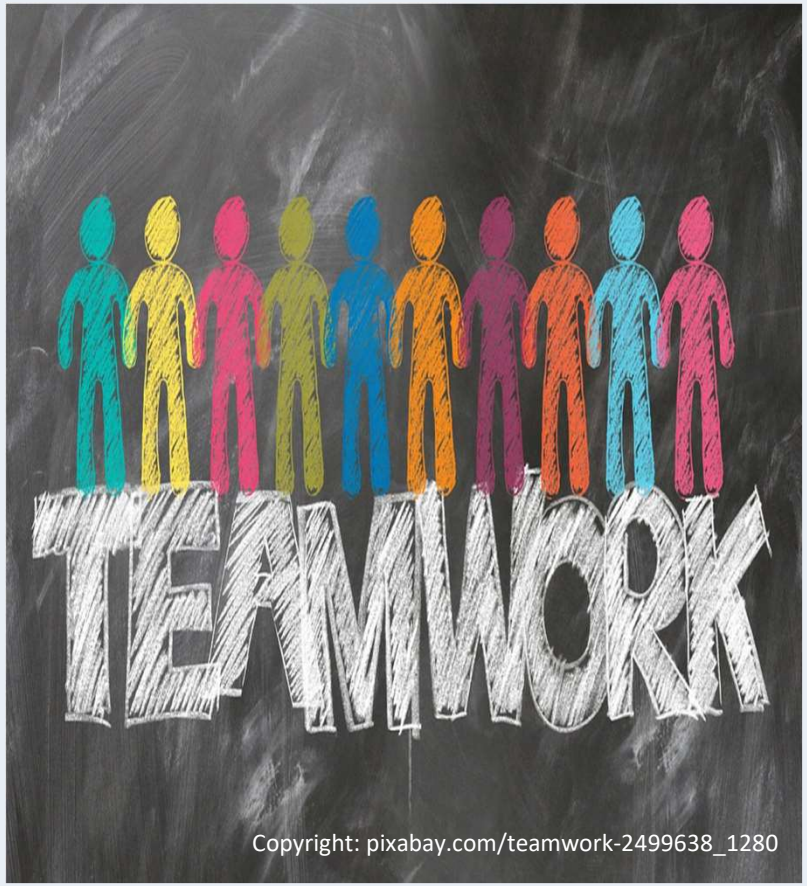
Good tip!

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



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Possible direction

Interreg Baltic Sea Region

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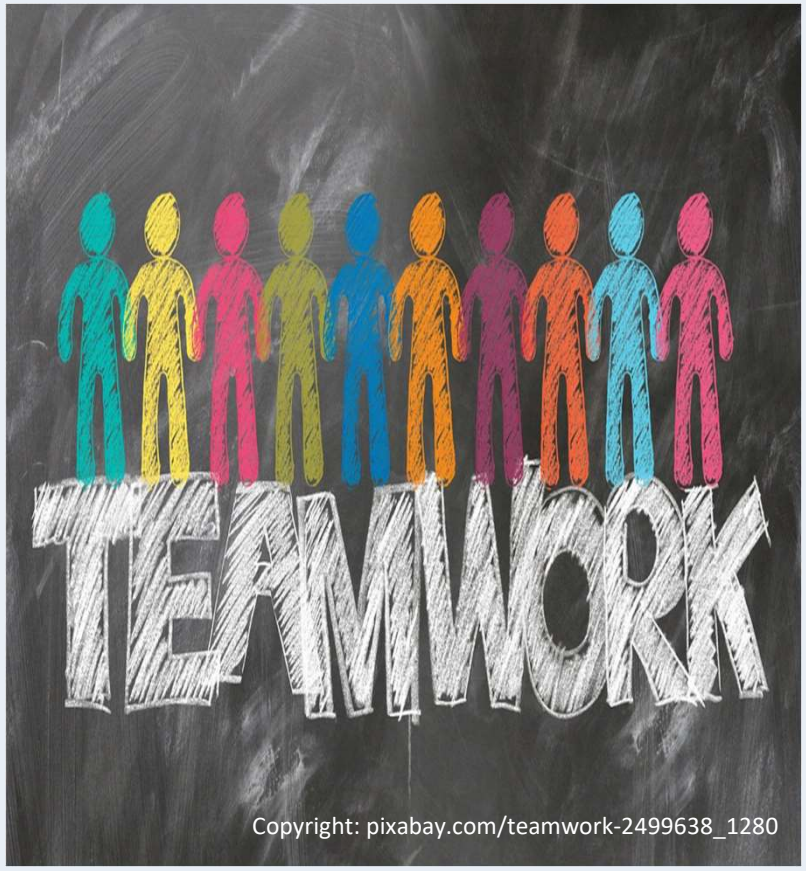
Healthcare providers in the BSR (public, private, non-governmental) need **new comprehensive measures** to cope with the challenges of **social isolation,** considering healthcare, social services, and community engagement to deliver **more responsive and better-tailored services.**

