

Welcome to the Lead Partner Seminar of Core Projects



Berlin | 15-16 November 2023



Introduction & Welcome

Lead partner seminar for core projects



Berlin | 15-16 November 2023 | Ronald Lieske, Director of the MA/JS

Agenda Day 1

- 13:00** Introduction & Welcome
- 13:20** Building connections, meeting the PACs
- 15:00** Coffee break
- 15:30** Project & communication journey
- 17:00** Meet Your Officers
- 18:30** Informal reception-style evening event





Agenda Day 2

9:00

Warm-up

9:05

Finances & Reporting I

10:45

Coffee break

11:15

Finances & Reporting II

Final conclusions





Interreg
Baltic Sea Region



Co-funded by
the European Union

Meet the MA/JS





Who is in the room? What connects you?

Lead partner seminar



Berlin | 15-16 November 2023 | Elena Kolosova & Orsolya Schulz, MA/JS



A bit about you

My name is ...

My project is about ...

...and about your table

One thing **we all** like about the Baltic Sea region is ...



About your projects and what connects you

A common topic:

- What do we have in common regarding the topics of our projects?

Similar target groups:

- Do we work with similar types of organisations? What are they?

Common geography:

- Do you have partners from the same cities? What are they?



Planning together

- **What could you do together by March 2025?**
- **What could you do together by October 2026?**



Meet the extended family

We are **85** projects, altogether:
55 core projects
+
30 small projects



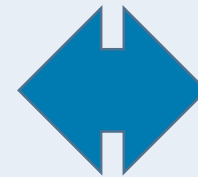
Meet the EUSBSR policy area coordinators

Lead partner seminar for core projects



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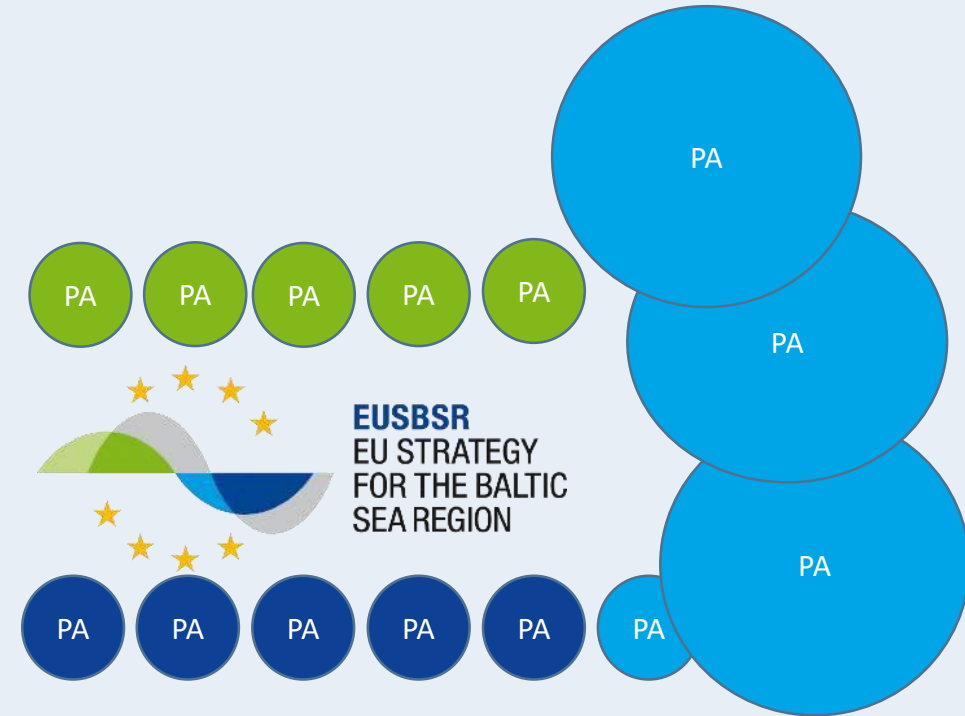
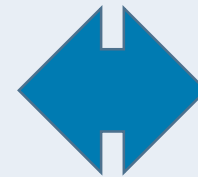
Supporting the EU Strategy for the Baltic Sea Region



