

Interreg
Baltic Sea Region



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Small Projects, Big Wins: Good quality application webinar



10 June 2025

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Interreg BSR: Key achievements and successes



Marta Ślęzak-Warszycka
Team Leader Project Unit

WebEx | 10 June 2025



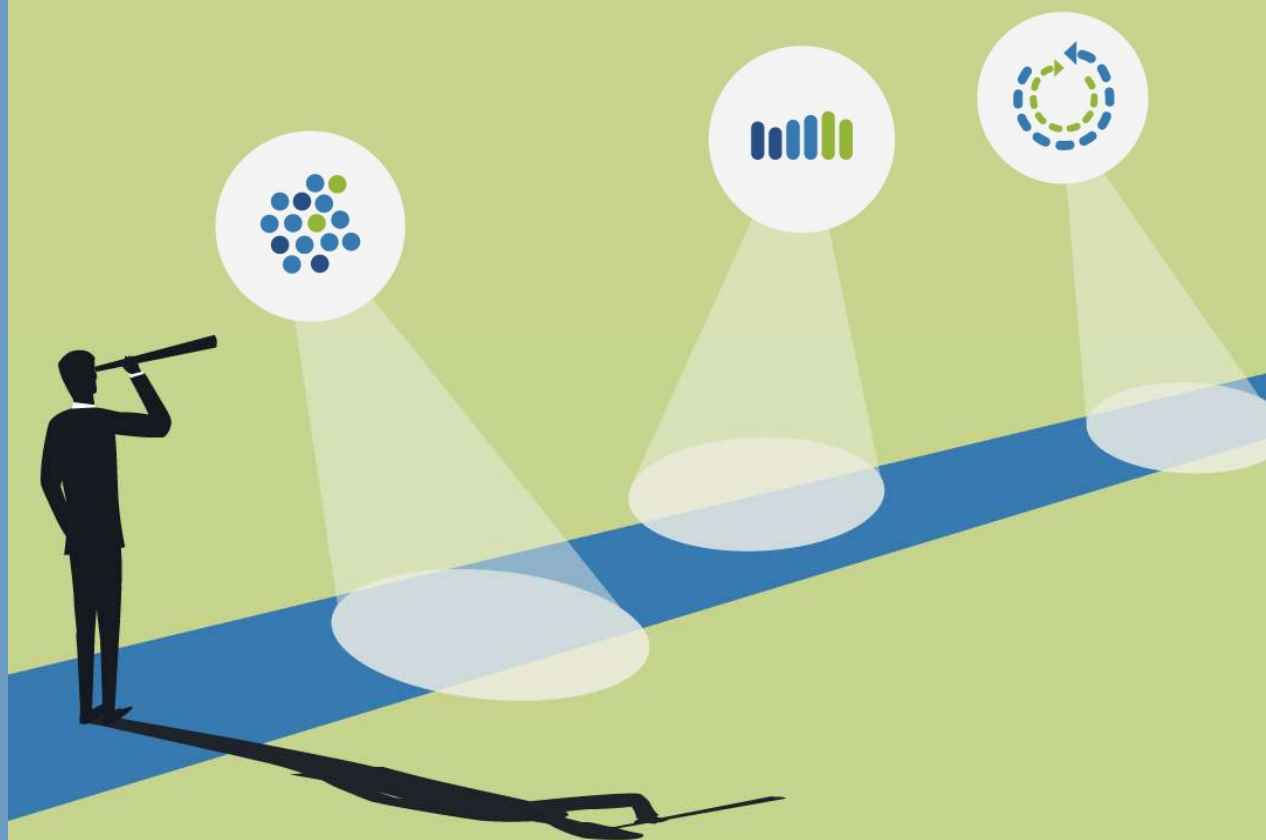
By funding cooperation projects, we drive the transition to **a green and resilient** Baltic Sea region.

- ✓ innovative solutions
- ✓ water-smart solutions
- ✓ climate-neutral solutions

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We're on the mission

2021-27 so far:

115

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30 small projects
185 project partners

Small steps for a big change

Easier accessible funding.

A testing ground to learn Interreg,
working across borders with
partners from different countries.

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Focus of the call

Unlock potential of
small areas, rural areas,
areas experiencing
socio-economic
challenges

Note in your calendars

8 October 2025

Submit full application



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Funds for projects in this call

8.3 ERDF

0.29 Norwegian funds

* million EURO





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interreg-baltic.eu/projects

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How to start developing your project?



Mateusz Ropiak and Ekaterina Latysheva
Project Officers

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Project storyline



Change



Output(s)



Deliverables



Activities



Partnership



Target groups



Challenge



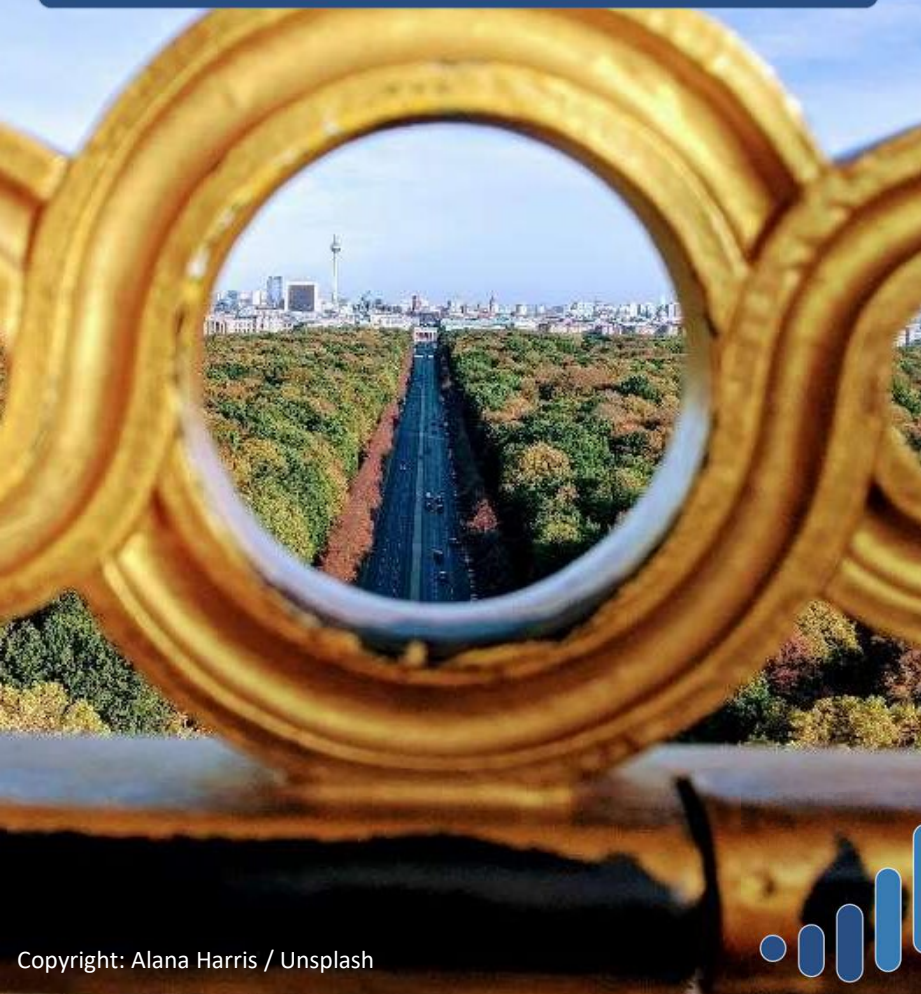
Start with the SPECIFIC challenge

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Application section 3.1 *Context and challenge*



What is the current situation in the BSR?