You have an initial idea of a solution

Possible direction



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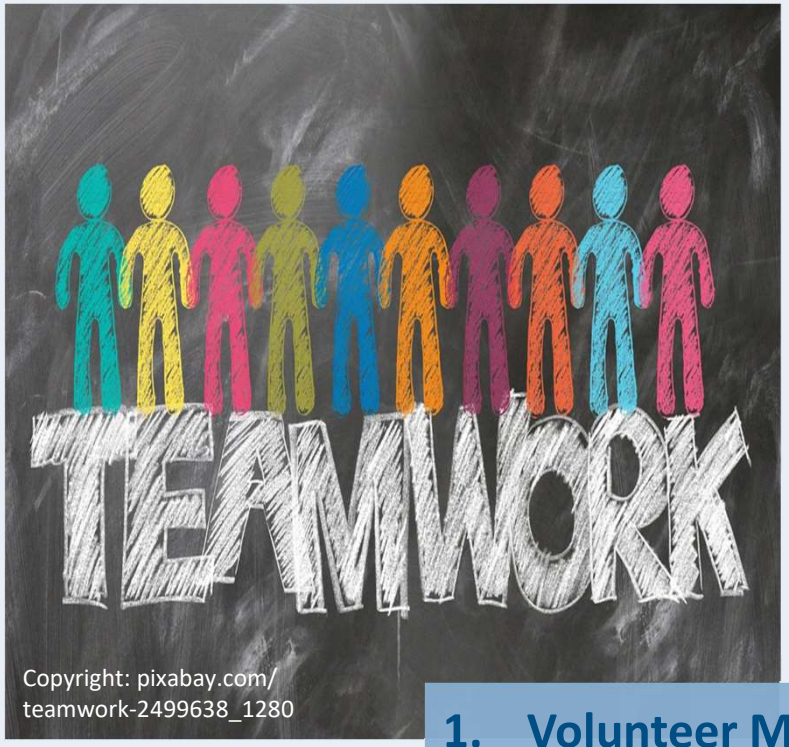
Creating a **Digital Community Care Network** that leverages **cutting-edge technology.** This network connects volunteers with individuals in need to facilitate **care and support** for vulnerable or isolated people. It can be **customised and used** by any healthcare provider in the BSR.

Work Package 1

Prepare a detailed concept of your solution



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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

Work Package 2

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

Possible direction

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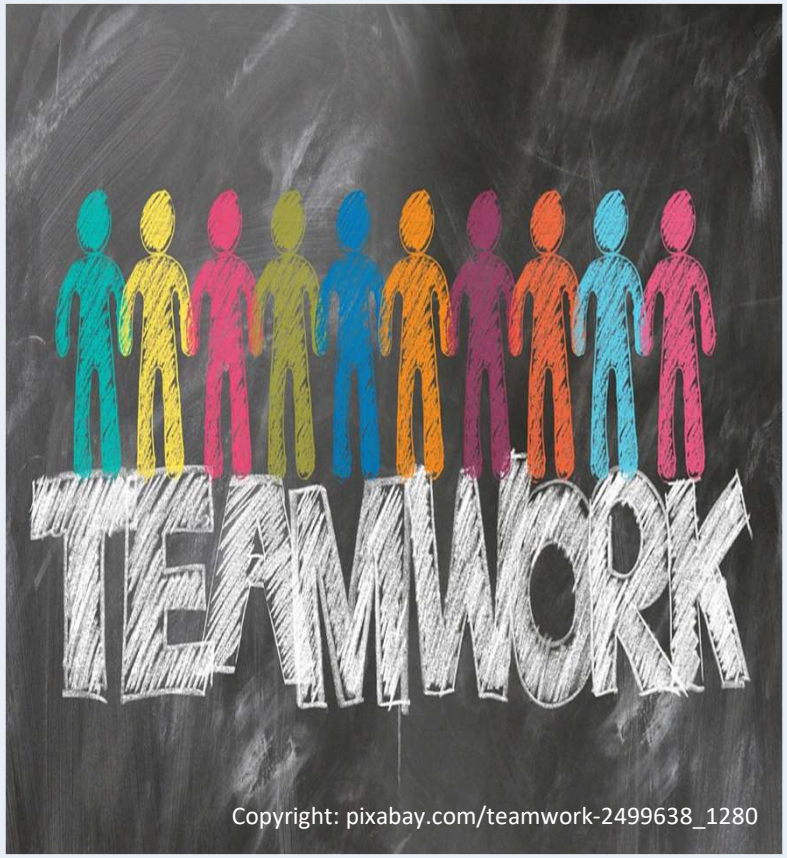
- **Test** parts of your solution together with experts, volunteers, and community members e.g. elderly, single parents.
- **Evaluate** the results of the testing activities together with your target groups.
- **Adjust** particular elements, if needed.
- **Prepare** the final version of your solution.