<https://www.eusbsr.eu/contacts/eusbsr-actors>



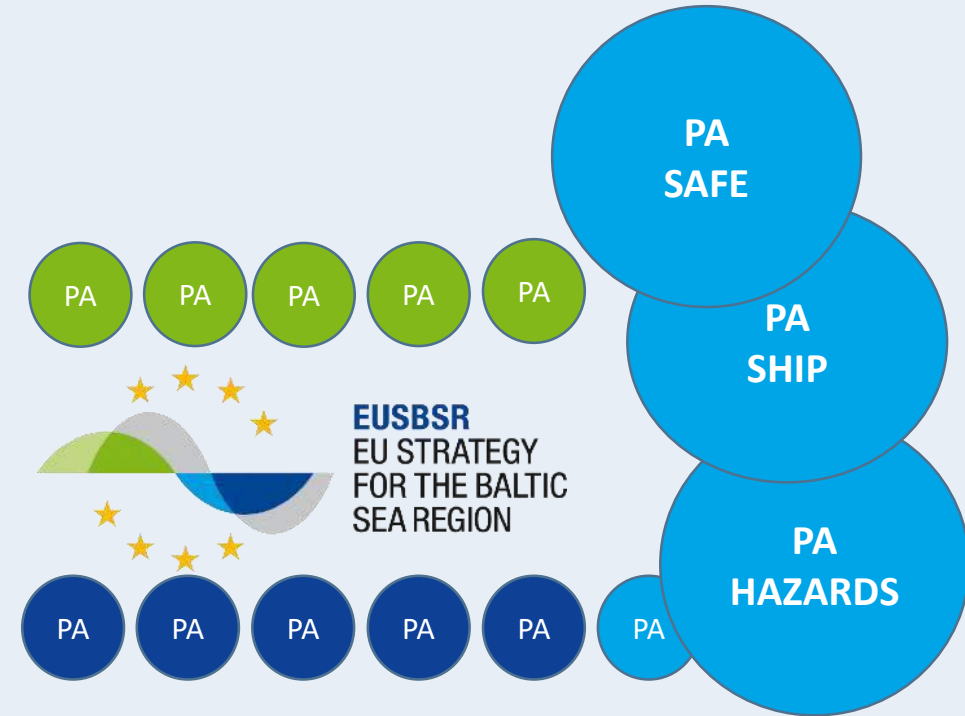
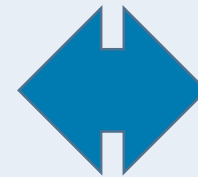
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EUSBSR policy areas

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EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

- **PA Safe**

- Swedish Maritime Administration, **Ulf Siwe**

- Finnish Transport and Communications Agency Traficom, **Seppo Mäkinen**

- **PA Ship**

- Finnish Transport and Communications Agency Traficom, **Seppo Mäkinen**
(on behalf of Mirka Laurila-Pant)

- **PA Hazards**

- Swedish Agency for Marine and Water Management, **Louise Floman**





PA SAFE

The objective of Policy Area (PA) Safe is for the Baltic Sea region to become a leading region for maritime safety and security.

<https://www.eusbsr.eu/pa-safe-about>

PA SHIP

The objective of Policy Area (PA) Ship is for the Baltic Sea region to become a model region for clean shipping.

<https://www.eusbsr.eu/pa-ship-about>



PA HAZARDS

The objective of Policy Area (PA) Hazards is to work jointly to reduce hazardous substances in the Baltic Sea.

- Prevention of pollution and reduction of use of hazardous substances
- Mitigation and remediation of historic pollution

<https://www.eusbsr.eu/policy-areas/pa-hazards>



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION



Photo: Maja Kristin Nylander

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Steering group of the policy area

- **Each policy area** is steered by a steering group.
- It is composed of representatives of **national and regional governments of the EUSBSR countries**.
- Steering groups **strategically and thematically advise** policy area coordinators on the development of the policy areas.