Who is influenced?



What specific aspect will you address?



Which gaps need to be filled?



Does it fit into the focus of the call?



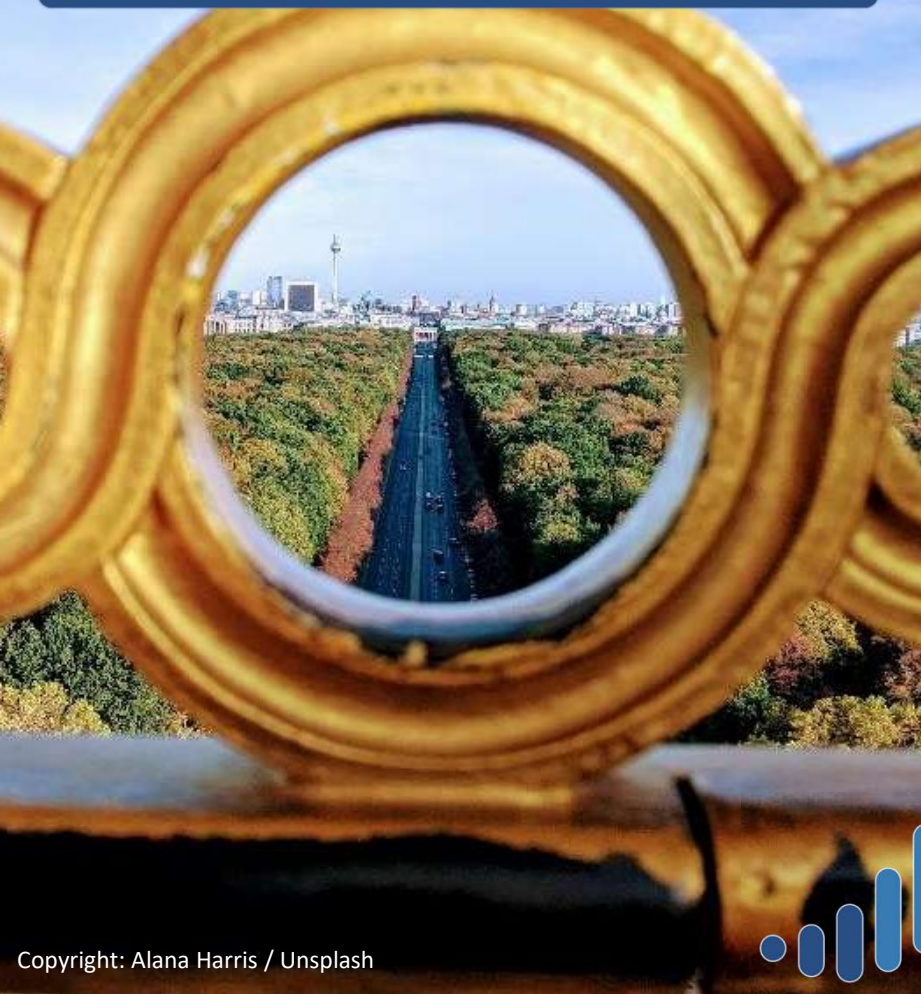
Start with the SPECIFIC challenge

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Application section 3.1 *Context and challenge*



What is the current situation in the BSR?



Who is influenced?



What specific aspect will you address?



Which gaps need to be filled?



Does it fit into the focus of the call?



The background image shows a patient lying in a hospital bed, partially covered by a white blanket. Medical equipment, including a drip stand with several bags, is visible in the background. In the foreground, a futuristic medical interface is overlaid on the image. This interface features a dark, hexagonal grid pattern. On the left side of the grid, there are three circular gauges with red needles. In the center, a red-outlined box contains the word "DIAGNOSTIC" in a stylized font, with the text "process ... please wait ..." below it. To the right of the central box is a white silhouette of a human figure. At the bottom of the interface, there are various icons, including a plus sign, a heart, and a brain. The overall scene is dimly lit, with a blueish tint.

“Baltic Sea Region countries have to improve access to public health services”



Baltic Sea Region countries have to improve access to public services

① The Slido app must be installed on every computer you're presenting from

slido



Be realistic, specific and focused!

Break the challenge down and deal with specific aspects

Copyright: PantherMedia / sudok1



**“Baltic Sea Region
countries have to
improve access to
public health services”**



Be realistic, specific and focused!

Break the challenge down and deal with specific aspects

Copyright: PantherMedia / sudok1



**“Baltic Sea Region
countries have to
improve access to
public health services”**



**“Small local municipalities and hospitals
in Finland, Poland and Lithuania
lack the tools and knowledge to increase
accessibility to early diagnostic services”**



More examples!



**“We should reduce
depopulation of
rural areas”**



**“Smaller cities and their rural
hinterland lack coordination systems
in planning public mobility services”**

Formulate SPECIFIC challenge

Application section 3.1 *Context and challenge*

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Smaller pieces of a problem

Challenge too broad = not possible
to assess the **impact**



Understand your TARGET GROUPS

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Application section 3.3 *Target groups*



competences to influence the challenge



interest in the project outputs



clearly defined needs



involvement in activities



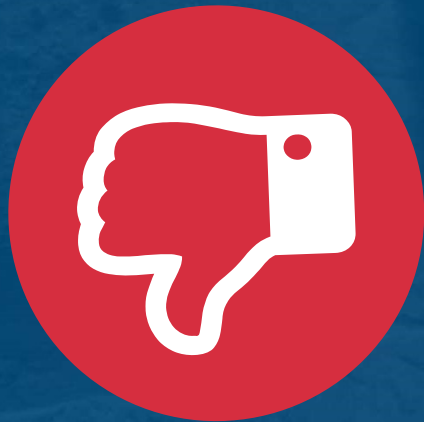
Define OBJECTIVE

Application section 3.4 *Project objective*



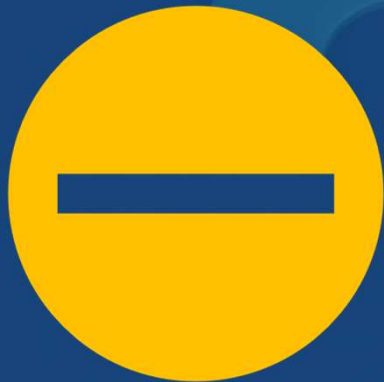
My target groups need...

**...to identify the obstacles
limiting access to the public
health services**



My target groups need...

...more capacities, tools and
knowledge to improve access to
the early diagnostic services



My target groups need...