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

Work Package 3:

Transfer your ready-to-use solution to target groups



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Possible direction

Interreg Baltic Sea Region

Co-funded by the European Union

- **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.

Remember the challenge you want to solve

Be specific about your pilots

Show how you work with target groups

Focus on cooperation activities

Be realistic

In your work plan

Show the uniqueness of your project

Be clear about your solution

Explain who and how will benefit from your solution

How to measure your success?

Charis-Ariadni Loupasi, Programme Manager and Project Officer

Webex | 28 February 2024

Every project is a story…

Copyright: Suzy Hazelwood

Project storyline

Challenge

Copyright: Monica Abner/ Pixabay

Project storyline

Idea

Challenge

Copyright: Hannes Eichinger/ PantherMedia

Project storyline

- Partnership
- Idea
- Challenge

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Project storyline

Activities

Partnership

Idea

Challenge

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Project storyline

Output → solution

Deliverables

Activities

Partnership

Idea

Challenge

Project storyline

Change

Output → solution

Deliverables

Activities

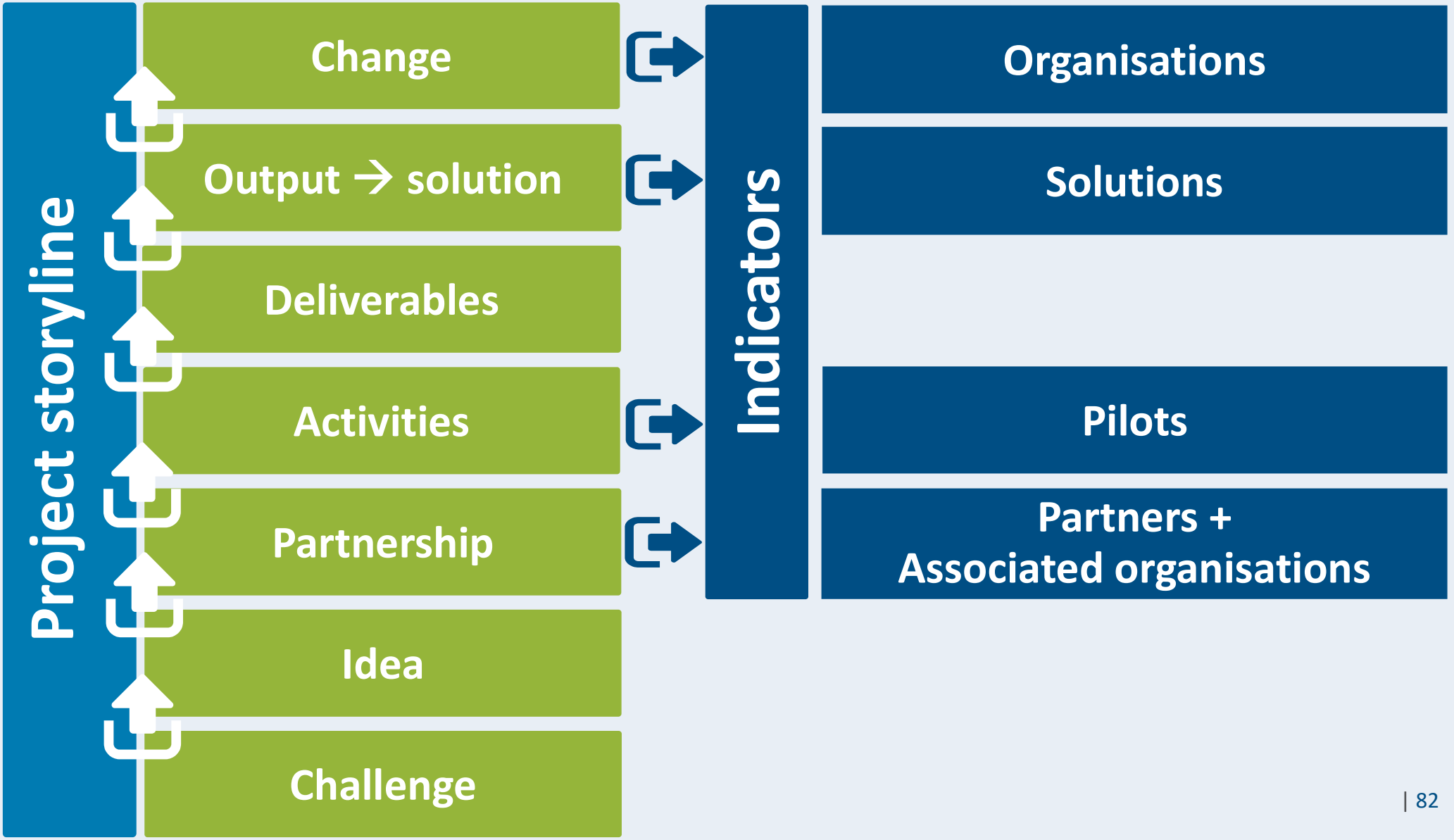
Partnership

Idea

Challenge

Indicators

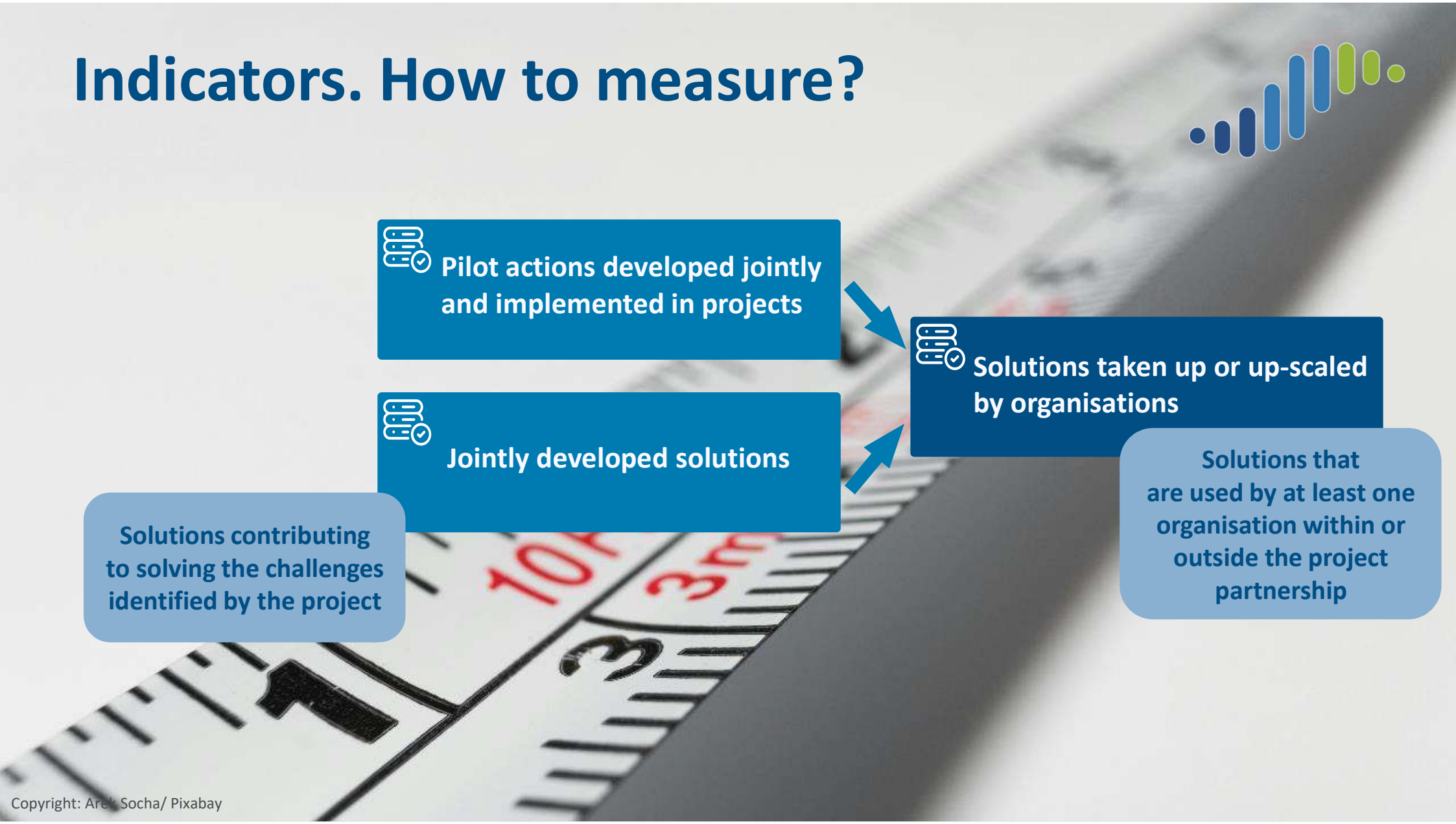
Pilot actions developed jointly and implemented in projects
Jointly developed solutions
Solutions taken up or up-scaled by organisations
Organisations cooperating
Organisations with increased institutional capacity due to their participation in cooperation activities across borders