Implementing together

- **Build connection:** Get in touch with PA coordinators of your topic, update on plans, inform on progress, mid-term and final results → <https://www.eusbsr.eu/pa-ship-projects>
- **Use PA structures and networks:** Explain your project to PA coordinators and their steering groups, engage in relevant processes of the policy areas, connect to existing networks with the PA coordinator support
- **Plan your own events wisely:** inform PA coordinators and invite them, discuss with them what relevant stakeholders could be reached out to
- **Contribute to large events:** join PA coordinators at large events, for example:
 - Connect Europe Days, April 2024, Brussels, Belgium
 - European Maritime Day, May 2024, Svendborg, Denmark
 - Annual Forum of the EUSBSR, October 2024, Sweden





36 months to success

Lead partner seminar for core projects



Berlin | 15-16 November 2023 | Orsolya Schulz, Anna Gałyga, Viktoria Nilsson, MA/JS

Core projects

Core changes for the region.

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





Your road to success

Challenge



Objective



Activities

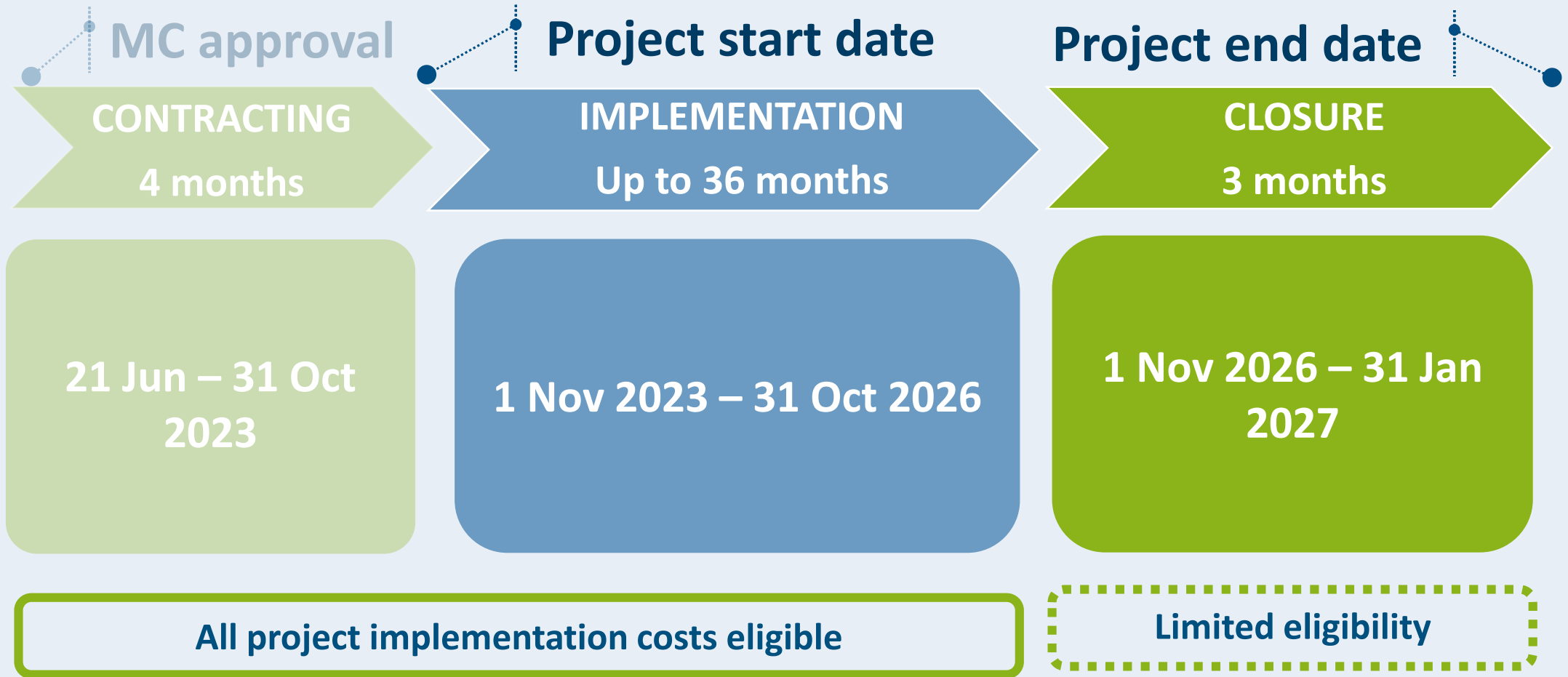


Outputs



Positive change in the region

Project phases



Key to your success

Your **partners**



with your **target group**

Your tools to success



your **outputs...**

and

your **solutions**



Transfer



your **outputs...**

and

your **solutions**



Remember the focus:

capacities of the target groups





Our role is
to support you and to
make the journey smooth



...and help you navigate successfully!