Local authorities need a common strategy on the coordination and management of the early diagnostic centres, and hospitals need to harmonise digital systems for registration of patients



Select SPECIFIC AIMS

Application section 3.4.1 *Specific aims addressed by your project*



**Building trust
for further
cooperation**



**Initiating
and keeping
networks**



**Getting closer
to citizens**



**Responding to
unpredictable
challenges**

Think TRANSNATIONAL

Application section 3.2 *Transnational value of the project*



Copyright: PantherMedia / Patrick Daxenbichler

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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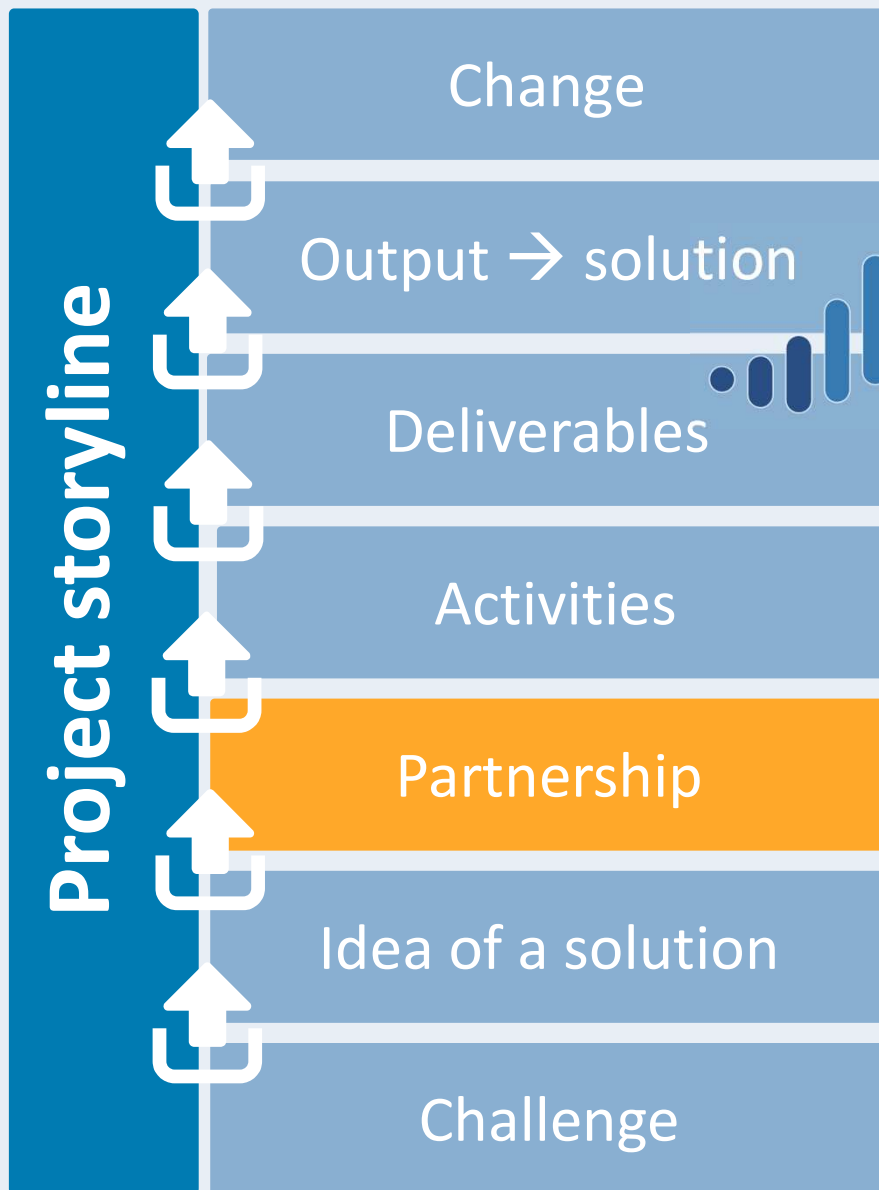
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What makes a good partnership?



Sebastian Hentsch,
Project Officer

Webex | 10 June 2025



Central aspects

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

The Programme Area...

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



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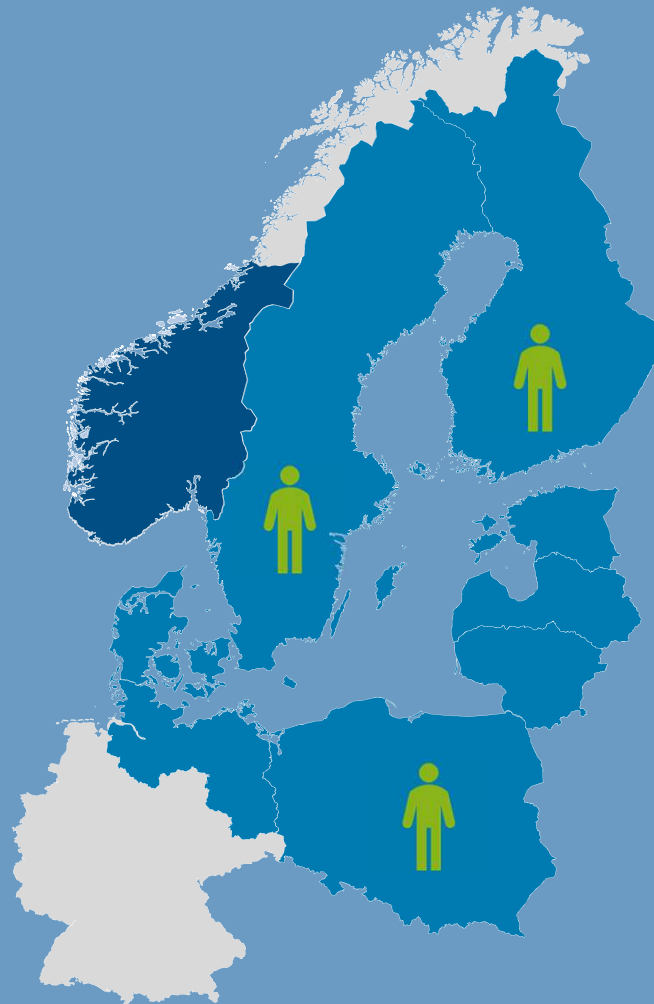
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- EU Member States
- Non-EU State





At least
3 project partners
from
3 Programme
countries



...and money

Co-financing
rate

50%

for Norwegian
organisations

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Co-financing
rate

80%

for EU
organisations



What? Who? How?

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**Project
Partner**

**Lead
Partner**

**Associated
Organisation**



What? Who? How?

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Project
Partner

Lead
Partner

Associated
Organisation



Only public organisations
Programme Manual (chapter C.2.1)





Copyright: Albrecht Fietz / Pixabay

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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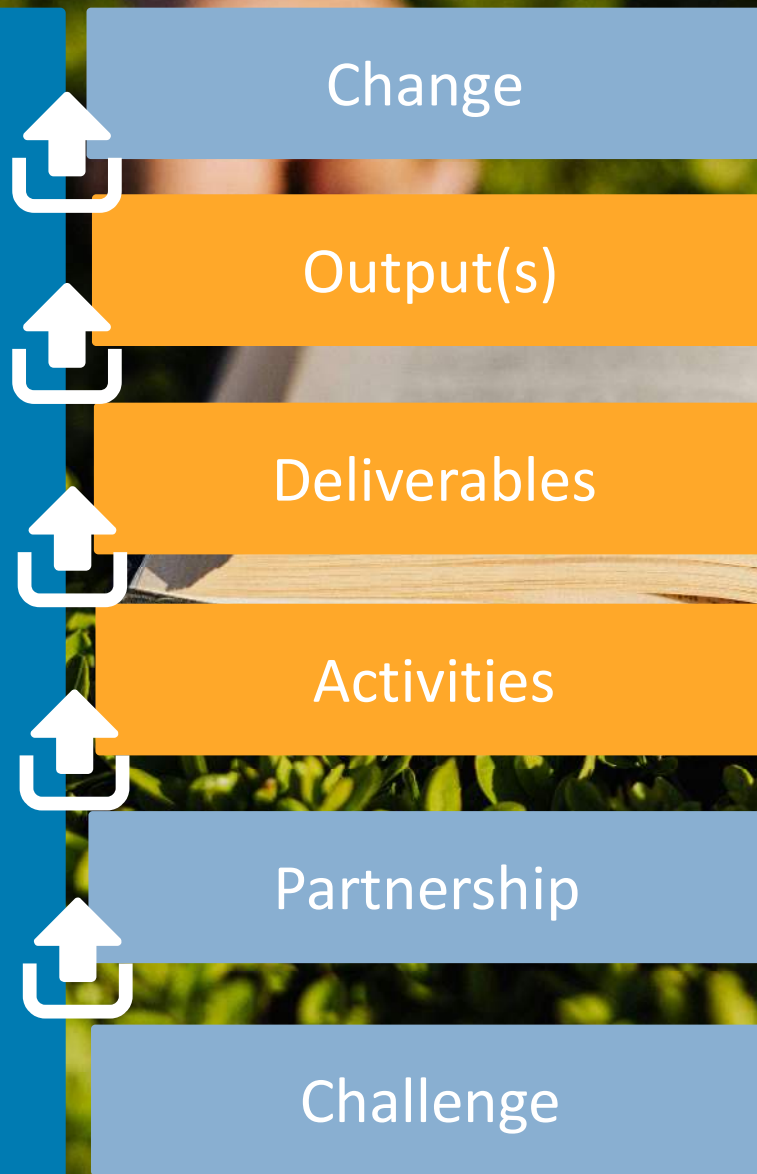
What is a good work plan?