Project storyline
Change
Output → solution
Deliverables
Activities
Partnership
Idea
Challenge
Indicators
Organisations
Solutions
Pilots
Partners +
Associated organisations

Indicators. How to measure?

Copyright: Arek Socha/ Pixabay

Indicators. How to measure?



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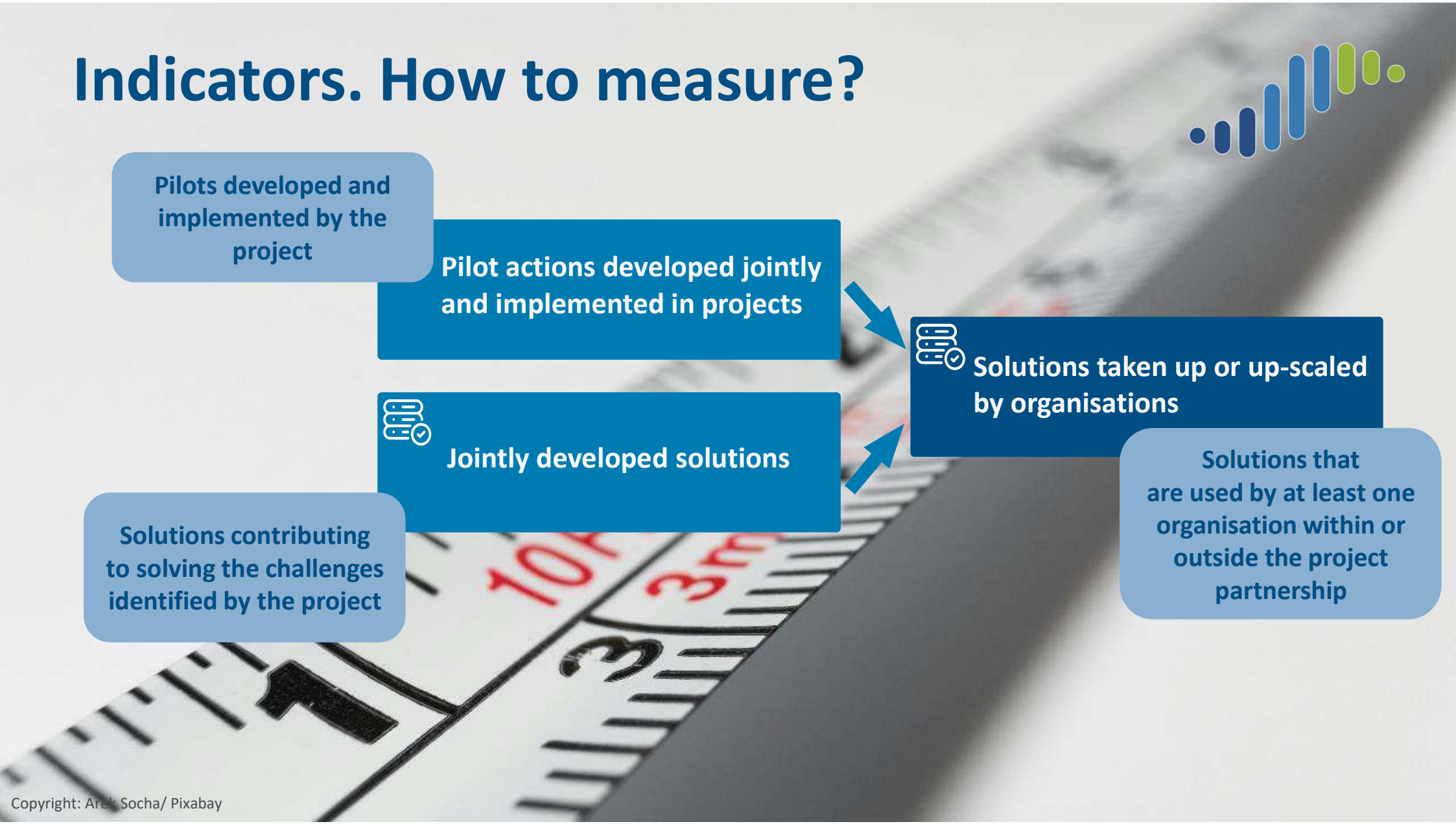
Indicators. How to measure?