Project communication

Key ingredient to success

- Good communication with your target groups enables you to **prepare, test and transfer your solution successfully;**
- Good communication within your partnership makes this **process smooth.**



Where to start?

Your must haves

- Assign a **communication manager** and define clear roles;
- Check **visibility rules** (relevant or all partners!);
- Plan your work with **project partners**;
- Think about your **target groups**.
Always.

Where to start?

Dive into project communication

- Know your project well
- Build your **project story**: make it about the people!
- Be where your **target groups** are
- Remember: **transnational** is more than local
- Use every step of your project implementation as an **opportunity**
- Involve others: everyone's a communicator





Your community

#MadeWithInterreg

- Look around you: joint forces with other projects and initiatives to **have a louder voice**
- **Be visible** in the Baltic Sea region and beyond: put your stamp at initiatives and events working for your cause

IBSR
2021-27
so far:

85
cooperation
projects

880
partners



Support for you

A starter kit

- **Project logo** (various formats);
- **Templates** (Office templates; project poster);
- **Project design guide** (for inspiration);
- **Project toolkit** at interreg-baltic.eu/toolkit with info, tutorials & more;
- ...and mind the **Programme Manual!**

FULL NAME OF PROJECT, FULL NAME OF PROJECT, FULL NAME OF PROJECT, FULL NAME OF PROJECT, FULL NAME OF PROJECT, FULL NAME OF PROJECT

Short name of project

About News Solutions



PROGRAMME 2022-2027
PRIORITY CLIMATE NEUTRAL SOCIETIES
OBJECTIVE ENERGY INNOVATION
PROJECT TYPE CORE PROJECT

Short name of the project short name

Project Teaser

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Most current highlight

We are preparing our first trade fair!
We booked a booth at [www.k2019.com](#) for 2022, currently preparing all objects, test cases and materials we are going to bring with us.

Each day of 3pm are in seminars, make sure to not miss it!

Project summary Lorem ipsum dolor si met.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Budgets

€2.39 MILLION €2.39 MILLION €2.39 MILLION

DETAILS

Project type
Core project

Implementation
May 2022 - April 2023

Status
Completed

Contribution to EUBSR
Policy Area Innovation



Project represented in platform
Standardize

TARGET GROUPS

Local public authority
Large enterprise
Medium group
Small group

SOCIAL MEDIA (PAGE NAME)

www.facebook.com/igt
www.instagram.com/igt

NEWSLETTER

Subscribe here >

ADDITIONAL LINKS

Support us at Build >
Follow us on partners >

PROJECT SAGE

Innovation Blue Economy Governance Value
Resilience Water smart Objectives (2022) Innovation
Blue Economy Water Resilience Waste smart
Objectives (2022)



Support for you

Project pages

- Combined information from **BAMOS+** and your **original content**;
- **Unified approach** for all projects;
- Available **guidance and helpdesk** for troubleshooting.

Tip: explore the interactive map!
interreg-baltic.eu/map

Project summary	Project stories	Outputs	Visuals
Events	Links	National pages	Publications
Highlights	Downloads	Pilot activities	Quotes

Project your project page!



Project summary	Project stories	Outputs	Visuals
Events	Links	National pages	Publications
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Project your project page!





Use your page; tell us *even* more!





Get active & communicate!





Visibility rules

What's the reasoning behind?

- **Acknowledge** the received **support**
- Boost the awareness of **benefits and achievements of Interreg**
- Increase the **visibility of the EU** on the ground



Visibility rules

Where to apply?