Ekaterina Latysheva and Marina Kislyak
Project Officers

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Project storyline



Work plan

1 Work Package

Up to 5 Groups of Activities

Deliverable(s)

Output(s)



Outputs of your project

durable and **tangible** products
used by the **target groups**
after the end of project



Work plan



Example (demo)

Specific challenge

Lack of adjusted measures to support blue economy solutions and enhance climate resilience in small coastal municipalities in LV, LT, PL and DE .

Output (s)

- Joint action plan
- List of measures for blue economy development
- Blue economy products based on local resources



In your work plan

- **Explain what you plan to do and how**
- **Describe how you involve target groups**
- **Be clear about content & purpose of outputs**
- **Specify which organisations will be using outputs**



In your work plan

- **Avoid general statements & buzzwords**
- **Explain how outputs will be used, not “can be” or “maybe” used**
- **Explore what has already been produced**
- **Be realistic with your timeline**

Project storyline



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How to measure your success?



Laura Ligazzolo,
Programme Manager/Project Officer

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Every project is a story...

Stories matter

Project story line for small projects

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What do we measure?



What do we measure?

OBLIGATORY FOR SMALL PROJECTS



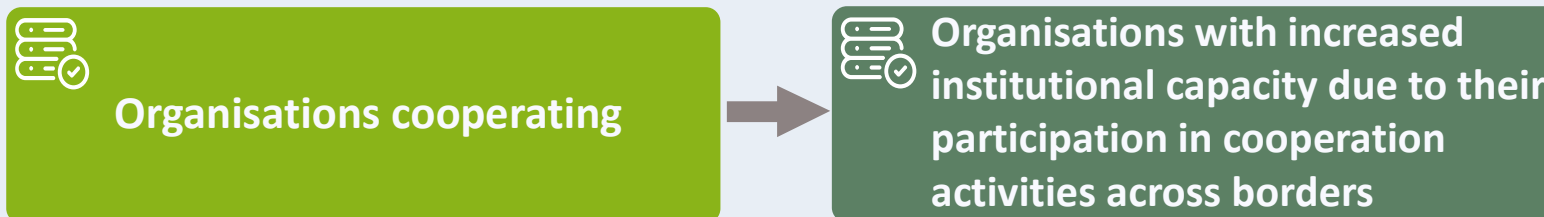
What do we measure?