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Indicators. How to measure?

Webinar | 29 February 2024

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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

Example

Smart 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**.

Jointly developed solutions	1
Pilot actions developed jointly and implemented in projects	2
Solutions taken up or up-scaled by organisations	1

Example

In Smart 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.

Organisations cooperating	13
Organisations with increased institutional capacity due to their participation in cooperation activities across borders	23

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

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How to apply?

Orsolya Schulz, Senior Project Officer/ Deputy Team Leader

Webex | 28 February 2024

Application process

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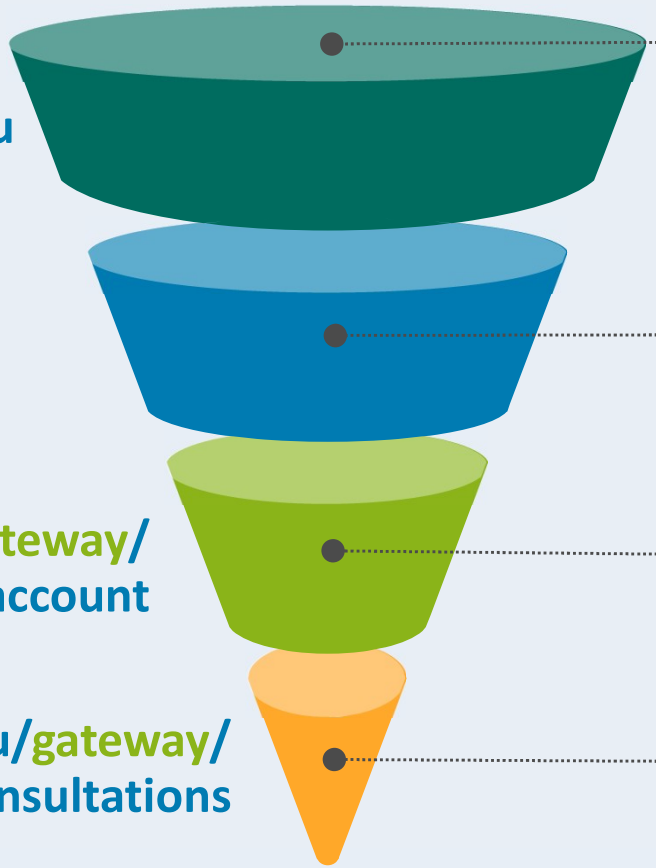
baplus.bamos.eu



Submit your application + partner declarations + contact/bank info

Request a consultation

interreg-baltic.eu/gateway/bamos-account

Request access to BAMOS+

interreg-baltic.eu/gateway/consultations

Submit a Project Idea Form (PIF)