In **all** co-financed products and activities!

e.g. all printed and digital products, online and offline events, presentations, minutes, publications, leaflets, roll-ups...



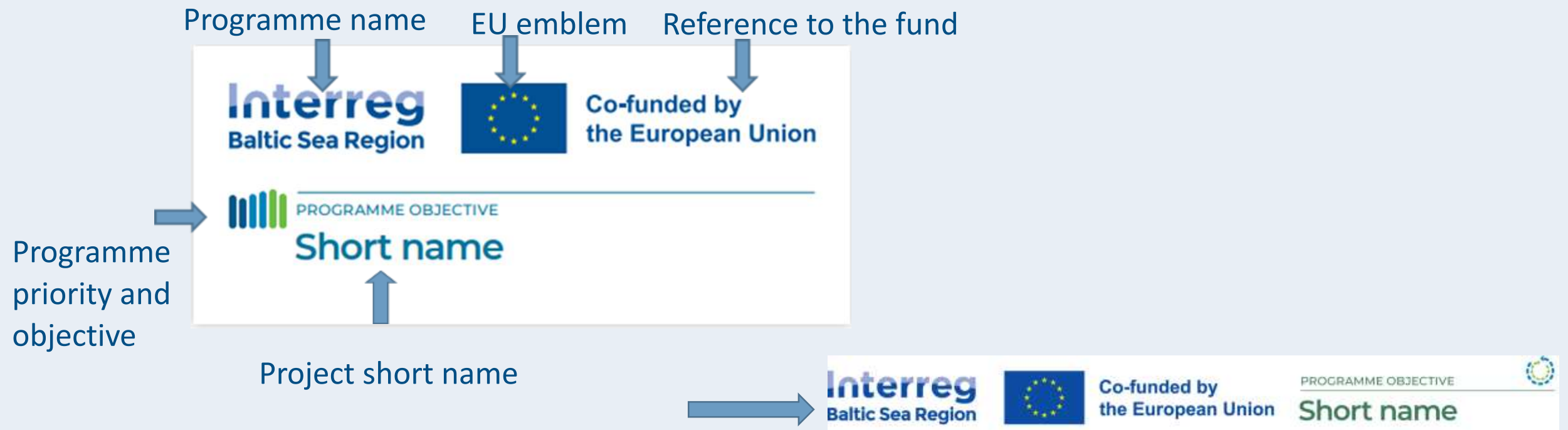
Visibility rules

How to comply?

- **Project logo**
- **Statement on Interreg support**
- **Posters** at partner's locations
- Durable **plaques** or **billboards**



Project logo with obligatory elements





Statements

Highlight the support from Interreg!

All documents and communication material relating to the implementation of the project

For inspiration: The XX project co-funded by the Interreg Baltic Sea Region Programme 2021-2027 helps to/drives the transition



Statements

Highlight the support from Interreg!

- Beneficiary's official website
- Project's social media

A short description of the project, proportionate to the level of support, including aims, results, funds



Poster

Make it visible!

- „...at least one of a minimum size A3 or equivalent electronic display with information about the operation highlighting the support from the Funds...” (Regulation 2021/1060, Article 50)
- At lead partner and partner locations
- Visible to the public



Project page

Title

Write in max 2-3 sentences what is your project about: how your project is helping whom and how – and what they can do thanks to you. Make sure you are understood: use plain English and avoid jargon. You may also highlight support from the funds.

This #MadeWithInterreg project helps drive the transition to a green and resilient Baltic Sea region.

Organisations from the following countries cooperate together to make that happen:

Germany, Poland, Latvia, Lithuania

Duration

02/2023 – 05/2026

Total budget

1 679 000 €

EU funding

1 279 000 €

Norwegian funding

1 279 000 €





Plaques or billboards

The more you invest, the more visible!

- If investments or purchase of equipment exceeds EUR 100.000
- Visible to the public



Visibility rules

If total costs exceed EUR 5.000.000

A communication event by involving the European Commission and the MA/JS



Visibility rules

If not...

- **Financial** consequences
- **Time** loss (clarifications take time!)