OPTIONAL FOR SMALL PROJECTS

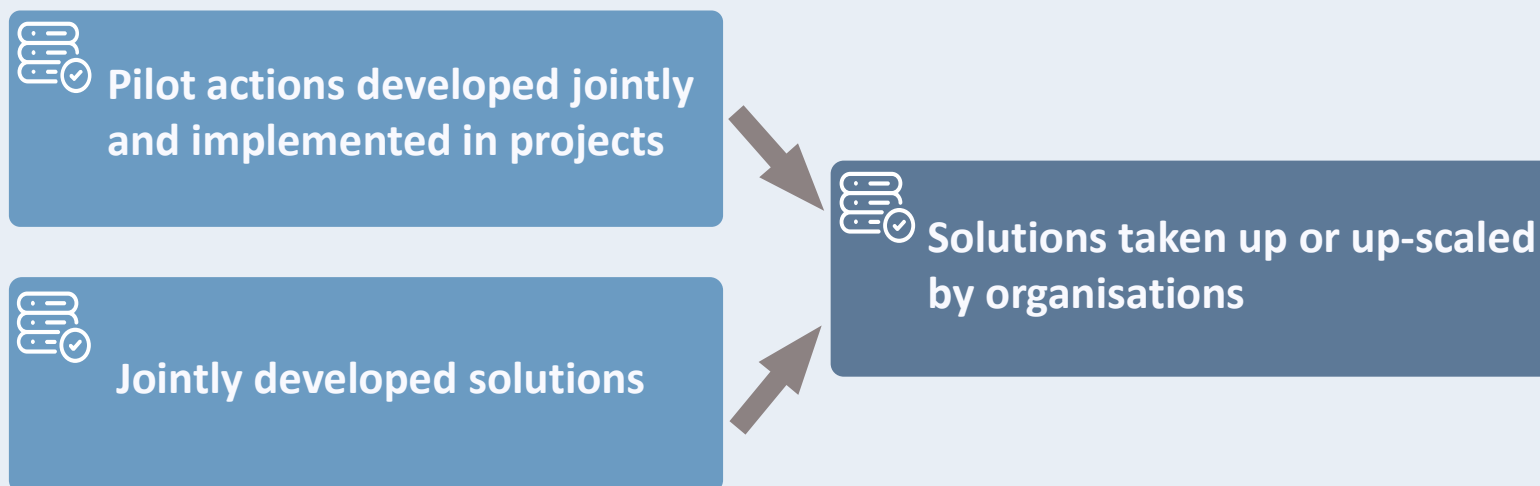


Set of indicators

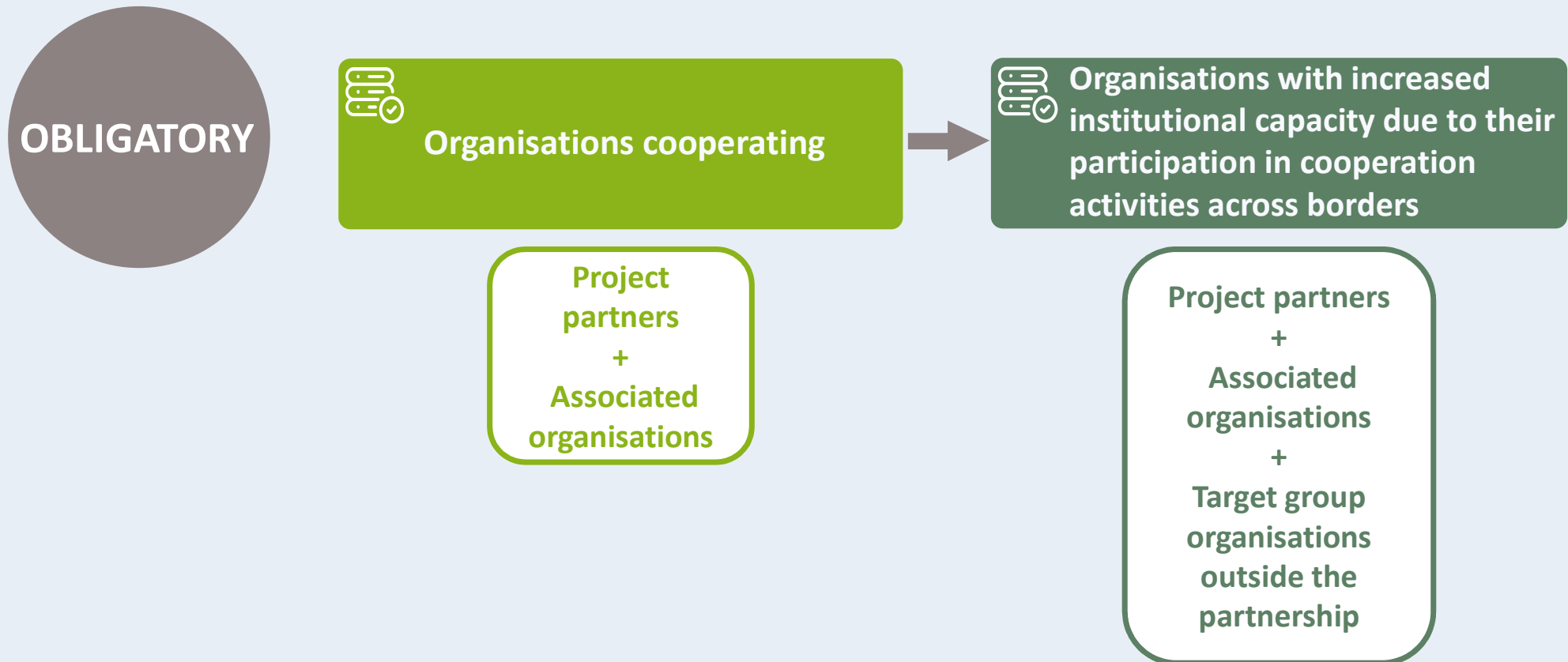
OBLIGATORY



OPTIONAL

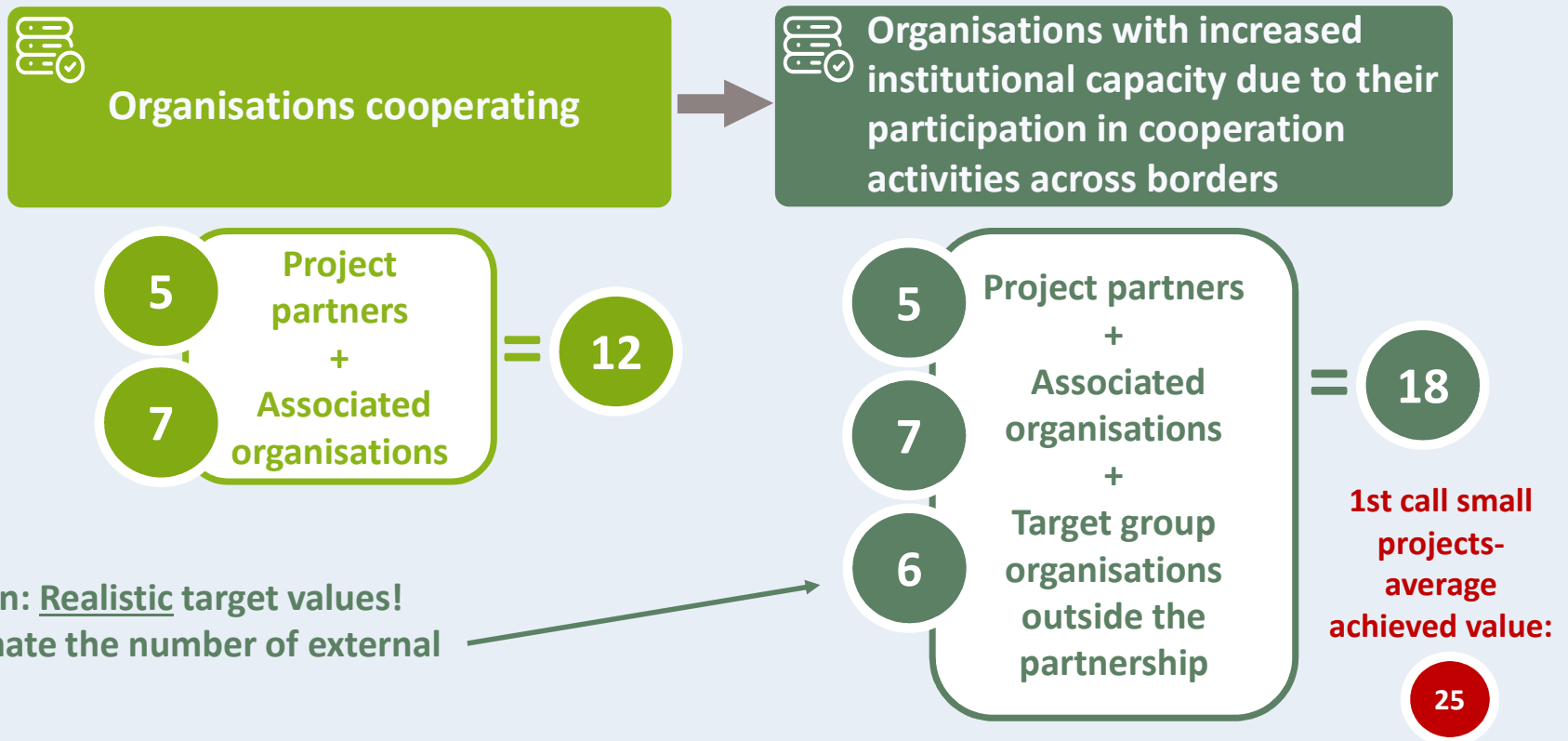


How to measure?




How to measure?

OBLIGATORY



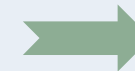
How to measure?

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

=

How can those organisations become “smarter„?

Active involvement!