Application process

Interreg Baltic Sea Region
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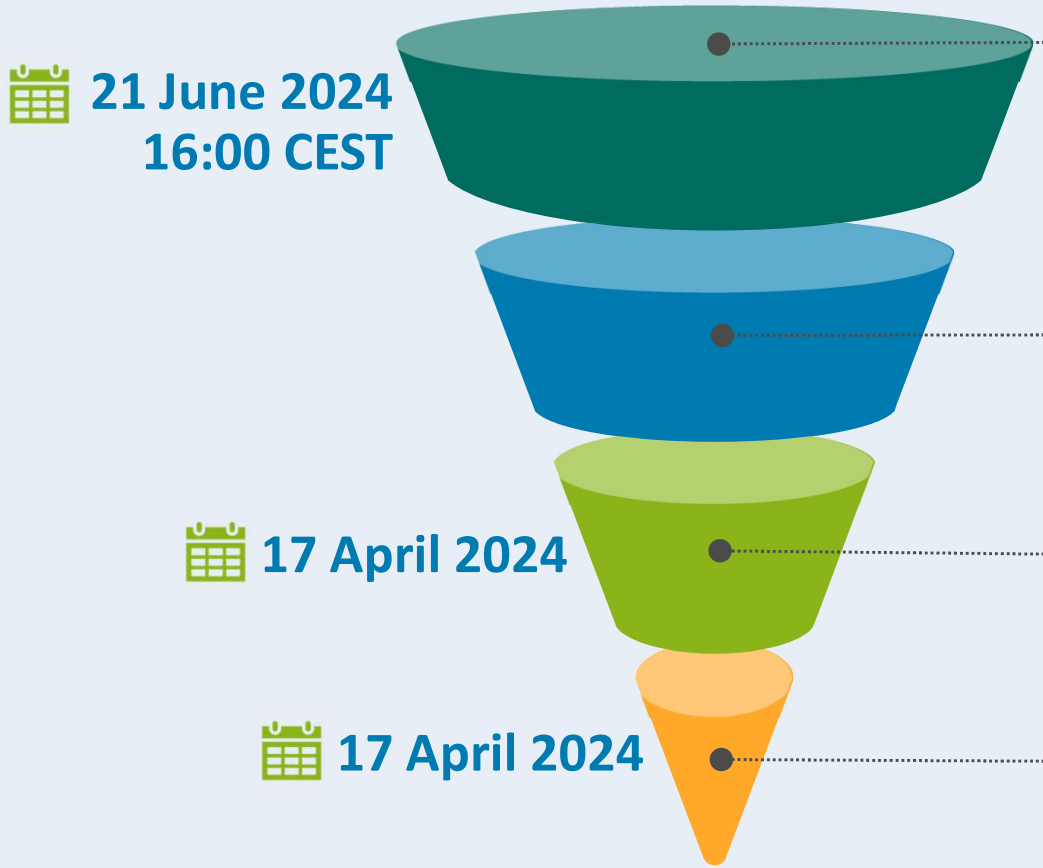

21 June 2024
16:00 CEST

Submit your application
+ partner declarations
+ contact/bank info

Request a consultation

17 April 2024

Request access to BAMOS+

17 April 2024

Submit a Project Idea Form (PIF)

Next steps

Interreg Baltic Sea Region

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21 June 2024

Admissibility check
Note: we may contact you

Assessment
by MA/JS

Monitoring Committee
analyses projects

13-14 Nov 2024
Monitoring Committee
selects projects

Results published at
interreg-baltic.eu

Approval & rejection letters sent

Contracting
starts

Clarification in BAMOS+
Note: we will contact you

Contracting
Ends (approx. 3 months)