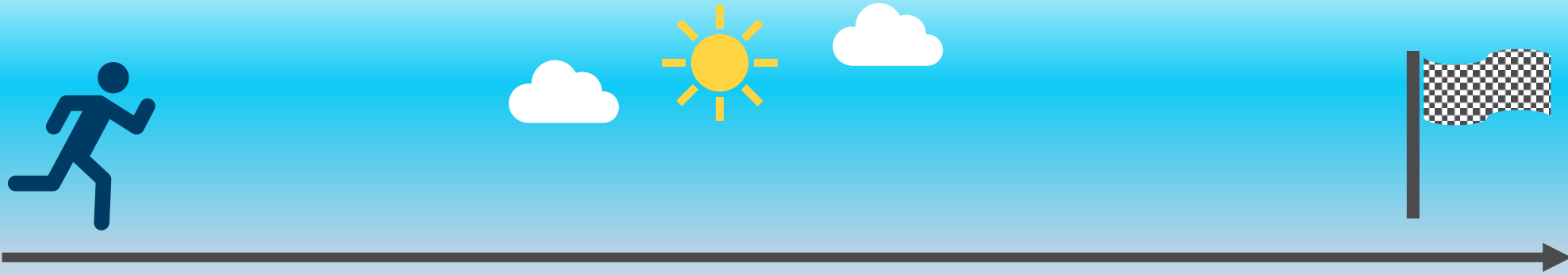
Stay connected

Opportunities for project communicators

- Ensure valid **contact data (!)**
- Attend **comms webinars & coffee meetings;**
- Sign up for the **Forum for communication managers** on Facebook;
- **Contact us** with visibility-related and other questions (communication@interreg-baltic.eu).

Roads can be different...

Planned:



In reality:



Project changes



Changes in the partnership data?
Overspend on one or more cost categories?
Small changes in the work-plan?

Minor change?
No problem!

Project changes



Changes or dropout in the partnership?

Changes in the budget?

Changes in the work-plan?

Changes in the project duration?

Major change?

**There's a process
for that too!**

Project changes



In any case...

Inform the MA/JS

about the planned change [via the Messaging Center](#) in BAMOS+

Describe the change

in the [clarification form](#) delivered by the MA/JS
via BAMOS+ and submit it

Once made available by the MA/JS,

[submit the updated application](#) via BAMOS+



Our role is
to support you and to
make the journey smooth





Interreg
Baltic Sea Region



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Some projects already kicked-off...
Let's learn from one of them!

Tips from Lotta Lehti – EMPEREST (Core project, Call 1)



- **Coordination of the partnership**



- **Coordination of the partnership**
- **Preparation of the piloting activities**



- **Coordination of the partnership**
- **Preparation of the piloting activities**
- **Communication and involvement of target groups**



- **Coordination of the partnership**
- **Preparation of the piloting activities**
- **Communication and involvement of target groups**
- **A good reminder ;-)**