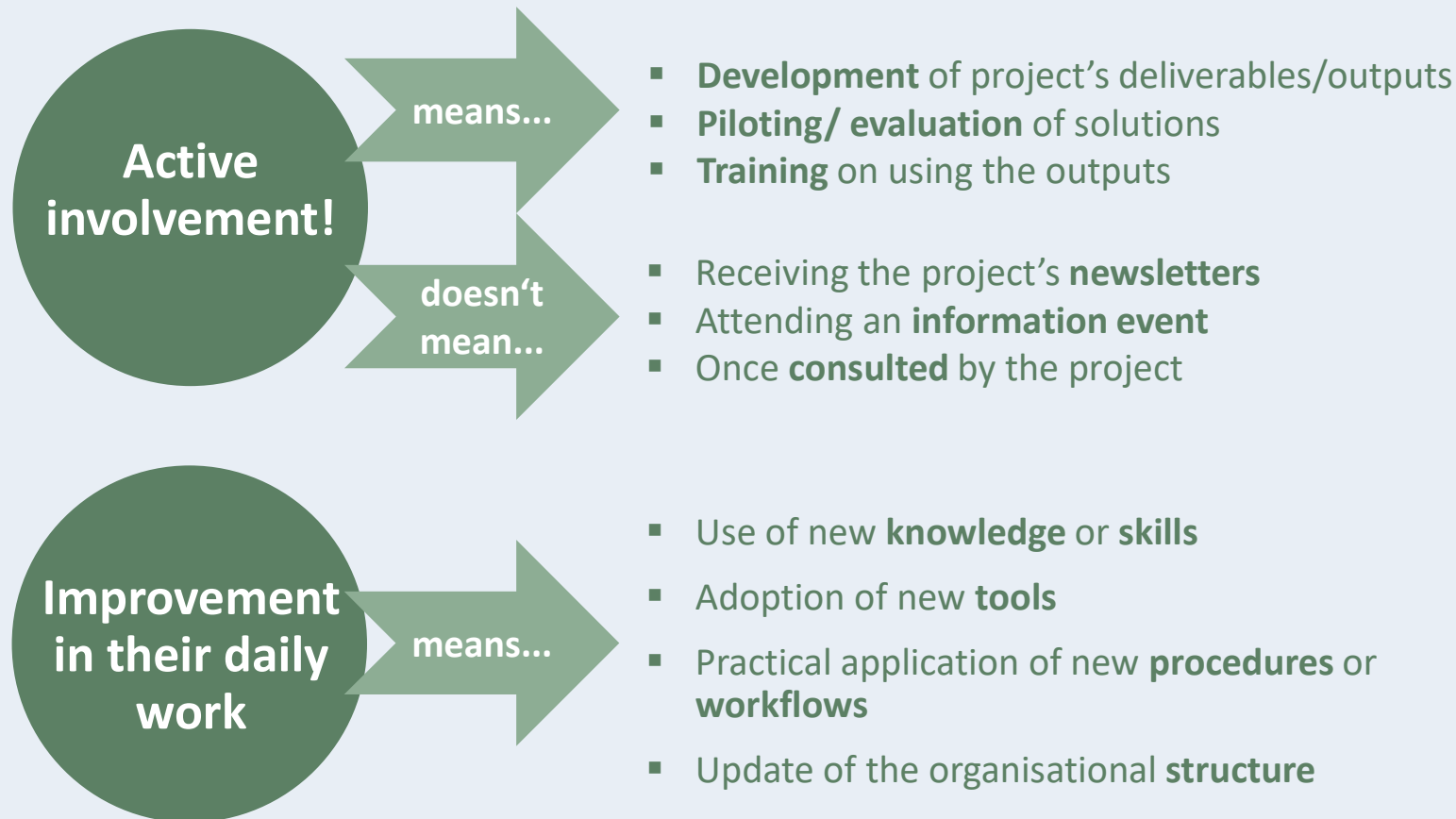
What will be the gain for them?

Improvement in their daily work 

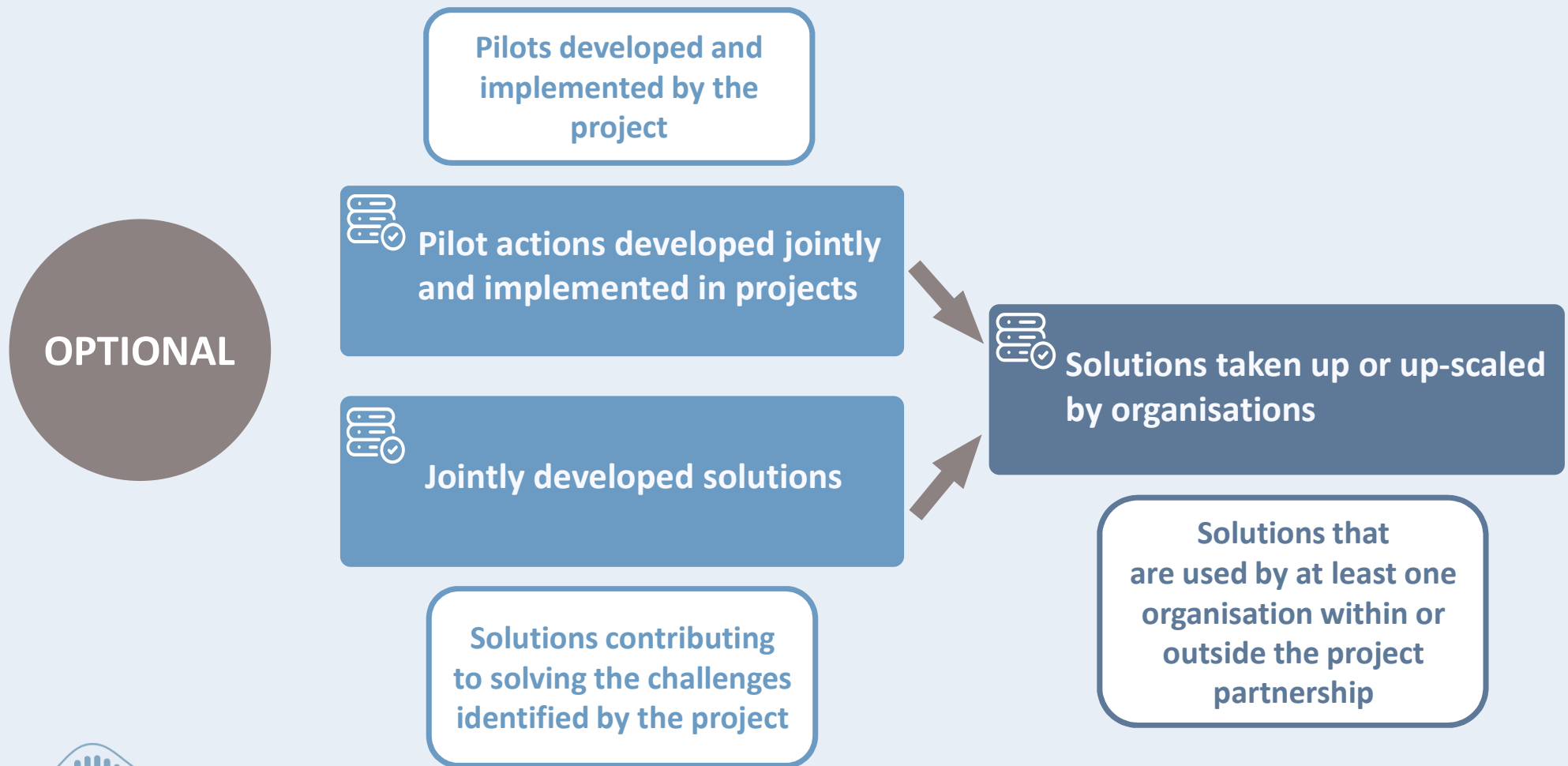
 **SURVEY**



How to measure?



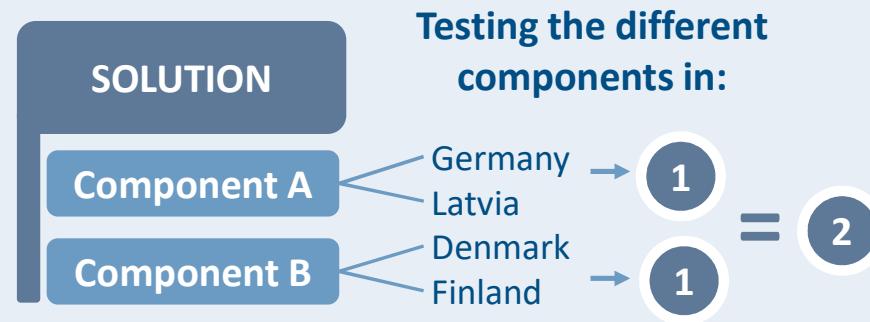
How to measure?