Start of project implementation

Unsplash.com/ Ilse Orsel

Wrap up: 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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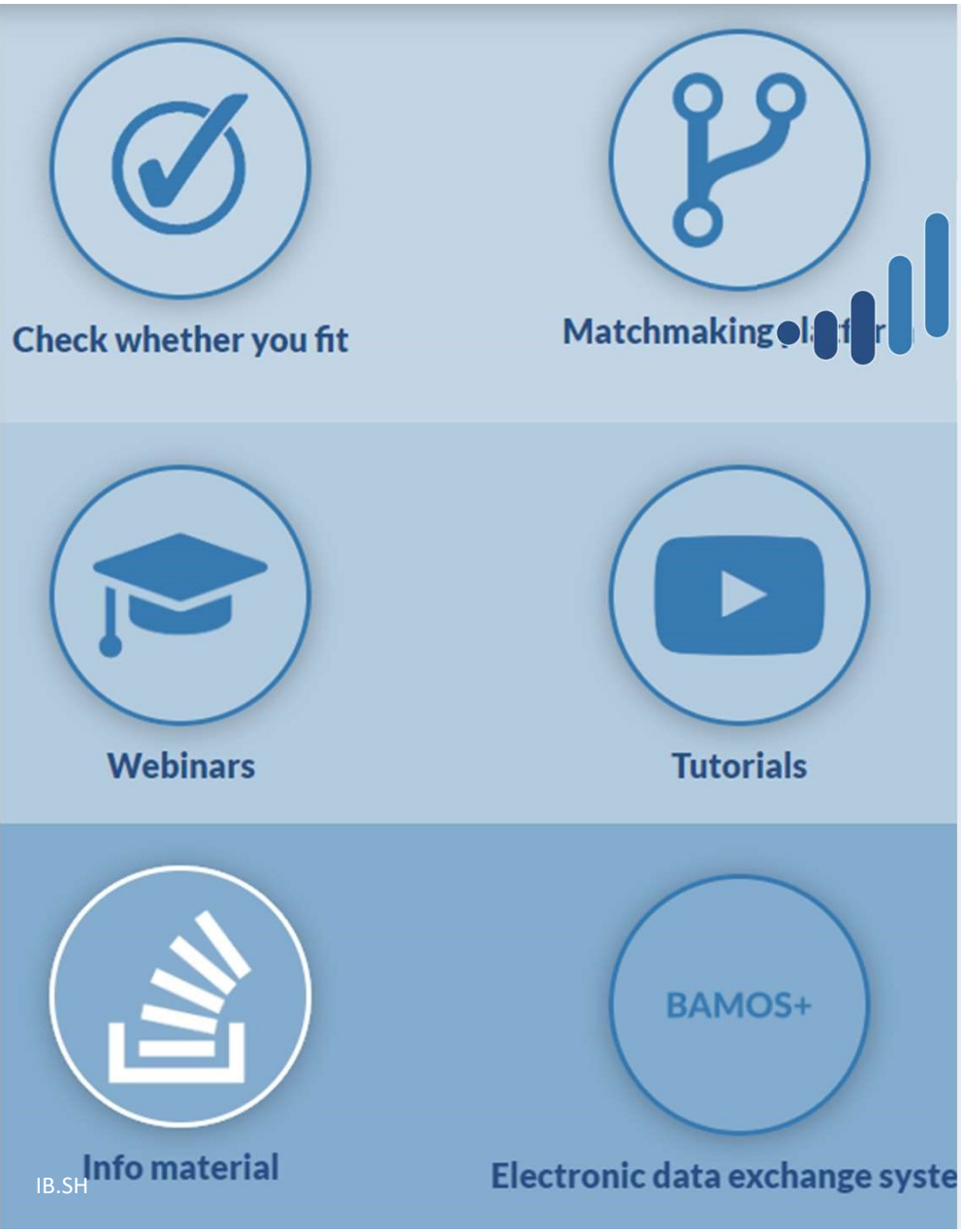
How do we support you?

Anna Zaccaro, Junior Communication Officer

Webex | 28 February 2024



Your gateway

Your support package

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

Unsplash.com

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**

Unsplash.com

Video tutorials

interreg baltic.eu/gateway/tutorials/

- On Programme **objectives;**
- On **the budget** and simplified cost options;
- On **good quality** core projects;
- On **how to apply** *just released*
- On **matchmaking** platform.

29 February

Webinar on good quality projects: planning finances

(repeated)

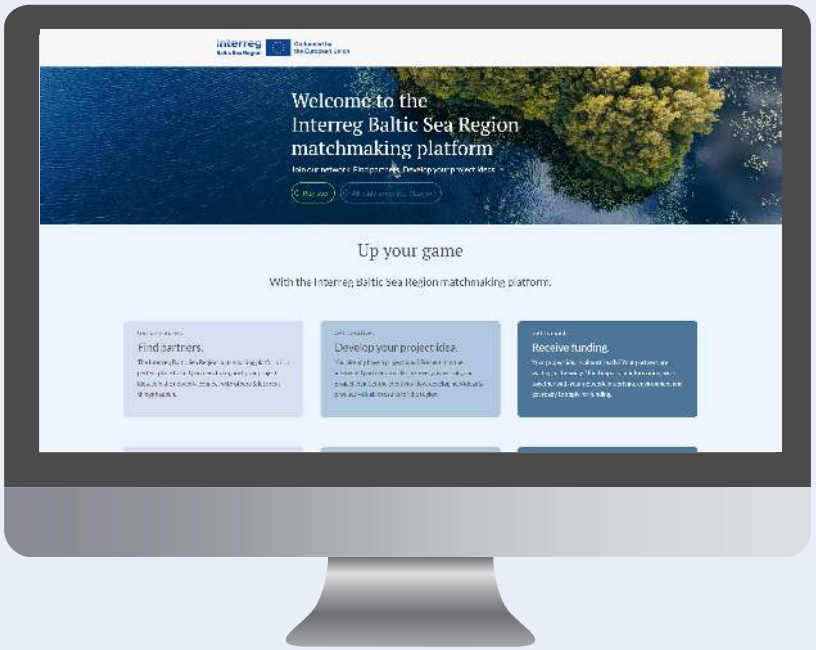
Matchmaking platform

Interreg Baltic Sea Region

Co-funded by the European Union

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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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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