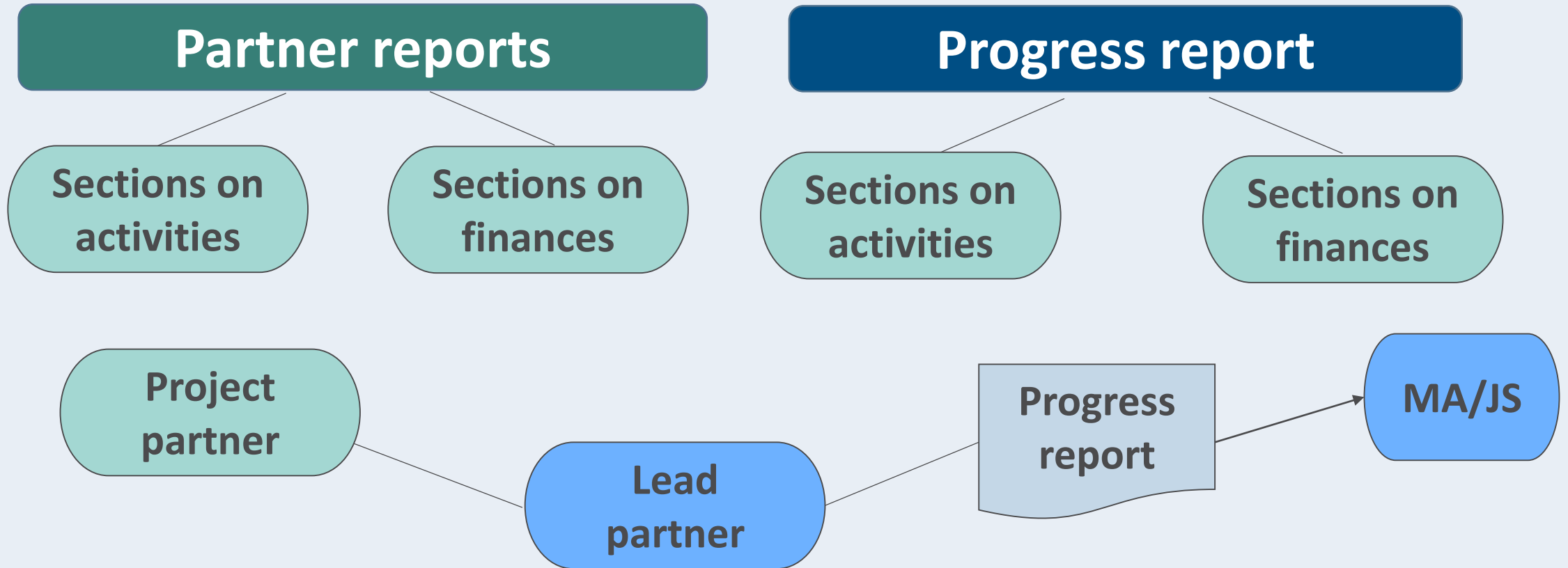
Reporting

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Reporting process



BAMOS+

Reporting → main stops on the route

Progress
report

Progress
report

Progress
report
(midterm)

Progress
report

Progress
report

Final
Progress
report



Main stops on the route → Reporting on activities

Implementation in the reporting period

Highlights in moving towards your solution

Major steps & their outcomes

Cooperation between partners

Involvement of the target groups

Any challenges?

Progress towards deliverables & outputs



Reporting on activities

11. Imported partner reports	12. Submission	13. Management verification of the SCOs	14. Corrections and irregularities	15. Clarification	16. MAJS	17. Compare
0. Introduction	1. Overview progress	2. Work plan	5. Overview of finalised outputs and deliverables	6. Cost categories	7. Spending	9. Status

Overview progress

Work plan



Overview progress

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Main achievements

Please do:

- Tell us about the **milestones** achieved so far
- Describe how you **cooperated**
- Explain how you **involved the target groups**
- Show how different **activities fit together**
- Keep the style of a **press release**



Overview progress

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Main achievements

Please don't:

- **Do not** describe **single activities** without a logical thread
- **Do not** overload the description with **too many details**
- **Do not** make the list of **events, meetings** the main narrative
- **Do not** just list each **partner's achievements** so far



Overview progress

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Main achievements

Challenges

EUSBSR contribution



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Engaging target groups

- Tell us **which target groups** have been **involved** so far
- Describe how you have **engaged with them**
- Provide **examples of organisations** you have worked with
- Explain how their **feedback** has been taken into account and how this will **affect your solution**



Work plan



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Engaging target groups

Implementation/challenges



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Implementation/challenges

- **Summarise** your partnership's **progress in implementing** the planned activities
- Present the **current stage** of deliverables or outputs development
- Show how you **worked together**
- Be open about **challenges or unexpected developments**
- **Be precise** in your descriptions. Sometimes **less can mean more!**



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Implementation/challenges

Please don't:

- Do not **copy and paste** parts of the **partners' reports**
- Do not provide **lists of events** without explaining **what their purpose was**
- Try not to **repeat** the same information **in different parts of progress report**
- Do not forget about the **approach planned** in the application form