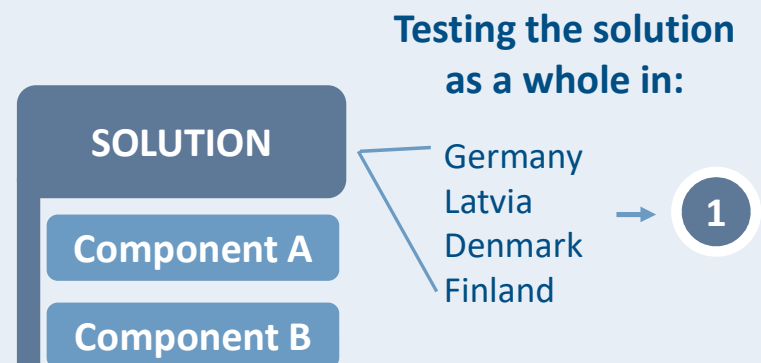
How to measure?



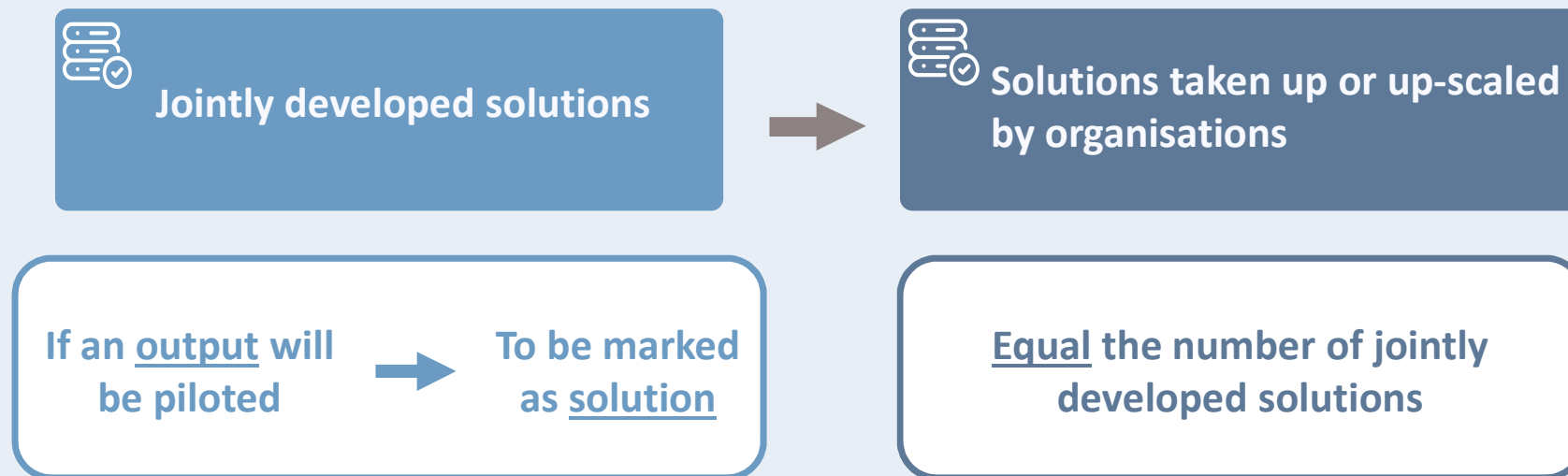
Pilot actions developed jointly
and implemented in projects



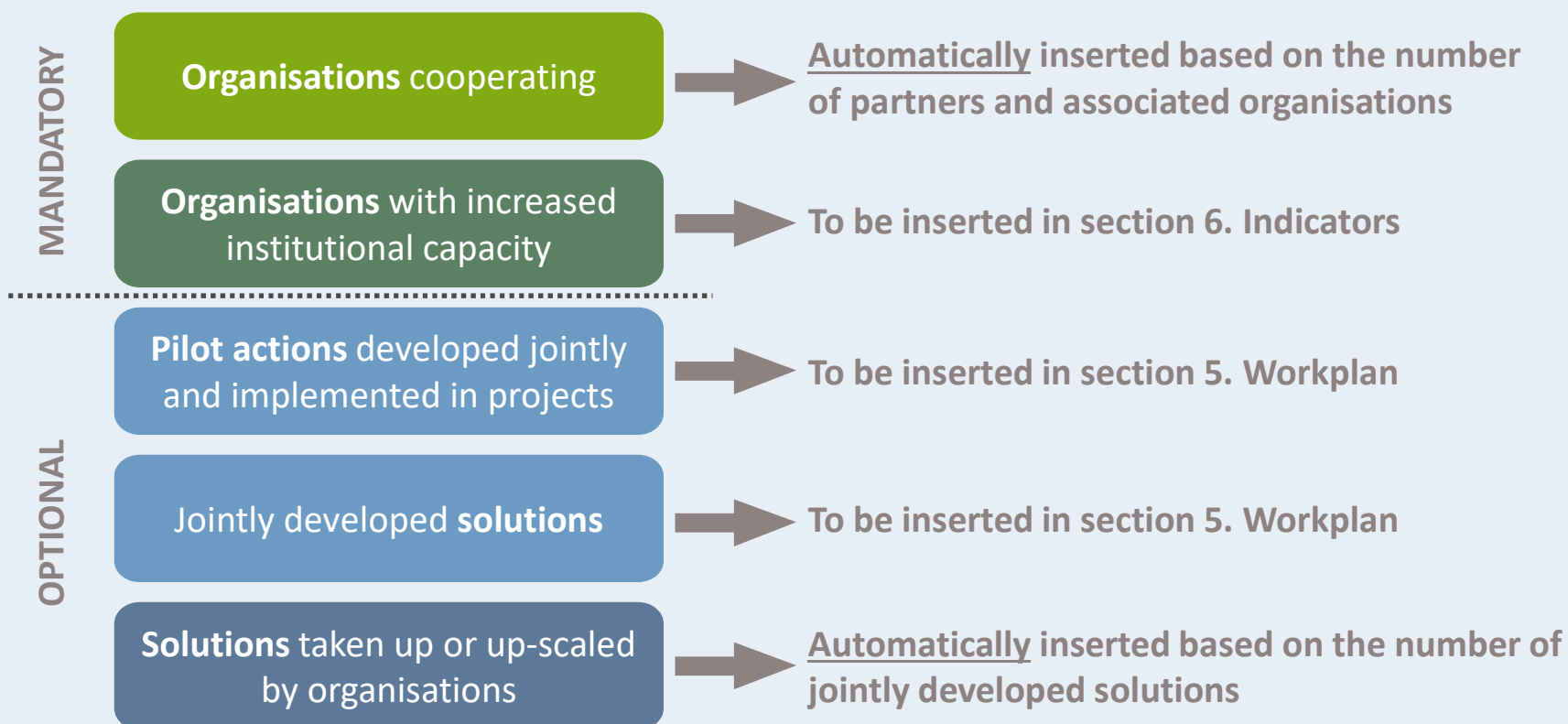
BUT...



How to measure?



Where to insert the target values?



Wrap up!

MANDATORY

Organisations
cooperating

Organisations with
increased
institutional capacity

OPTIONAL

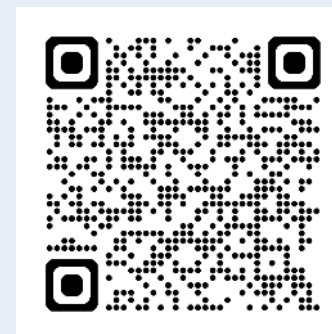
Pilot actions
developed jointly
and implemented in
projects

Jointly developed
solutions

Solutions taken up or
up-scaled by
organisations

- Be **realistic** in setting target values
- Higher target values **is not** a selection criterion
- Target values to be **cross-checked** during contracting
- Further **guidance** during project implementation

More info on indicators:



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How to apply?



Orsolya Schulz, Deputy Team Leader Project Unit

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It's time to submit your application... soon.

- 5 June 2025 Submit Project Idea Form
- 5 June 2025 Request access to BAMOS+
- 8 October 2025 Submit application via BAMOS+



Everything you need is here:
interreg-baltic.eu/gateway

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Next steps

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08 October 2025

Assessment
by MA/JS

March 2026
**Monitoring
Committee**
selects projects

**Approval
& rejection
letters** sent

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

**Start of project
implementation**

**Admissibility
check**

Note: we may
contact you

**Monitoring
Committee**

analyses
projects

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

Contracting
starts

Contracting
Ends (approx.
3 months)



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How can we support you?



Anna Zaccaro,
Junior Communication Officer

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interreg-baltic.eu/gateway



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Your gateway

Your support package

- **Documents** you need to get access to BAMOS+ and to apply for **funding**;
- Application **process & timelines**;
- Info about **consultations**;
- **Programme Manual**;
- **Info** materials & video **tutorials**;
- Upcoming **webinars**.



Checkpoints

Good to know!



Condensed info for **newcomers** at
interreg-baltic.eu/funding



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



Pixabay/viarami

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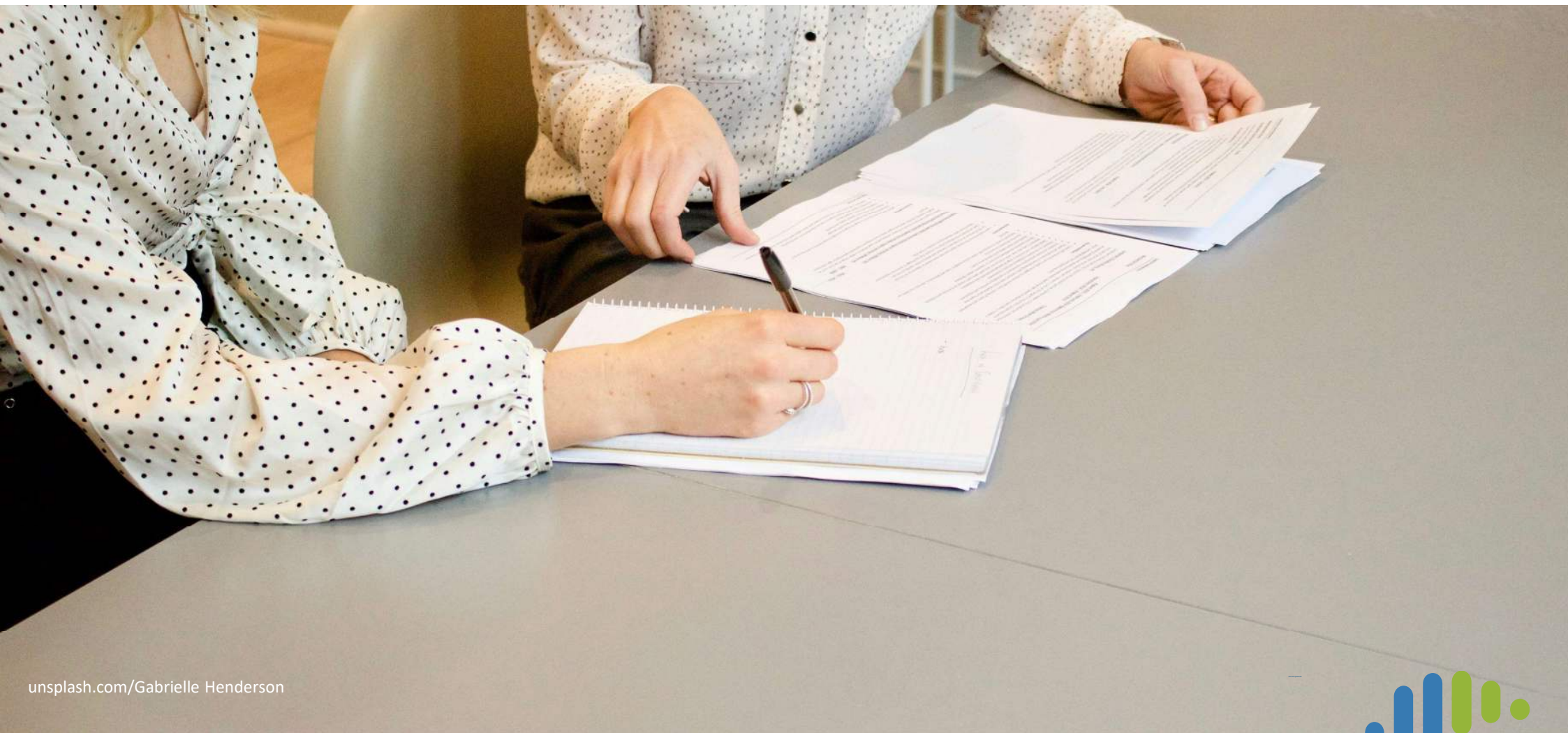
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Video tutorials

interreg-baltic.eu/gateway/tutorials/

- On Programme **objectives**;
- On constructing a **budget** and simplified cost options;
- On **good quality** small projects;
- On **how to apply**;
- On **matchmaking** platform.



unsplash.com/Gabrielle_Henderson

Consultations





Webinars on the way

unsplash/Christin Hume



- **11 June** Webinar on **good quality** application: planning finances
- **10 September** Webinar on **good quality** application: shaping content (*repeated*)
- **11 September** Webinar on **good quality** application: planning finances (*repeated*)
- **23 September** **Q&A** session

Matchmaking platform

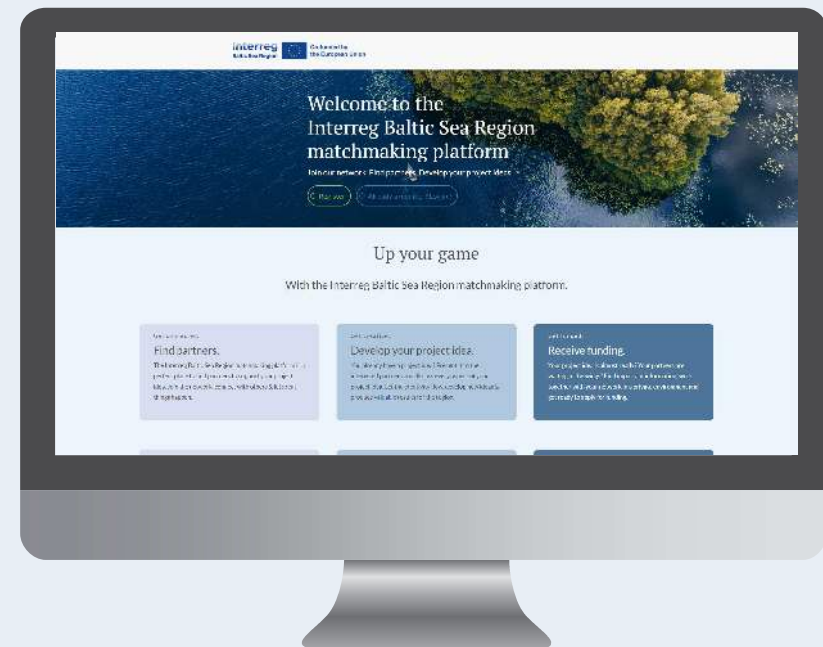
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Join the community

- Secure environment & **strong community** of 1900 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
application
(& co.)

**08 October 2025
16:00 CEST**



Final selection
by the
Monitoring
Committee

March 2026





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