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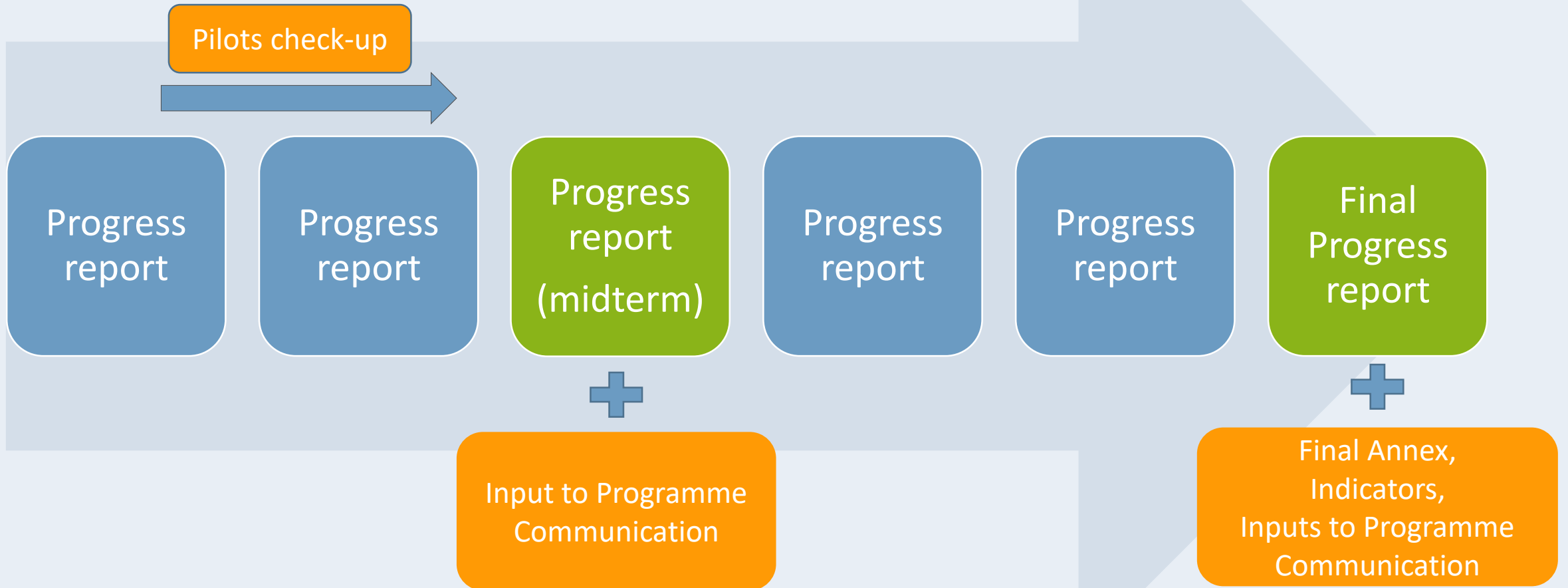
Engaging target groups

Implementation/challenges

Deliverables/outputs



Reporting



Reporting about communication

By the mid-term report:

- A revised project **summary**
- A project **story**
- A **picture, video** or **audio product**
- Two **quotes**
- **Contribution** to EU-wide or Commission's event

Prepare any time

Publish on the project page

Include links in the report



Reporting about communication

By the final report:

- A revised project **summary**
- A project **story**
- A **picture, video** or **audio product**
- Two **quotes**
- **Contribution** to EU-wide or Commission's event

Prepare any time

Publish on the project page

Include links in the report





+ Final Annex + Indicators

Final Annex

in FINAL report

Interreg
Baltic Sea Region



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- **Lessons learned**
- **Horizontal principles**
- **Follow-up**
- **Cooperation with other projects and initiatives**
- **Positive change to the region**



Indicators

RCO 84 Pilot actions developed jointly and implemented in projects

RCO 116 Jointly developed solutions

RCR 104 Solutions taken up or up-scaled by organisations

RCO 87 Organisations cooperating

PSR 1 Organisations with increased institutional capacity due to their participation in cooperation activities across borders

in FINAL report

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How to measure
the increased institutional
capacity of organisations?

- Value
- Achievements
- Deviations (if any)



With the help of
a standard survey
provided by the MA/JS



Lead Partner Seminar of Core Projects



Berlin | 15-16 November 2023



interreg-baltic.eu

interreg-baltic.eu/projects

matchmaking.interreg-baltic.eu

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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





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